

KÜN SSCM

Kapadokya Üniversitesi Sosyal ve Stratejik Çalışmalar Uygulama ve Araştırma Merkezi

SOCIAL AND STRATEGIC RESEARCH CENTER



CAPPADOCIA
UNIVERSITY

— Logic - Wisdom - Equality - Tradition —

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About KÜN SSÇM

Cappadocia University Social and Strategic Research Center was established in November 2018. The purpose of its establishment is to contribute to the studies, researches, policy development processes and their applications of Cappadocia University on social and developmental issues.

The center aims to contribute to the determination of strategic priorities in areas such as development, foreign policy, security, economy, foreign trade, industry, agriculture and conducts research that provides long-term policy recommendations in accordance with these priorities. Another aim of the Center is to determine the basic social, economic, demographic, cultural problems of the Cappadocia region and to produce projects and conduct field research to address these problems.

The Center supports the educational activities of the University on the issues listed here, conducts consultancy activities, coordinates academic research and shares the results of these activities with the public.

Cappadocia University
Social and Strategic
Research Center



**Prof. Dr. Hasan Ali
Karasar**

Rector

Rector's Message

The founding mission of our University is to bring the national and regional sustainable development potential from strength to actuality and to provide local and national institutions with the support they need in order to integrate into the world economy. We aim to train the staff our local institutions with national and international knowledge and skills that will contribute to the national and regional development goals, and aim to realize our institutional operations and policies within the framework of the UN Sustainable Development Goals.

The Social and Strategic Research Center, which was established within the framework of the sustainability and development goals of our University, has carried out successful activities within the scope of national and international projects by bringing together researchers and academicians from different disciplines.

I would like to thank the Center for their contributions to global and national goals and wish the whole team success in their work.

VISION & MISSION

VIZION

Our vision is to contribute to regional and global efforts for development, prosperity, social justice, equality, peace, culture and environment.

MISSION

Our mission is to share knowledge and experience by carrying out joint projects with international organizations, public institutions, private sector organizations, civil society and educational institutions in the fields of research, implementation, process management, capacity building and project management.

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Milestones

2020

As a result of the work of the tourism research team at our Center, Turkey Tourism Master Plan was drafted and submitted to the Ministry of Culture and Tourism.

The Turkey Tourism Master Plan project, which was launched in 2018, was based on the principles of revenue orientation, competitiveness and sustainability and was updated due to the pandemic. In the same year, Konya Tourism Master Plan was finalized and presented to relevant stakeholders.

2021

Within the framework of the cooperation between Cappadocia University and GSTC, KUN has become a member of GSTC and the only authorized institution to provide GSTC training in Turkey.

As a partner of the Turkey's Sustainable Tourism Program, our Center has started research-development and training activities to develop sustainability standards for organizations operating in the tourism sector such as accommodation facilities, destinations, tour operators, food and beverage facilities.

2022

Within the framework of the work of a research team established within our Center, GSTC and global MICE and attractions sustainability standards

development studies were initiated. In the same year, a joint project team was established with the World Economic Forum (WEF) and a research project on the relationship between sustainable tourism management and the use of big data was initiated, and Cappadocia University became a member of the United Nations World Tourism Organization.

Turkey's Tourism Master Plan for 2028 has been drafted and submitted.

2023

In the same year, the Turkey Gastronomy Inventory Project was completed and delivered to the relevant stakeholders, and the Van Tourism Master Plan project was finalized. Tourism road maps of 35 destinations in Turkey were prepared and road maps of all provinces were designed.



Areas of Expertise



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Since its establishment in 2018, our Center has developed areas of expertise by conducting intensive studies and research in various fields.

Tourism strategic planning and analysis

The Center has developed expertise in tourism planning based on macro-scale planning principles, multi-year vision and data analysis. Within the scope of the analysis and modeling studies carried out within the Center, medium and long-term projections and forecasts are made for tourism volume and market size on the basis of the world, Turkey and destinations in Turkey, and shared with relevant stakeholders.

Sustainability management

Our Center has a team of experts in sustainability management and sustainable tourism management. Consultancy and training services on sustainability management are provided to public institutions, municipalities, non-governmental organizations, development agencies and private sector organizations operating in the service sector.





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Our Projects

Turkey Tourism Master Plan

Within the scope of the Turkey Tourism Master Plan Project, jointly implemented by the Ministry of Culture and Tourism and the Turkish Tourism Promotion and Development Agency (TGA), the first plan was prepared for the 2018-2023 period, and was later updated due to the Covid-19 pandemic. The most recent Tourism Master Plan covers the period 2023-2028 and was completed and delivered to relevant stakeholders in 2023.

Tourism Master Plans of Destinations

Within the scope of the projects carried out jointly with the tourism stakeholders of Konya and Van provinces, tourism master plans covering the districts of both provinces were completed and submitted to the relevant stakeholders. Within the scope of the project, high-level workshops, search conferences, tourism revenue forecasting and modeling processes were carried out. Samsun and Cappadocia tourism master plans are in progress.



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Our Projects

WEF - Data for Destinations

Within the scope of the research project conducted in partnership with the World Economic Forum (WEF), the relationship between sustainable tourism management and the use of big data was analyzed for the destination of Turkey. Within the scope of the project, surveys and field research covering 20 provinces in Turkey, interviews with stakeholders such as UNWTO, WTTC and GSTC, and data analysis were conducted. The report at the end of the project was published by WEF.

Sustainability Criteria in Tourism

The Center actively supports the development of international and national standards for accommodation facilities, destinations, food and beverage sector, business travel and tourism attractions. The Center is a partner of the Turkey Sustainable Tourism Program in terms of accommodation and destination criteria.



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Our Projects

Roadmaps for Destinations

Under the coordination of our Center, tourism promotion and development roadmaps of all provinces are prepared and submitted to the TGA within the framework of the project, which covers all destinations in Turkey and is carried out jointly with local stakeholders in each province. The roadmaps include the number of tourists and tourism revenue targets for the provinces, as well as medium and long-term strategies for tourism development.

Tourism Trainings

Our center has an expert staff in tourism trainings. Cappadocia University, the only institution authorized to provide GSTC training in Turkey, provides internationally recognized certified sustainable tourism training to tourism professionals, hospitality sector managers and employees, certification bodies and auditors, public institutions and inspection boards.

MANAGEMENT STRUCTURE



Halil Burak Sakal

DIRECTOR

He is the founding director of the Center and a faculty member of the University's Department of Political Science and International Relations. He holds the title of GSTC authorized trainer and auditor.



Rifat Yıldız

BOARD MEMBER

He is the Founding Dean of Cappadocia University Faculty of Economics, Administrative and Social Sciences. His research interests include research methods, finance and economics.



Çağdaş Sümer

BOARD MEMBER

He is the Deputy Director of Cappadocia University Graduate Education Application and Research Center. He has studies and publications on political history, foreign policy and international relations theories.



Suat Taşkesen

BOARD MEMBER

He is the Head of the Department of Political Science and Public Administration at Cappadocia University. He has studies and publications on international political economy, globalization and state theory.



Bülent Özçelik

BOARD MEMBER

He is a faculty member at Cappadocia University, Department of Political Science and Public Administration. She has studies and publications on public sphere and post-truth issues.

SUSTAINABILITY MANAGEMENT RESEARCH GROUP



Halil Burak Sakal

He is the founding director of the Center and a faculty member of the University's Department of Political Science and International Relations. He holds the title of GSTC authorized trainer and auditor.



Ramazan Temel

He is a lecturer at Cappadocia University, Department of Aircraft Technology and Head of Quality and Strategic Planning Department. He has expertise in quality and sustainability management systems and auditing.



Selda Öztürk

She is a faculty member at Cappadocia University, Department of Medical Laboratory Techniques. She is responsible for the management and coordination of the University's Sustainability Office.



Anıl Esmeyar

He is a lecturer at Cappadocia University, Department of Tourist Guidance. He has studies in the fields of humanities and cultural studies.

SUSTAINABLE TOURISM RESEARCH GROUP



Halil Burak Sakal

He is the founding director of the Center and a faculty member of the University's Department of Political Science and International Relations. He holds the title of GSTC authorized trainer and auditor.



Mehmet Bahar

He is the Head of Sustainable Tourism Management Master Program at Cappadocia University. He is a professional tourism manager, GSTC Auditor and authorized GSTC Trainer.



Duygu Bora

She is a faculty member at Cappadocia University, Department of Tourist Guidance. She has expertise in tourism management. She is a GSTC Auditor and authorized GSTC Trainer.

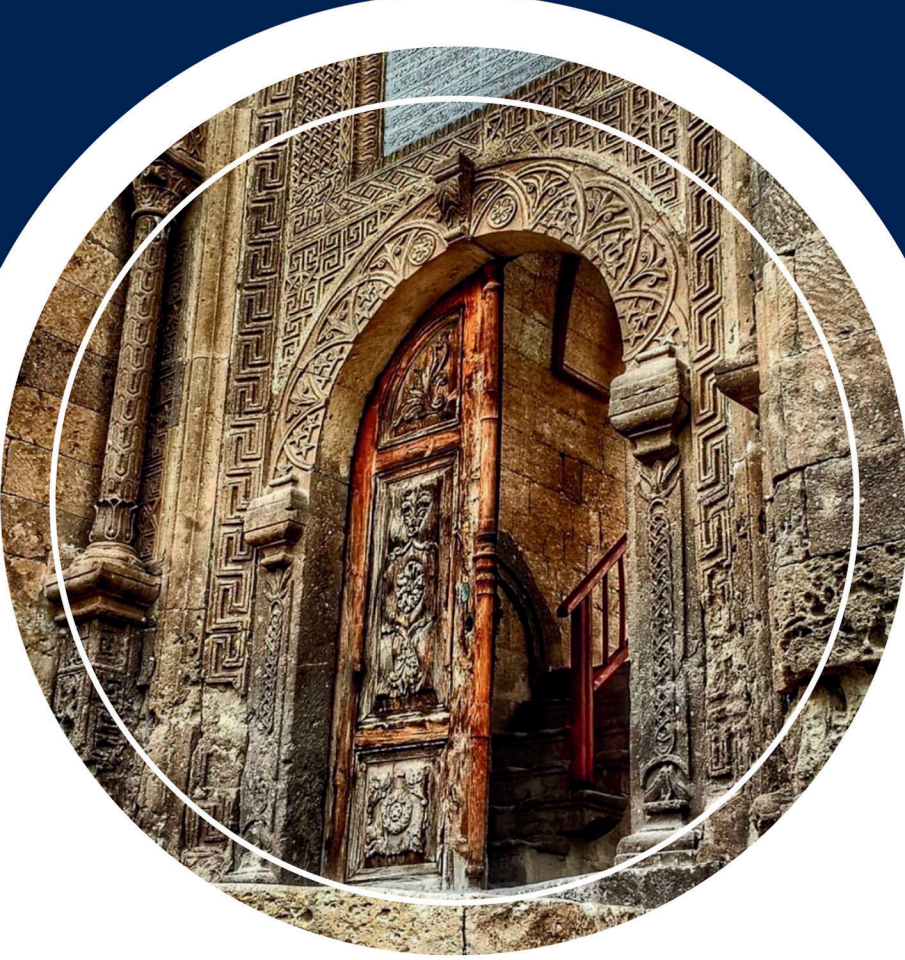


Ali Yüce

He is a faculty member at Cappadocia University, Department of Civil Air Transportation Management. He has expertise in computer science, information-communication technologies and tourism management. He is an Authorized GSTC Trainer.

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