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Second ERASMUS+ project meeting in Turkey, Kusadasi

Despite the difficult epidemiological situation both in Latvia and in Europe, our project is approaching its mid-point and the second face-to-face meeting of the participants under the ERASMUS+ Programme KA2 "Cooperation for Innovation and Exchange of Good Practice" KA202 Strategic Partnership Programme Project No 2020-1-CZ01-KA202-078343 "Innovation and Continuing Education in Destination Management" took place in Turkey (Kusadasi, Ajdin province) on 10-11 October, 2021.

Partners from the Czech Republic (Prague), Poland (Krakow), Turkey (Aydin) 6 Bulgaria (Sofia) and Latvia (Riga) attended this meeting.

The Baltic International Academy was represented at the meeting by Marina Gunare and Inta Buka.

This time, our objectives were:

- 1) discussing of the completed activities: International questionnaire research and analysis of tourism management systems in individual countries;
- 2) discussing and planning the follow-up of Activity 4: Design of a set of indicators for assessment and evaluation, as well as the development of a vocabulary of destination management terms, which is an additional activity of our project;
- 3) planning of the implementation, discussing and getting acquainted with the remaining activities of the project: the Description of indicators and elaboration of the European model and methodology for the management and audit of destinations;
- 4) receiving information on the preparation of the general and financial documentation for the interim project report and scheduling the next project meeting;
- 5) evaluation of the results achieved;
- 6) evaluation of the actions taken by the project participants in the dissemination and use of the project results, including dissemination and publicity tools (website, social media accounts, newsletter);
- 7) visiting of Aydin Regional Council, getting acquainted with the tourism management system in Turkey and the development of the region in the Turkish Destination Management System,
- 8) visiting the most popular and world-famous attractions of the Aydin region, such as Ephesus and the House of the Virgin Mary;
- 9) getting acquainted with the development of the destination in Turkey, as well as the destination's tourist attractions and tourist flows, and receiving certificates from the Aydin Regional Council.

The participants spent two days in fruitful discussion on project tasks and activities.

On the first day the participants discussed the completed activities of the questionnaire research and the analysis of tourism management systems in individual countries, have planned our further work for the successful implementation of the Activity 4: Design of a set of indicators for assessment and evaluation. We also discussed and developed a timetable for the implementation of an additional activity (development of the vocabulary of destination management terms), as well as assessed the already achieved results in the development of the vocabulary during the meeting.

We were also able to discuss and plan the implementation of the remaining project activities: the description of indicators and the development of the European model and methodology for the management and audit of destinations, as well as to arrange meetings during the 2nd year of the project implementation.

All participants received all necessary information on the preparation and submission of the general and financial documentation for the preparation of the interim report from the Grant Holder, discussed the issues related to the submission of the interim report, approved the list of documents required, including financial documentation, and the deadlines for the preparation of these documents during the second day of the meeting. The remaining project meetings were discussed and it was unanimously decided that the next project meeting will be held in Riga in early March next year. The participants clarified and assessed the results achieved during the 1st year of the project.

On the same day, we carried out an evaluation of the dissemination and use of the project results, including the dissemination and promotion tools (website, social media accounts, and newsletter).

All the participants of the meeting, who have arrived in Turkey visited the Aydin Regional Council, familiarised themselves with the Turkish tourism management system and the development of the region under the Turkish Destination Management System, visited the most popular and world-famous attractions of the Aydin region such as Ephesus and the Virgin Mary House.

It was particularly pleasant to be able to ask all questions about the tourism management system in Turkey and the development of the region under the Turkish Destination Management System directly to the region's management and its Head. The warm welcome of the Turkish partners surprised all participants at the meeting.

We had the opportunity to learn about this destination development in Turkey, as well as about tourist attractions and tourist flows in the destination. The Aydin Regional Manager personally presented certificates of participation to each participant.

The ERASMUS+ Programme KA2 "Cooperation for Innovation and Exchange of Good Practice" KA202 Strategic Partnership Programme Project No 2020-1-CZ01-KA202-078343 "Innovation and Continuing Education in Destination Management" is co-funded by the ERASMUS+ programme of the European Union.

Here is a link to the meeting's agenda:

https://bsa.edu.lv/wp-content/docs/international/2021/Agenda_2nd_TPM_Turkey.pdf



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