



The Role of Development Agencies in Touristic Branding of Cities, A Document Analysis on Regional Plans

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Extensive Summary

In the rapidly competition conditions countries, themselves, has marketed not only as a destination, as region and cities with the potential of different tourism supply, in the seperate destinations, in the country. The success of a destination in the world market, is affected it's competitive strength. To succeed of marketing activities is easier to seated with original and strong appeals in a more solid base. For this reason, cities need to make their introductions as branding a destination and in this respect are required to submit marketing policies. Because actually demand creates not country but mostly destination.

Branding, is one of the most important dynamics of development is accepted all over the world. On behalf of, implementation of city marketing implemented projects by the Regional Development Agencies. The goal of the project, To highlight some of the values of the agency region's self-branding and to make the city a center of attraction for the visitors and investors.

In this study, Aims to achieve sustainable competitive advantage and brand the region to contribute to the identification provided by the Development Agencies in Türkiye. At research, the role of development agencies; identification of unknown tourist values, determination and improving of deficiencies, opportunities, were investigated in accordance with the agency's goals and objectives.

In this research, development agencies are intended in the region in which the branding of cities on the role and all the data needed to achieve the purpose for which the document is ready for the document analysis method was used. Document analysis method is a method widely used in the field of social sciences and documents, are important sources of information should be used in an effective way in qualitative research.

Due to the research for Development agencies is done on the universe of the study is 26 Regional Plans of Development Agency in Turkey. 26 regional plans were examined and the data obtained were analyzed descriptively analyzed, In case of some unidentified concepts in part by going in-depth content analysis. Thus, tried to reach information about development agencies that will play a role in branding the city.

Regional Plans of Development Agencies were examined and has emerged that 19 agencies set goals and objectives on behalf of city branding. These documents; cities to branding with rich cultural and natural values be brought into a point of attraction for tourists, creating an effective tourism policies, tourism investment projects to develop policy instruments that will be applied, total quality management in the tourism sector by setting up each component, ensured the continuity of quality practices are expressed.

Agencies in the regions with particular emphasis on quantitative data in a way, these plans were drawn profile. . The main objectives of the agencies; the creation of the tourism strategy, to provision of investment, the evaluation of The region's untapped potential, to increasing the attractiveness of the region putting forward the economic and social potential, to promote the region both national and international level, to diversification of alternative tourism activities and to provide branding in urban scale. For these purposes, self-styled each agency has identified several target. Such as; to prepare branding strategy at urban scale, to create the brand cities, to produce tourist product, to explore the region's folkloric values, to develop urban tourism, to branding points of destination, to organize promotional trips to the region.

In this study, development agencies were established cities of the region, such as branding for what it is doing or going to do studies tried to obtain information related to the determination. Examined the plans, goals and objectives similarity developed to provide branding agencies are located in the city, and a few under the purview of is also be collected. Although the requirements made clear, goals and objectives coupled with each other, though most of the Plans are not included in detail the analysis of the current situation.

In return it causes a division between agencies in accordance with achieving their aims or not. Because of their experiences in city branding and advertisement, agencies in developed metropolis (big city) could attain their aims more easily than other regional agencies. However, branding development is not on the desired level also in these agencies.

Turkey has many destination in international tourism market but, very known tourism destinations like İstanbul, Antalya, Kapadokya, Bodrum, Marmaris, Alanya, Belek, Kemer and relatively known niche markets who have their own climate/environment and products like Safranbolu, Mardin, Kastamonu, Beypazarı haven't got a brand and branding organization in integrated marketing range, so this situation is a remarkable failure.

Countries , which have an important place in international tourism market like Spain, England, Sweden, France and which have not an important place in international tourism like New Zealand, Austria, Namibia, Kenya have studies in branding tourism destination, its important that through their studies and achievements our country should make studies in known and relatively known niche markets within the organized destination branding.

Accordingly, studies in destination brand and national brand of countries which makes important studies for branding in tourism, like Spain, Sweden, England, should conduct by an agent which will be constituted in development agency and should make branding with qualified consumer and sharer researches; performing these studies with sharer committees which will be constructed in located destinations can be considered as a strategy to come into prominence in national destination competition.

This study can be called as a reconnoiter, being a research study for the roles of Development agencies in detection of unknown touristic values, determination of deficiencies and possibilities and improvement of these deficiencies, and its being a source to enlighten other researches will be made in the same topic hereafter. By meeting with development agencies, detection to what extent we arrived at written aims and goals can be specified in the future. Apart from that, aims and goals in regional plans of development agencies in what extent put into practice could be a research topic by making benefit from investigation and second hand sources