



# HARRAN SITE MANAGEMENT PLAN

[2016 - 2021]





# HARRAN

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2016







## HARRAN YÖNETİM PLANI

[2016 - 2021]

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## HARRAN SITE MANAGEMENT PLAN

[2016 - 2021]

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## LIST OF ABBREVIATIONS

<b>AFAD</b>	Disaster and Emergency State Management
<b>GAP</b>	Southeastern Anatolia Project
<b>GAP RDA</b>	Southeastern Anatolia Project Regional Development Administration
<b>COZ</b>	Conservation Oriented Zoning Plan
<b>İŞKUR</b>	Turkish Labor Agency
<b>NGO</b>	Non-Governmental Organization
<b>KOSGEB</b>	Small and Medium Business Development and Support Administration
<b>KTB</b>	Ministry of Culture and Tourism
<b>MM</b>	Metropolitan Municipality



# 1. GAP Region Tourism Oriented Promotion and Branding Project, Harran Site Management Plan Overview

## 1.1. Objectives, Status, Borders of Administrative Area and Planning Team of the Management Plan Study

**By inclusion of new** definitions into the Annex-2a and 3 articles of "Law on the Conservation of Cultural and Natural Property" (Law No. 5226 dated 14.07.2004 amending Law no. 2863) **Management Area and Management Plan** concept took place for the first time in national legislation. In this context, it has become necessary to prepare management plans not only for the "World Heritage Sites" but also all conservation and historical areas.

**Aim of Harran Site Management Plan;** to protect the cultural, natural assets and original structure of historical sites of Harran and the connection points with rational, sustainable and holistic approach to ensure the development of the establishment of a balance between them and transmitted to future generations by means of active contribution and participation of all relevant stakeholders.

21.11.2005 dated and 26006 numbered "**Regulation Regarding the Procedures and Principles for Determining Foundation, Duties and Management Areas of the Site Management and Board of Monuments**" prepared in accordance with the Annex-2a article of "Law on Protection of Cultural and Natural Property" numbered 2863 and dated 21.07.1983, focuses on two issues;

**Management Area;** the places where the borders are determined by the Ministry by consulting the relevant administrative bodies and that are formed to provide the coordination between central and local governments competent in planning and conservation and nongovernmental organisations in order to efficiently protect, maintain, utilise the natural and cultural sites, ruins and interaction fields within their natural integrity,

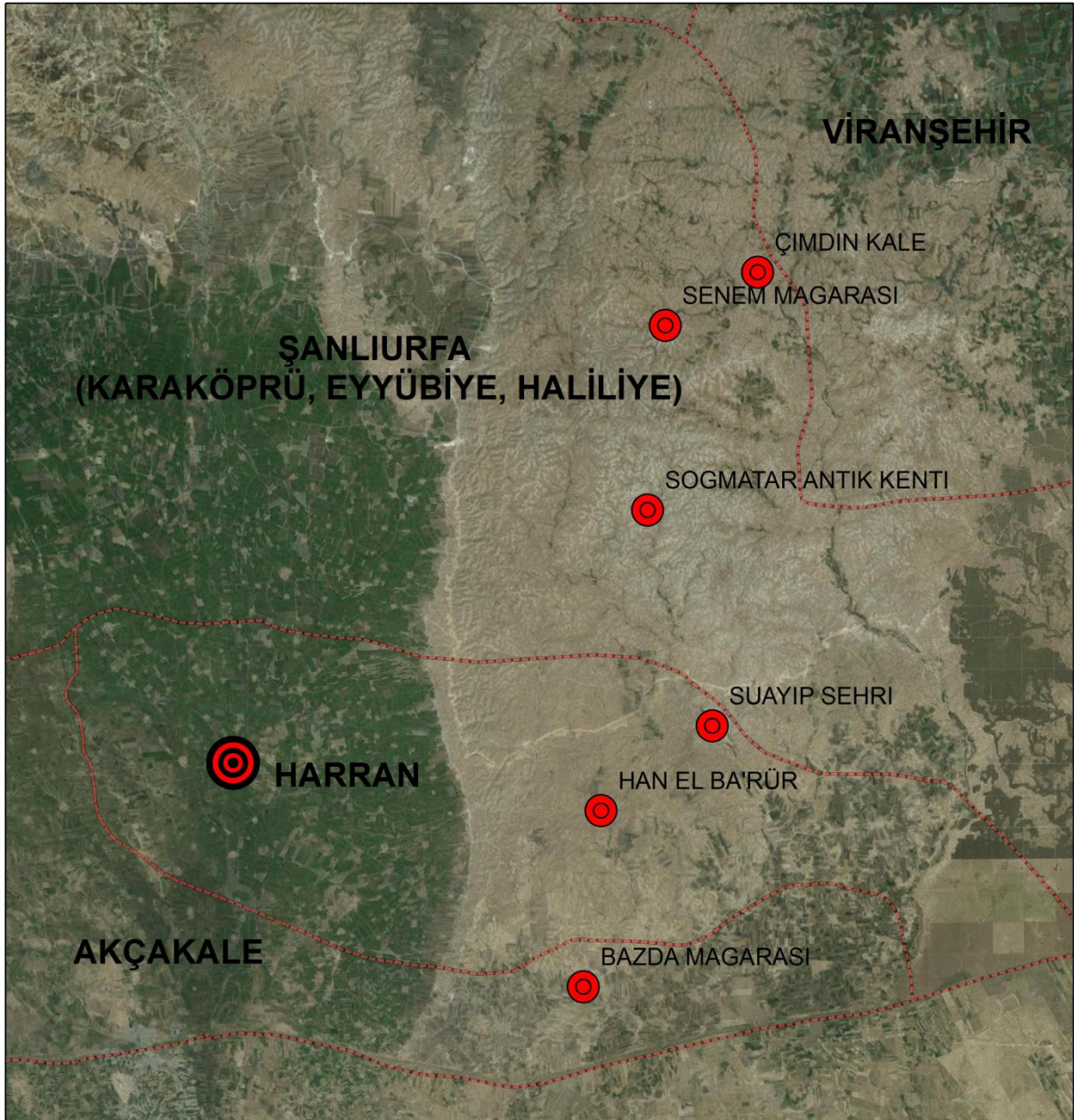
develop the same under a specific vision or theme and combine them with the cultural and educational needs of the community”<sup>1</sup>.

**Connection Point;** although not included in the border of management area, archaeological, geographical, cultural assets are connected with this place in terms of the provision of cultural and historical reasons or theme around the same vision and management and development<sup>2</sup>.

In this context, by the approval of the Ministry of Culture and Tourism on 14th of March 2014, Harran Site Management Plan Area boundaries and the area covering the Han-el Ba’rür Caravansary, Şuayb Ancient City, Soğmatar Ancient City, Bazda Caves, Senem Cave, and Çimdin Castle as the connection points defined (Figure 1, 2).

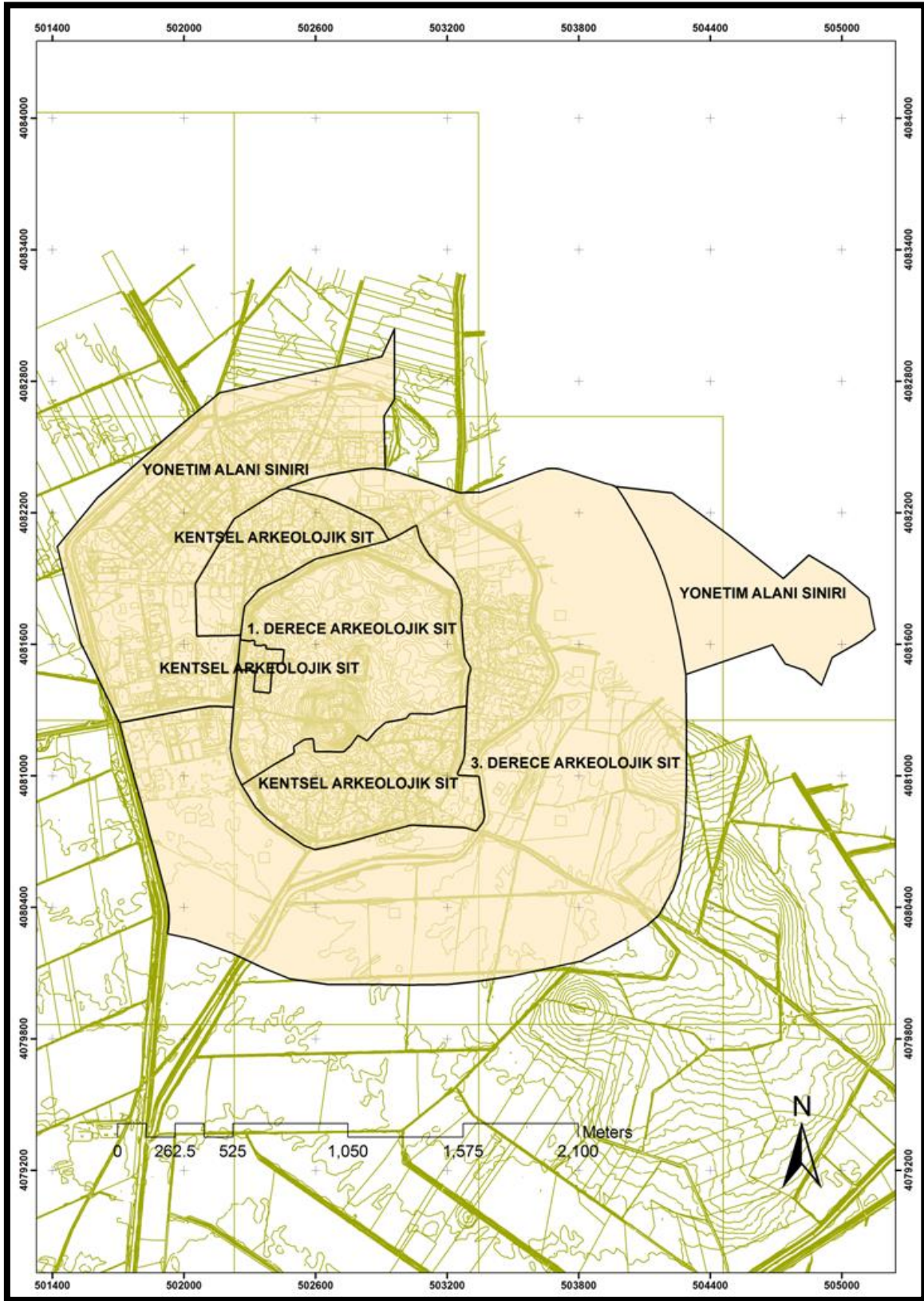


Figure 1. Management Plan Area and Connection Points



Source: Google Earth, 2015

Figure 2. Harran Site Management Plan Area Border



Source: KTB, 2014

The planning team consisted of experts and consultants given below;

### Experts

No	Name-Surname	Role in the Project
1.	Ergün Ergani	Coordinator
2.	Aysin Tektaş Keskin	City Planner (MSc.)
3.	Mehmet Ersoy Sadıkoğlu	Archaeologist
4.	Gülfer Erdoğan Arıkoğlu	Architect
5.	Arzu Mimirolu	Art Historian
6.	Uğur Erözkan	Public Management Specialist
7.	Merve Neslihan Gürbüz	Economist
8.	Özgür Şahiner	Project Officer

### Consultants

No	Name-Surname	Role in the Project
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2.	Ruhan Kılıç	Art Historian
3.	Seydi Yüzgöl	Architect (MSc.)
4.	Murat Çevik	City Planner (MSc.)
5.	Yrd. Doç. Dr. Serkan Kemeç	GIS Expert

## 1.2. Structure of the Site Management Plan

Southeastern Anatolia Regional Development Administration, İLBANK and the Ministry of Culture and Tourism along with central and local government decisions, current scientific research and inventory work related to Management Plan areas and the Junction Points were used as the main sources for the preparation process of "Harran (Şanlıurfa) Site Management Plan" under the concept of GAP Region Tourism Oriented Promotion and Branding Project. Besides these, Current Situational Analysis Report (1. Stage Report) along with spatial and strategic plans and projects that comprises of the acquired knowledge, ideas and proposals of the 1<sup>st</sup> Stakeholder Workshop was also evaluated.

Harran Site Management Plan consists of four main sections. 1<sup>st</sup> Section provides general information about Site Management and the Harran Management Area. 2<sup>nd</sup> Section, under the Area Analysis heading the present situation and stakeholder analysis took place. 3<sup>rd</sup> Section is the synthesis composed of general considerations relating to the area, SWOT Analysis, Problem Analysis and Carrying Capacity Analysis. And lastly 4<sup>th</sup> Section covers the Site Management Plan.

In the preparation process of the Management Plan, with the participation of relevant organizations and institutions, Management Plan Stakeholder Information Meeting took place on 30th of September 2014 in Harran. On November 3 to 4 2014, stakeholders visited in Şanlıurfa and Harran. Between 3 to 4 December 2014, problems and solutions evaluated in Stakeholder Workshop held in Harran. On 16 to 17 July 2015, Management Plan Preparation Workshop with the participation of stakeholders organized. So that during the Management Plan Preparation process in total four main activities conducted.

Moreover, following the meeting stated above, with the participation of GAP Regional Development Administration, İLBANK and AnaDOKU administrators and experts, four meetings also were carried out Ankara to evaluate the activities and outcomes of the Project in.

Harran (Şanlıurfa) Site Management Plan has been prepared by considering the information obtained in this process, stakeholders and expert advice within the scope of the relevant legislation, experience and methods of preparation of the management plan.

Chapter 4 of the Management Plan Report forming the Site Management Plan by the following sections;

- General evaluation,
- Identification of vision objectives and policies
- Preparation of the action plan and
- Establishment of the governance model by defining monitoring, evaluation and educational processes.

**In the first section** of the study assessment of the current situation analysis is carried out. **In the second section**, Harran Management Plan vision, goals and policies have been created. **In the third section**, action plan of Site Harran Management Plan has been created; work program, timing and the projects are given. **In the fourth section**, management model was created with the identification of monitoring, evaluation and training processes.

As a result of all these studies, Management Plan vision is defined as; "**From past to future Harran maintaining, protecting, producing, and multiplying of its rich historical and cultural values**". In order to achieve this vision, 8 thematic areas, 8 policies, 22 objectives and 75 activities have been defined.

### **Thematic Areas**

T1. Cultural Values Conservation and Planning Thematic Area

T2. Accessibility, Physical and Technical Infrastructure Thematic Area

T3. Tourism Oriented Promotion and Branding Thematic Area

T4. Tourism Service Infrastructure and Effective Visitor Management Thematic Area

T5. Social -Economic - Environmental Quality of Life Thematic Area

T6. Education, Awareness and Participation Thematic Area

T7. Disaster, Emergency State and Risk Management Thematic Area

## T8. Governance, Monitoring and Evaluation Thematic Area

### **Policies**

P1. Preparation of plans for cultural assets with a holistic approach by observing conservation and utilization equilibrium

P2. Provision of “visitor circulation” in tourism points and improving transport and physical infrastructure

P3. Promotion and branding of the Area's cultural assets at national and international level

P4. Improving the service capacity of the area, effective visitor management issues that promotes the conservation and utilization equilibrium

P5. Improving the social-economic-environmental quality of life

P6. Increasing tourism capacity of stakeholders

P7. Preparation of an integrated and coordinated disaster, emergency state and risk management action plan

P8. Participatory and collaborative area management; establishment of an independent monitoring and evaluation structure and management

The projects created for the implementation of the policy set elaborated by considering the criteria of being realistic and applicable and each project discussed in detail. Which activity when, how and by whom will be implemented is determined. For the implementation of all these activities, "management model" will take effect in line with the regulation.

Activities in the action plan are assembled into groups as period of short-term (2016-2018), medium term (2019-2020) and long term (2021).

Site Management Plan that is prepared for Harran Management Area has an important role in the promotion and branding of the project area. For realization of this plan all stakeholders have important responsibilities.

## 1.3. Problems to be Solved in The Area and Assessment of Potential Opportunities

### 1.3.1. Harran and the Connection Points Assessment

By the approval of the Ministry of Culture and Tourism on 15th of April 2014, 70765 numbered, “*Harran Management Plan Area boundaries*” and the area covering the Han-el Ba’rür Caravansary, Şuayb Ancient City, Soğmatar Ancient City, Bazda Caves, Senem Cave, and Çimdin Castle defined as the connection points.

Harran district of Şanlıurfa province is in the TRC2 Region in the scope of Nomenclature of Territorial Units for Statistics (NUTS) constituted by TUIK and DPT in 2002 in the EU accession Process in three different levels. TRC2 Region is in south-eastern Anatolia and consists of Şanlıurfa and Diyarbakır under the Şanlıurfa sub-region.

Harran district is in the south of Şanlıurfa. Its surface area is 801 km<sup>2</sup> and 48 km away from the city centre. Its neighbour districts are Akçakale and Ceylanpınar and located by Syrian border.

According to the data of Address-Based Population Registration System (ABPRS) the population of Harran district is 78,681. Eyyübiye (363,943) and Haliliye (357,504) are the most populated districts of Şanlıurfa over than 300,000 population. The population of Siverek, Viranşehir, Karaköprü and Suruç districts are over than 100,000. Harran with its population (78,681) is the 10<sup>th</sup> district of the 13 districts.

According to 2014 TUIK data, there are 107 neighbourhoods in the district. In the Management Plan area there are 7 neighbourhoods. These give seasonal migration to close regions for agriculture sector.

In the Management Plan Area, there are 1st degree and 3rd degree Archaeological Sites and Urban Site areas. As the monuments, Hz. Yakup Well, Hayatı Harrai Mosque, Ulu Mosque, and Harran Castle and in Traditional Building Parcels 110 registered cupola houses take place.

In the Management Plan area, private parcels consists 95.82% of the parcels.

Harran as a natural part of Upper Mesopotamia was established in Harran Plain. The historical and cultural values in the centre and surroundings of the district have not been sufficiently evaluated for tourism purposes yet.

Şuayb City from Rome Era and established on the rock graves in the east of Harran and Özkent Village locality, Han-el Ba'rur Caravansary in the Göktaş Village, historical quarry called Bazda Caves 16 km east of the district center, Soğmatar in Yağmurlu Village in Tek Tek Mountain, Senem Cave in Büyük Senem Miğar Village on 11 km north of Soğmatar and Çimdinkale in Eskikale Village are important attraction points for tourism.

In the region, mounds, temples from pagan era, Harran castle and Çimdin castle, Harran Ulu mosque, traditional Harran houses, Bazda and Senem caves, Şuayb city and Soğmatar increase the importance of Harran. Region is exactly like a school of archaeology, history, art and architect. Hosting of the area structures with such various functions and time, having survived the structures and historical environment is a very important gain. This situation in the sense of social, cultural and economic undoubtedly enriches Harran.

Starting from region's pagan past, Umayyad, Ayyubid and continuing wide range with Zeng era, it is needed to create a museum for exhibition of portable artefacts from soil, and for immovable region is needed to be converted into an open-air museum.



### 1.3.2. Tourism Potential of the Area

Prominent tourism types of Harran and Junction Points determined as historical and cultural tourism, nature tourism and religious tourism as a result of literature review, field work, stakeholder interviews and meetings carried out in the scope of the project. If we look briefly at the contents of these type of tourism:

**History and Cultural Tourism:** These activities are carried out in order to see the ruins of ancient civilizations such as works of art, historical buildings and the ancient city and to examine the local culture (fka.org.tr).

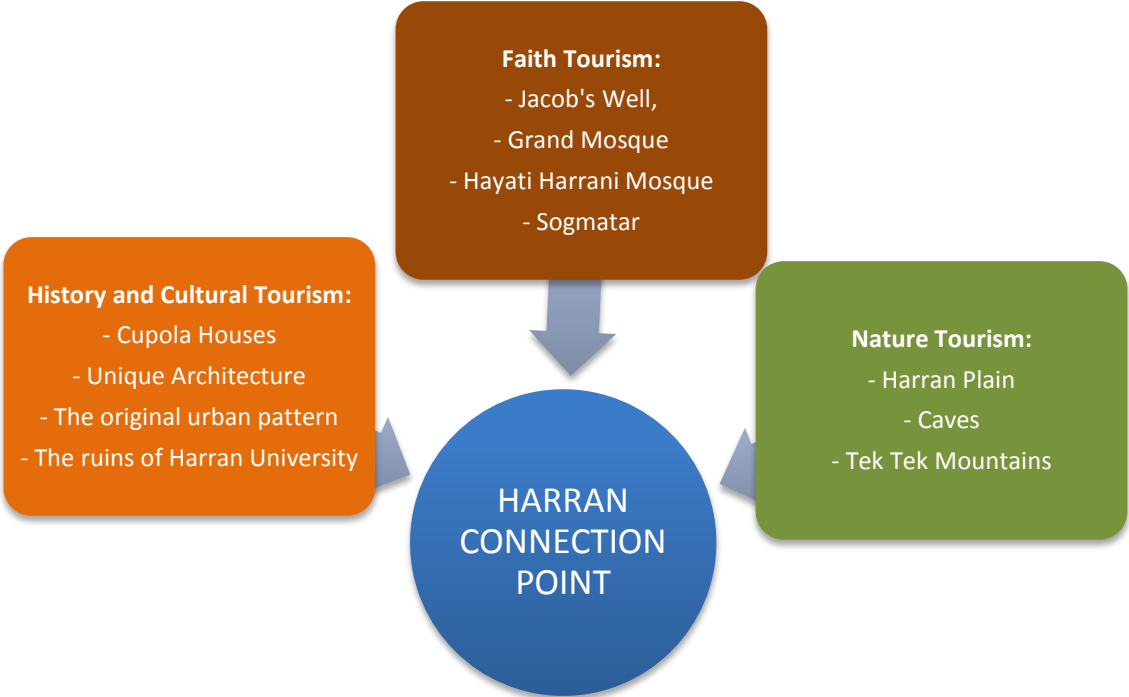
In this context, values in the area such as the original architecture, unique urban pattern, cupola houses, ruins of Harran University etc. generate a significant potential in terms of history and culture tourism.

**Faith Tourism:** Activities for visiting of the religious holy or common significant places and/or worship (fka.org.tr).

In the light of the present archaeological data history of Harran goes back to the Chalcolithic period. Temples of the pagan period, Harran Grand Mosque; Hz. Jacob's Well, Hayati Harrani Mosque and the location where prophets lived in has a unique feature like an open-air museum.

**Nature tourism:** Containing the activities such as trip, hiking, photography, camping etc. held for researching of the plant and animal varieties grown in certain regions, the visual landscape values and natural formations like caves and the valley (fka.org.tr). In this context, Harran plain, caves and the Tek Tek Mountains located on the north east of Harran generate an important potential for nature tourism.

**Figure 3. Tourism Potential of the Area**



## 2. Determination of Vision and Policies

### 2.1. Area Vision and Planning Principles

Information, opinions and recommendations obtained from the expert meetings, stakeholder visits and 1st Stakeholders Workshop that organized during the Harran Management Plan preparation process, compiled and submitted to the participants by requesting their suggestions for solving the problems of Harran with a promotional and branding-oriented perspective.

The shared problems and solutions by the participants of local community representatives from different local and regional institutions and organizations, not only provided required work for the presentation and branding of Harran and Connection Points, but also determining the orientation and approach of local stakeholders and enabling to get important information for revealing the future of fiction. At stakeholders workshop the answer given to the question of "How would you like to see Harran after 20 years?" formed the basic framework of the determination of the vision sentence of the Management Plan.

Based on this, in order to compile the objectives and activities that will be developed as a part of management plan around a common goal, inclusive, descriptive and guiding Harran Site Management Plan vision statement determination work has been carried out.

Specific descriptive phrases and themes that are common for Harran identified and re-evaluated and as a result the vision statement determined by the participating stakeholders is given below.

**“From past to future, Harran maintaining, protecting, producing, and multiplying of its rich historical and cultural values ”**

With the vision statement; it is emphasized that transfer of historical, cultural and natural heritage of Harran with its originality into the future and further increasing the production. The rich historical and cultural heritage and knowledge of Harran history, preservation of originality of this accumulation of life today also reflects the significant level of local communities; emphasis that the area located in a region which is highlighted for producers and multiplier features especially agricultural production and productivity

## **Harran Site Management Plan Principles**

It is possible to compile the principles and policies under eight thematic headings in the light of the management plan objectives and activities through evaluated information, views and recommendations obtained in the Management Plan preparation process:

### **1. Cultural Values Conservation and Planning**

- Preservation of cultural values in Harran, ensuring the spatial coherence and harmony and transferring it to the future generations
- Protection of cultural heritage in its original state in Harran and improve the quality of life
- The continuation of the cultural heritage as an integral component of social life in Harran
- In accordance with legal norms of universal values, making plans in such a way as to respect sheltering, life and property rights of people live in Harran
- Awareness of especially the new generation for protection of tangible and intangible cultural values and ensuring the sustainable use and protection of them in Harran

### **2. Accessibility, Physical and Technical Infrastructure**

- Limiting vehicle traffic Harran, resolving parking facilities in the city entrance, conducting pedestrianization and street rehabilitation work in urban residential areas
- In conservation activities considering Harran and connection points as a whole spatial area

### **3. Tourism Oriented Promotion and Branding**

- Highlighting the identity of "open-air museum" in Harran
- Promotion of history, culture, nature and faith tourism in Harran
- Encouragement of the maintenance of traditional production methods, lifestyles and crafts in Harran and connection points

### **4. Tourism Service Infrastructure and Effective Visitor Management**

- The use of original building materials and techniques Harran and connection points
- Ensuring the public health and safety conditions at Harran and connection points
- contributing to the region's economic development by increasing visitors capacity
- Increasing the number of visitors by the annual programs and activities

### **5. Social - Economic - Environmental Quality**

- Strengthening social infrastructural services (housing, education, health, sports, recreation, etc. ) in Harran and connection points
- Promotion of social and cultural activities in Harran and connection points
- Ensuring the sustainability of enterprises engaged in traditional manufacturing and sales of products in Harran and connection points
- Increasing the income derived from the sale of local products in Harran and connection points

### **6. Education, Awareness and Participation**

- Awareness raising on conservation issues
- Preparation and implementation of public information and awareness programs
- Increasing visitor circulation with annual program and activities

## **7. Disaster, Emergency State and Risk Management**

- The inclusion of disaster, Emergency State and risk management issues in planning decisions

## **8. Governance, Monitoring and Evaluation**

- Adoption of a transparent, open and participatory management approach in planning
- Ensuring the participation of all stakeholders in preparation, implementation, evaluation and update processes of the plan
- To comply with the planning decisions and prescribed time
- Provision of legal and institutional infrastructure to ensure the continuity of the management plan

## 2.2. Harran Site Management Plan Policy, Objectives and Activities

In order to reach the Harran Management Plan Vision, practical planning policies that are compatible with the principles and policies defined under eight thematic headings determined. Then the basic framework of objectives for the implementation of these policies, and activities required to achieve the objectives including responsible and supportive institutions and organizations that will perform these activities and implementation schedule of the activities has been identified.

Under the 8 thematic areas 8 policies defined.

### THEMATIC AREAS AND POLICIES

THEMATIC AREAS	POLICIES
T1. Cultural Values, Conservation and Planning Thematic Area	P1. Preparations of plans for cultural values with a holistic approach by observing conservation and utilization equilibrium
T2. Accessibility, Physical and Technical Infrastructure Thematic Area	P2. Provision of “visitor circulation” in tourism points and improving transport and physical infrastructure
T3. Tourism Oriented Promotion and Branding Thematic Area	P3. Promotion and branding of the Area's cultural values at national and international level
T4. Tourism Service Infrastructure and Effective Visitor Management Thematic Area	P4. Improving the service capacity of the area, effective visitor management issues that promotes the conservation and utilization equilibrium
T5. Social-Economic-Environmental Quality of Life Thematic Area	P5. Improving the social-economic-environmental quality of life
T6. Education, Awareness and Participation Thematic Area	P6. Increasing the tourism capacity of local stakeholders
T7. Disaster, Emergency State and Risk Management Thematic Area	P7. Preparation of an integrated and coordinated disaster, Emergency State and risk management action plan
T8. Governance, Monitoring and Evaluation Thematic Area	P8. A participatory and collaborative area management; establishment of an independent audit, monitoring and evaluation structure and management of this structure

To achieve defined policies, 22 objectives have been identified.

## POLICIES AND OBJECTIVES

POLICIES	OBJECTIVES
P1. Preparations of plans for cultural values with a holistic approach by observing conservation and utilization equilibrium	1.1. Preparation of landscaping projects for the development of tourism in Harran and connection points
	1.2. Acquisition of cultural heritage to tourism in Harran and connection points through excavation and restoration projects and implementations that will be in line with international criteria
P2. Provision of “visitor circulation” in tourism points and improving transport and physical infrastructure	2.1. Facilitation of “visitor circulation” in the area
	2.2. Preparation and implementation of urban transport and infrastructure projects
P3. Promotion and branding of the Area's cultural values at national and international level	3.1. Turning Harran and connection points into an attraction point for visitors by branding their rich cultural and natural values
	3.2. Acquisition of intangible cultural heritage to tourism by detecting and protecting
	3.3. Increasing the visibility of brand values that will be created for Harran and connection points
	3.4. Strengthening the brand values of the Area's by national and international innovative methods
	3.5. Evaluation of Harran and connection points as visit and accommodation points on trip itineraries
P4. Improving the service capacity of the area, effective visitor management that promotes the conservation and utilization equilibrium	4.1. Strengthening of tourism services infrastructure
	4.2. Increasing the presentation capacity in Tourism Service Facilities
	4.3. Implementation of an effective visitor management
P5. Improving the social-economic-environmental quality of life	5.1. Strengthening social infrastructure services (housing, education, health, sports, recreation, etc.)
	5.2. The development of social and cultural activities in Harran and connection points
	5.3. Ensuring the sustainability of the traditional trade
	5.4. Improving the environmental quality of life and service delivery quality
P6. Increasing the tourism capacity of local stakeholders	6.1. Increasing the knowledge and awareness of local stakeholders on cultural assets and conservation terms
P7. Preparation of an integrated and coordinated disaster, Emergency State and risk management action plan	7.1. Preparation of a comprehensive risk analysis
	7.2. Preparation of an integrated disaster, Emergency State and risk management action plan
P8. A participatory and collaborative area management; and management of an independent audit, monitoring and evaluation structure and management of this structure	8.1. Ensuring the active participation and contribution of regional and local NGOs, professional organizations and initiatives in area management
	8.2. Ensuring the participation of the people of the region in the area management processes
	8.3. Establishment of the management plan public information, monitoring and evaluation structure and operation

To achieve the objectives 75 activities have been identified.



## OBJECTIVES AND ACTIVITIES

OBJECTIVES	ACTIVITIES
1.1. Preparation of landscaping projects for the development of tourism in Harran and connection points	1.1.1. Preparation of landscape and street rehabilitation projects by disclosing the local originality of Harran
	1.1.2. Determining camping areas, horse riding, cycling, and hiking routes
1.2. Acquisition of cultural heritage to tourism in Harran and connection points through excavation and restoration projects and implementations that will be in line with international criteria	1.2.1. Conducting fixation, registering and inventory work in archaeological and urban protected areas
	1.2.2. Ensuring the use of original and right material with appropriate technology in the restoration work
	1.2.3. Doing research for funds to ensure the continuity of excavation and restoration work
	1.2.4. Conducting excavation work at archaeological protected areas
	1.2.5. Carrying out restoration and functionalizing work of proprietary structure
2.1. Facilitation of “visitor circulation” in the area	2.1.1. Identifying vehicle transportation routes and parking areas and making their implementation projects
	2.1.2. For circulation of visitors and their access to important touristic spots, designing of transport network system of pedestrian, cycling etc.
	2.1.3. Increasing the accessibility of disadvantaged groups in the area (disabled, elderly, pregnant women visitors and so on.)
	2.1.4. Preparing special marking and orientation signage on the transport network of vehicle, pedestrian and bicycle
2.2. Preparation and implementation of urban transport and infrastructure projects	2.2.1. Preparing/updating and implementing of infrastructure projects for water, solid waste and wastewater in Harran and connection points
	2.2.2. Preparing/updating and implementing of infrastructure projects for energy, lighting and communications in Harran and connection points
	2.2.3. Improving the quality of urban transport infrastructure and services
	2.2.4. Planning and executing regular and qualified public transport journey and visitor voyages among Şanlıurfa and Harran
3.1. Turning Harran and connection points into an attraction point for visitors by branding their rich cultural and natural values	3.1.1. Determining the tourism potential of Harran and connection points
	3.1.2. Determining the tourism products of Harran and connection points
3.2. Acquisition of intangible cultural heritage to tourism by detecting and protecting	3.2.1. Conducting intangible cultural heritage inventory work
	3.2.2. Narrating the cultural values of the area

3.3. Increasing the visibility of brand values that will be created for Harran and connection points	3.3.1. Making site-specific logo/corporate identity design
	3.3.2. Preparation and dissemination of site-specific audio-visual and printed promotional products (Clip, advertising film, brochures, souvenirs, etc.)
	3.3.3. Preparing and disseminating the tourism web portal and mobile applications
	3.3.4. Identifying local products that will be used for tourism and promotional purposes, supporting the production and conducting branding work
3.4. Strengthening the brand values of the Area's by national and international innovative methods	3.4.1. Preparation of promotion and communication strategy of Harran and connection points
	3.4.2. Preparation and organization of tourism and promotion oriented calendar events
	3.4.3. Organizing promotional and informational trips for visual media and written representatives
	3.4.4. Performing and sharing traditional life activities with visitors, and establish "experimental experience workshops"
	3.4.5. Organizing hiking, bike tours, riding activities
	3.4.6. Organizing national and international events in the framework of the themes to be determined and participate in national and international events in order to promote Harran
	3.4.7. Establishment of the program of Introducing volunteers
	3.4.8. Organizing campaigns for promotion and support
	3.4.9. To be included in the international cooperation, brand and registration network
	3.4.10. Preparation and submission of the UNESCO nomination file
3.5. Evaluation of Harran and connection points as visit and accommodation points on trip itineraries	3.5.1. Provision of inclusion of Harran and connection points in the current trip programs of tourism and travel companies
	3.5.2. Carrying out the reviving work of Harran route of the Silk Road
4.1. Strengthening of tourism services infrastructure	4.1.1. Setting out principles of utilization, maintenance and operation for facility services such accommodation, catering, and souvenir sales unit and so on.
	4.1.2. Arranging facility services such accommodation, catering, souvenir sales unit and so on. by highlighting local features
	4.1.3. Development of the boarding house implementations in Harran and connection points

4.2. Increasing the presentation capacity in Tourism Service Facilities	4.2.1. Organizing continuing education programs for tourism and service employees of the business enterprises
	4.2.2. Training certified and qualified local guides
	4.2.3. Organizing capacity building programs for tourism-oriented entrepreneurs and businesses or who want to work in this field
	4.2.4. Providing training, financial and technical support to improve the quality of businesses
4.3. Implementation of an effective visitor management	4.3.1. Preparing a comprehensive and applicable "visitor management plan" including risk management issues by a team comprising of relevant field experts
	4.3.2. Ensure the Visitor Management Plan taking part in the plans and programs of the institutions and establishment within the scope of their authority
	4.3.3. Conducting periodic visitor request and satisfaction surveys and in accordance with their results update the visitor management plan
	4.3.4. Establishment of a visitor centre that will meet the needs of visitors of Harran
	4.3.5. Establishment of a city museum for visitors that will not only exhibit unearthed cultural monuments but also intangible cultural values in Harran
5.1. Strengthening social infrastructure services (housing, education, health, sports, recreation, etc.)	5.1.1. Improving the physical and presentation quality of social infrastructure services
5.2. The development of social and cultural activities in Harran and connection points	5.2.1. Promotion of social and cultural activities
5.3. Ensuring the sustainability of the traditional trade	5.3.1. Ensuring the sustainability of businesses engaged in traditional manufacturing and sales of products
	5.3.2. Creating e-commerce mechanism for increasing the income obtained from the sale of local products
5.4. Improving the environmental quality of life and service delivery quality	5.4.1. Prevention of environmental pollution in the area
	5.4.2. Resolving the lack of social reinforcement in the area such as street furniture, health cabin, security checkpoints, baby care unit and so on.
6.1. Increasing the knowledge and awareness level of local stakeholders on cultural assets and conservation terms	6.1.1. Organizing educational activities, seminars and trips for children, primary and secondary school students on protection of cultural heritage and related legal framework
	6.1.2. Organizing trainings programs for local governments and NGOs on the protection of natural and cultural assets, the related legal framework, tourism, advertising and branding
	6.1.3. Sharing information with public regarding the preservation of natural and cultural heritage, relevant legal framework of public administration and implementation of management plan through public meetings will be held in the neighbourhoods of Harran

	6.1.4. Organizing thematic trainings and practical seminar programs for local women to promote female entrepreneurship
	6.1.5. Organizing training courses for the local people on the production of local products, marketing and branding
	6.1.6. Organizing technical trainings and giving seminars on the protection of cultural and natural assets for private sector and municipality employees who will take part in the excavation and restoration works
	6.1.7. Organizing information sessions for local people about excavation works and visit the excavation site
7.1. Preparation of a comprehensive risk analysis	7.1.1. Creating a detailed database by the relevant institutions
	7.1.2. Conducting the risk analysis studies
7.2. Preparation of an integrated disaster, Emergency State and risk management action plan	7.2.1. Preparation of the action plan with a team including the relevant field experts
	7.2.2. Adapting the disaster, emergency state and risk management action plan with the relevant regional and local authorities plans and strategies
	7.2.3. Organizing disaster and emergency state (action plan)seminar programs for local people, local institutions and NGOs on
	7.2.4. Transferring Emergency State-risk action plans into all scales of spatial and strategic plans
	7.2.5. Creating expert and volunteer Emergency State and disaster response teams within the framework of risk analysis
8.1. Ensuring the active participation and contribution of regional and local NGOs, professional organizations and initiatives in area management	8.1.1. Ensuring the contribution and participation of local civil initiatives, NGOs and professional organizations in the Coordination and Audit Board
	8.1.2. Strengthening capacity of local NGOs and create local civil initiatives for promotion and protection of the Area and connection points
	8.1.3. Organizing capacity building programs for the public sector
8.2. Ensuring the participation of the people of the region in the site management processes	8.2.1. Organizing training seminars for neighbourhood administrations on site management
	8.2.2. Organizing training seminars on site management for business owners
	8.2.3. Organizing capacity building programs for teachers
8.3. Establishment of the management plan public information, monitoring and evaluation structure and operation	8.3.1. Preparing and implementing a monitoring and evaluation plan for Site Management Plan and sharing the development with the public
	8.3.2. Creating Site Management Plan online database, monitoring and impact assessment system and ensure the access of stakeholders

## **2.2.1. Cultural Values, Conservation and Planning**

“Preparations of plans for cultural values with a holistic approach by observing conservation and utilization equilibrium” determined as the policy for Cultural Values, Conservation and Planning Thematic Area. In order to implement this policy following 2 objectives have been defined; *“Preparation of landscaping projects for the development of tourism in Harran and connection points”* and *“Acquisition of cultural heritage to tourism in Harran and connection points through excavation and restoration projects and implementations that will be in line with international criteria”*.

**Policy 1. Preparations of plans for cultural values with a holistic approach by observing conservation and utilization equilibrium**

**Objective 1.1. Preparation of landscaping projects for the development of tourism in Harran and connection points**

Under this objective it is expected to conduct urban design and street rehabilitation work that will serve to increase the attractiveness of Harran in terms of tourism and spend of visitors’ time to feel the local specificities.

The determination of camp areas, viewpoints, riding, cycling and hiking routes in Harran and connection points also take part under this objective.

**Objective 1.2. Acquisition of cultural heritage to tourism in Harran and connection points through excavation and restoration projects and implementations that will be in line with international criteria**

It is considered that making necessary and adequate resource allocation for archaeological excavations and enduring excavations in Harran is the importance and considered under this target. The use of appropriate technology with the original and the right material in restoration work of cultural property, and the cupola houses that constituting civil architecture samples in the area, and gaining function to serve cupola houses for tourism is included under this objective. Completing the excavation and restoration work in Harran Ulu Mosque (Harran University), Harran Mound and İckale connection points, Han-El Ba’rur

Caravansary, Suayip City archaeological site, Soğmatar archaeological site, Cimdin Castle, and Bazda Caves and functionalizing work appropriate for their tissue are also considered under this objective.

7 activities have been identified for the objectives mentioned above. These objectives and additional information related to the activities are given in Table 1.

Table 1. Objectives and Activities of Cultural Values, Conservation and Planning Thematic Area

Thematic Area-1	CULTURAL VALUES, CONSERVATION AND PLANNING				
Policy	1. Preparations of plans for cultural values with a holistic approach by observing conservation and utilization equilibrium				
Objectives	Activities	Responsible Institution(s)	Supporting Institution(s)	Target Date	Performance Indicators
1.1. Preparation of landscaping projects for the development of tourism in Harran and connection points	1.1.1. Preparation of landscape and street rehabilitation projects by disclosing the local originality of Harran	Harran Municipality, Şanlıurfa Metropolitan Municipality, Şanlıurfa Regional Council for the Conservation of Cultural Property	Provincial Directorate of Culture and Tourism, GAP RDA, Karacadağ Development Agency	Medium Term (3 years)	– The number of implemented projects in landscaping and street rehabilitation
	1.1.2. Determining camping areas, horse riding, cycling, and hiking routes	Harran Municipality, General Directorate of Nature Conservation and National Parks, Ministry of Youth and Sports	Provincial Directorate of Youth and Sports, GAP RDA, NGOs, Tourism Agencies	Medium Term (2 years)	– The number and size of the areas identified for camping – The routes defined for biking, riding and hiking
1.2. Acquisition of cultural heritage to tourism in Harran and connection points through excavation and restoration projects and implementations that will be in line with international criteria	1.2.1. Conducting fixation, registering and inventory work in archaeological and urban protected areas	Provincial Directorate of Culture and Tourism, Şanlıurfa Directorate of Museums, Şanlıurfa Regional Council for the Conservation of Cultural Property	GAP RDA, Harran Municipality, Karacadağ Development Agency, Harran University	Long Term (5 years)	– Fixed and registered archaeological areas – Number of launched excavation
	1.2.2. Ensuring the	Provincial	Harran	Medium	– The number of

	use of original and right material with appropriate technology in the restoration work	Directorate of Culture and Tourism	Municipality, Karacadağ Development Agency, GAP RDA	m Term (3 years)	places restoration work completed
	1.2.3. Doing research for funds to ensure the continuity of excavation and restoration work	Provincial Directorate of Culture and Tourism	Harran Municipality, Harran District Governorship, Harran University	Long term (5 years)	<ul style="list-style-type: none"> <li>– Special budget and local funds amount developed for excavations</li> <li>– The amount of financial support provided from the private sector and NGOs</li> </ul>
	1.2.4. Conducting excavation work at archaeological protected areas	Provincial Directorate of Culture and Tourism, Şanlıurfa Directorate of Museums, Şanlıurfa Regional Council for the Conservation of Cultural Property	Harran Municipality, Harran University	Long Term (5 years)	<ul style="list-style-type: none"> <li>– Findings from areas that excavation work performed (Harran Ulu Mosque, Han-El Ba'rur Caravansary, Suayip City, Soğmatar, Cimdin Castle)</li> </ul>
	1.2.5. Carrying out restoration and functionalizing work of proprietary structure	Provincial Directorate of Culture and Tourism, Şanlıurfa Regional Council for the Conservation of Cultural Property, Directorate General of Foundations	Harran Municipality, Harran University	Long Term (5 years)	<ul style="list-style-type: none"> <li>– Preparation of projects of surveying and restoration</li> <li>– Number of cupola house that are functionalized for tourism purposes</li> </ul>

## **2.2.2. Accessibility, Physical and Technical Infrastructure**

Under Accessibility, Physical and Technical Infrastructure item Provision of "visitor circulation" in tourism points and improving transport and physical infrastructure" determined as the policy. In order to implement this policy following 2 objectives have been defined; *"Facilitation of visitor circulation in the area"* and *"Preparation and implementation of urban transport and infrastructure projects"*.

### **Policy 2. Provision of "visitor circulation" in tourism points and improving transport and physical infrastructure**

#### **Objective 2.1. Facilitation of visitor circulation in the area**

Applications that will facilitate the access of visitors to services offered in Harran and connection points and their interaction with the area is considered to be carried out under this objective.

In this context, determination of vehicle transportation routes and parking areas, preparation of the implementation projects, circulation of visitors, making transportation network design for pedestrian, cycling and so on. for visitors access to important tourist spots and the work to increase access to opportunities for disadvantaged groups (disabled, elderly, pregnant women and so on. visitors) will be carried out under this objective.

#### **Objective 2.2. Preparation and implementation of urban transport and infrastructure projects**

In Harran and connection points; preparation of water, sewage, energy, lighting and communication infrastructure projects, updating and implementation and improving the quality of services through development of the public transport and visitors' journey services work is foreseen to be carried out under this objective.

8 activities have been identified for the above mentioned 2 objectives. These objectives and additional information related to the activities are given in Table 2.



Table 2. Objectives and Activities of Accessibility, Physical and Technical Infrastructure Thematic Area

Thematic Area-2 ACCESSIBILITY, PHYSICAL AND TECHNICAL INFRASTRUCTURE					
Policy	2. Provision of "visitor circulation" in tourism points and improving transport and physical infrastructure				
Objectives	Activities	Responsible Institution(s)	Supporting Institution(s)	Target Date	Performance Indicators
2.1. Facilitation of "visitor circulation" in the area	2.1.1. Identifying vehicle transportation routes and parking areas and making their implementation projects	Harran Municipality, Şanlıurfa Metropolitan Municipality	Provincial Directorate of Culture and Tourism	Short Term (2 years)	<ul style="list-style-type: none"> <li>– Effective functioning transport routes</li> <li>– Parking implementations made in accordance with adequate standards</li> </ul>
	2.1.2. For circulation of visitors and their access to important touristic spots, designing of transport network system of pedestrian, cycling etc.	Harran Belediyesi, Şanlıurfa BŞB  Harran Municipality, Şanlıurfa Metropolitan Municipality	Provincial Directorate of Culture and Tourism, Harran University, Karacadağ Development Agency	Short Term (2 years)	<ul style="list-style-type: none"> <li>– Pedestrian and bicycle network system working effectively in Harran</li> </ul>
	2.1.3. Increasing the possibilities of access of disadvantaged groups in the area (disabled, elderly, pregnant women visitors and so on.)	Harran Municipality, Şanlıurfa Metropolitan Municipality, Ministry of Family and Social Policies	Provincial Directorate of Culture and Tourism, NGOs	Medium Term (3 years)	<ul style="list-style-type: none"> <li>– Disabled access maps and signs</li> <li>– Disabled ramp and elevators</li> <li>– The establishment of the signaling system for disabled</li> </ul>
	2.1.4. Preparing special marking and orientation signage on the transport network of vehicle, pedestrian and bicycle	Harran Municipality, Şanlıurfa Metropolitan Municipality	GAP RDA, Harran University, Karacadağ Development Agency	Short Term (2 years)	<ul style="list-style-type: none"> <li>– Pedestrian and bicycle network system working effectively in Harran</li> </ul>
2.2. Preparation and implementation of urban transport and infrastructure projects	2.2.1. Preparing/updating and implementing of infrastructure projects for water, solid waste and wastewater in Harran and connection points	Harran Municipality, Şanlıurfa Metropolitan Municipality	İlbank A.Ş., Provincial Directorate of Environment and Urbanization, Provincial Directorate	Medium Term (3 years)	<ul style="list-style-type: none"> <li>– Number of placed waste containers</li> <li>– Number of implemented water and wastewater projects</li> <li>– Number of implemented solid waste</li> </ul>

			of Health		management plan
2.2.2.	Preparing/updating and implementing of infrastructure projects for energy, lighting and communications in Harran and connection points	Harran Municipality, Ministry of Energy and Natural Resources, TEDAŞ, TEİAŞ	Şanlıurfa Metropolitan Municipality, Provincial Directorate of Culture and Tourism, İlbank A.Ş.	Medium Term (3 years)	<ul style="list-style-type: none"> <li>– The increase in renewable and efficient energy use</li> <li>– Lightening of the priority areas</li> </ul>
2.2.3.	Improving the quality of urban transport infrastructure and services	Şanlıurfa Metropolitan Municipality, Harran Municipality	Provincial Directorate of Culture and Tourism, General Directorate of Highways, İlbank A.Ş.	Medium Term (3 years)	<ul style="list-style-type: none"> <li>– Completion of Çimdin Castle road</li> <li>– The increase in number of journey in public transport</li> <li>– Placing of traffic signs</li> </ul>
2.2.4.	Planning and executing regular and quality public transport journey and visitor voyages among Şanlıurfa and Harran	Şanlıurfa BŞB, Harran Belediyesi  Harran Municipality, Şanlıurfa Metropolitan Municipality	GAP RDA, Provincial Directorate of Culture and Tourism, General Directorate of Highways	Medium Term (3 years)	<ul style="list-style-type: none"> <li>– Completion of Çimdin Castle road</li> <li>– The increase in number of journey on public transport</li> <li>– Placing of traffic signs</li> </ul>

### **2.2.3. Tourism Oriented Promotion and Branding**

Under the Tourism-Oriented Promotion and Branding Thematic Area; "Promotion and branding of the Area's cultural values at national and international levels" determined as the policy. In order to implement this policy following 5 objectives have been defined.

#### **Policy 3. Promotion and branding of the Area's cultural values at national and international level**

##### **Objective 3.1. Turning Harran and connection points into an attraction point for visitors by branding their rich cultural and natural values**

Primarily historical and cultural tourism potential of Harran and connection points will be determined because of their rich historical and cultural value. Besides identification of opportunities for faith and nature tourism and conducting a field survey to assess the potential of visitors will be discussed under this objective.

Yet under this objective; Harran's cupola houses, Harran Ulu Mosque from Umayyad era with the features of the oldest, the biggest and the wealthiest regarding stone ornaments mosque of the Anatolia, Harran Mound from Neolithic period, Ickale and city wall, shrine of Sheikh Yahya Hayat el-Harrani, Han-el Ba'rur Caravansary, Şuayb city ruins, Sogmatar city ruins, and Harran's hosting for first celestial science work can be used for promotion and branding of Harran and converting these unique values into a tourism product work will be carried out under this objective.

##### **Objective 3.2. Acquisition of intangible cultural heritage to tourism by detecting and protecting**

Under this objective it is envisaged; carrying out of intangible cultural heritage inventory studies and the determination and compilation of oral literature and oral history products that are specific to Harran and connection points, publication, distribution and sharing of them with visitors at various events.

In addition, the activities of the narration/myth-making of cultural values of the area, development of oral literature and oral history products that are Harran and connection points specific as promotional products will be carried out under this objective.

**Objective 3.3. Increasing the visibility of brand values that will be created for Harran and connection points**

Under this objective it is envisaged; making special logos/corporate identity design, preparation and distribution of audio - visual and printed promotional products (clips, series, commercials, brochures, souvenirs, etc.), preparation of nature tourism internet portal and dissemination of mobile applications of the area, supporting of the production and branding studies by determining of the local products to be used for tourism and promotional purposes.

**Objective 3.4. Strengthening the brand values of the Area's by national and international innovative methods**

Under this objective the following activities will be carried out;

- Preparing the promotion and communication strategy for Harran and connection points
- Preparation and organization of calendar events that will highlight unique features of Harran and connection points
- Organizing promotional and informational trips for visual media and written representatives
- Performing and sharing traditional life activities with visitors, and establish "experimental experience workshops"
- Organizing hiking, bike tours, riding activities
- Organizing national and international events in the framework of the themes to be determined and participate in national and international events in order to promote Harran
- Establishment of the program of Introducing volunteers
- Organizing campaigns for promotion and support
- To be included in the international cooperation, brand and registration network
- Preparation and submission of the UNESCO application file

### Objective 3.5. Evaluation of Harran and connection points as visit and accommodation points on trip itineraries

Inclusion of the provision of Harran and connection points into existing trip programs of the tourism and travel companies and revitalization of the Harran link of Silk Road will be carried out under this objective.

Under Tourism Oriented Promotion and Branding thematic heading five objectives and based on these objectives a total of 20 activities have been identified. These objectives and additional information related to the activities are given in Table 3.

Table 3. Tourism Oriented Promotion and Branding

Thematic Area-3					
TOURISM ORIENTED PROMOTION AND BRANDING					
Policy	3. Promotion and branding of the Area's cultural values at national and international level				
Objectives	Activities	Responsible Institution(s)	Supporting Institution(s)	Target Date	Performance Indicators
3.1. Turning Harran and connection points into an attraction point for visitors by branding their rich cultural and natural values	3.1.1. Determining the tourism potential of Harran and connection points	Provincial Directorate of Culture and Tourism	Ministry of Culture and Tourism, GAP RDA, Harran Municipality, NGOs, Karacadağ Development Agency	Short Term (2 years)	– The increase in the number of visitors coming for different tourism types
	3.1.2. Determining the tourism products of Harran and connection points	Provincial Directorate of Culture and Tourism, Harran Municipality	Harran Municipality, GAP RDA, NGOs, Private Sector	Short Term (2 years)	– Number of values brought into tourism product
3.2. Acquisition of intangible cultural heritage to tourism by detecting and protecting	3.2.1. Conducting intangible cultural heritage inventory work	Provincial Directorate of Culture and Tourism	GAP RDA, Harran Municipality, NGOs, Harran University	Short Term (2 years)	– The number of detected intangible cultural heritage
	3.2.2. Narrating the cultural values of the area	Provincial Directorate of Culture and Tourism	GAP RDA, Harran Municipality, NGOs, Private Sector	Short Term (2 years)	– Number of narrated historical event, and cultural values

3.3. Increasing the visibility of brand values that will be created for Harran and connection points	3.3.1. Making site-specific logo/corporate identity design	GAP RDA, Harran Municipality	Provincial Directorate of Culture and Tourism, NGOs, Private Sector	Medium Term (3 years)	– The widespread use of the logo and corporate identity by local institutions and organizations
	3.3.2. Preparation of site-specific audio-visual and printed promotional products (Clip, advertising film, brochures, souvenirs, etc.) and dissemination	GAP RDA, Harran Municipality	Provincial Directorate of Culture and Tourism, NGOs Private Sector	Medium Term (3 years)	– The number of visual and promotional films produced
	3.3.3. Preparing the tourism web portal and mobile applications and disseminating	GAP RDA, Harran Municipality	Provincial Directorate of Culture and Tourism, NGOs Private Sector	Medium Term (3 years)	– The number of users who visited Internet portal
	3.3.4. Identifying local products that will be used for tourism and promotional purposes, supporting the production and conducting branding work	Harran Municipality	Provincial Directorate of Culture and Tourism, NGOs Private Sector	Medium Term (3 years)	– The number of gift products designed and manufactured – Number of agricultural brand products determined, registered and geographical indications received
3.4. Strengthening the brand values of the Area's by national and international innovative methods	3.4.1. Preparing the promotion and communication strategy of Harran and connection points	Harran Municipality, Harran District Governorship	GAP RDA, Provincial Directorate of Culture and Tourism, NGOs Private Sector	Short Term (2 years)	– Implementation of promotion and communication strategy
	3.4.2. Preparing and organizing tourism and promotion oriented calendar events	Harran Municipality, Harran District Governorship	GAP RDA, Provincial Directorate of Culture and Tourism, NGOs Private Sector	Short Term (2 years)	– Number of activities carried out
	3.4.3. Organizing promotional and informational trips for visual	Harran Municipality, Harran District Governorship	GAP RDA, Provincial Directorate of Culture and Tourism, NGOs Private	Medium Term (4 years)	– – The number of organized trips for the written and visual media representatives

	media and written representatives		Sector		– The number of members of the press attended to this trips and establishments
	3.4.4. Performing and sharing traditional life activities with visitors, and establish "experimental experience workshops"	Harran Municipality, Harran District Governorship	Provincial Directorate of Culture and Tourism, GAP RDA, NGOs, Private Sector	Medium Term (4 years)	– The number of events held in conjunction with the visitors
	3.4.5. Organizing hiking, bike tours, riding activities	Harran Municipality, Harran District Governorship	Provincial Directorate of Culture and Tourism, GAP RDA, NGOs Private Sector	Medium Term (4 years)	– The number of organized hiking, cycling, riding events and participants
	3.4.6. Organizing national and international events in the framework of the themes to be determined and participate in national and international events in order to promote Harran	Harran Municipality, Harran District Governorship	Provincial Directorate of Culture and Tourism, GAP RDA, NGOs Private Sector	Medium Term (3 years)	– The number of events and meetings attended
	3.4.7. Establishment of the program of Introducing volunteers	Harran Municipality, Harran District Governorship	Provincial Directorate of Culture and Tourism, GAP RDA, NGOs Private Sector	Medium Term (3 years)	– The number of people involved in the volunteer program – The number of activities supported/organized by volunteers
	3.4.8. Organizing campaigns for promotion and support	Harran Municipality, Harran District Governorship	Provincial Directorate of Culture and Tourism, NGOs Private Sector	Medium Term (4 years)	– Number of organized campaigns and provided financial / in-kind support
	3.4.9. To be included in the international cooperation,	Harran Municipality, Harran District Governorship	Provincial Directorate of Culture and Tourism,	Medium Term (3 years)	– The number of international meetings attended – The number of new

	brand and registration network		GAP RDA, NGOs Private Sector		membership of initiatives
	3.4.10. Preparation and submission of the UNESCO application file	Harran Municipality, Harran District Governorship	Provincial Directorate of Culture and Tourism, GAP RDA, NGOs Private Sector	Medium Term (3 years)	– Inclusion of Harran into UNESCO's World Heritage List
3.5. Evaluation of Harran and connection points as visit and accommodation points on trip itineraries	3.5.1. Provision of inclusion of Harran and connection points in the current trip programs of tourism and travel companies	Harran Municipality, Harran District Governorship	Provincial Directorate of Culture and Tourism, GAP RDA	Medium Term (3 years)	– Inclusion of Harran to GAP Region tour programs – The increase in the number of tours coming to Harran
	3.5.2. Carrying out the reviving work of Harran connection of the Silk Road	Harran Municipality, Harran District Governorship	Provincial Directorate of Culture and Tourism, GAP RDA,	Medium Term (3 years)	– Inclusion of Harran to GAP Region tour programs – The increase in the number of tours coming to Harran



## **2.2.4. Tourism Service Infrastructure and Effective Visitor Management**

Under the title of Tourism Services Infrastructure and Effective Visitor Management; "Improving the service capacity of the area, effective visitor management issues that promotes the conservation and utilization equilibrium" is defined as the basic policy. For this policy 3 objectives have been defined.

### **Policy 4. Improving the service capacity of the area, effective visitor management that promotes the balance between protection and utilization**

#### **Objective 4.1. Strengthening of tourism services infrastructure**

Under these objective;

- Strengthening of the infrastructure of tourism services (accommodation, catering, toilet and so on.) through increasing the quality of service conditions in line with national and international standards by considering specific needs of the area.
- Arrangement of accommodation, catering and souvenir sales unit etc. to highlight the local originalities
- Boarding house implementations in Harran and connection points work will take place.

#### **Objective 4.2. Increasing the presentation capacity in Tourism Service Facilities**

Under these objective;

- The organization of regular training for employees in tourism and service businesses enterprises in the area
- Training of certified and qualified field guides and local guides
- The organization of capacity building programs for entrepreneurs and operators or who want to work in the field of tourism
- Provision of training, financial and technical assistance to improve the quality of business will be performed.

### **Objective 4.3. Implementation of an effective visitor management**

Under these objective;

- Preparing a comprehensive and applicable "visitor management plan" including risk management issues by a team comprising of relevant field experts
- Ensure the Visitor Management Plan taking part in the plans and programs of the institutions and establishment within the scope of their authority
- Conducting periodic visitor request and satisfaction surveys and in accordance with their results update the visitor management plan
- Establishment of a visitor centre that will meet the needs of visitors of Harran
- Establishment of a city museum for visitors of Harran.

Under the title of Tourism Infrastructure and Effective Visitor Management Service 3 objectives and depending on these a total of 12 activities have been identified. These objectives and additional information related to the activities are given in Table 4.

Table 4. Objectives and Activities Tourism Service Infrastructure and Effective Visitor Management Thematic Area

Thematic Area-4					
TOURISM SERVICE INFRASTRUCTURE AND EFFECTIVE VISITOR MANAGEMENT					
Policy	4. Improving the service capacity of the area, effective visitor management that promotes the balance between protection and utilization				
Objectives	Activities	Responsible Institution(s)	Supporting Institution(s)	Target Date	Performance Indicators
4.1. Strengthening of tourism services infrastructure	4.1.1. Setting out principles of utilization, repairs and operation for facility services such accommodation, catering and souvenir sales unit and so on.	Harran Municipality, Harran District Governorship	Provincial Directorate of Culture and Tourism, GAP RDA, NGOs, Private Sector	Medium Term (3 years)	– The number of enterprises that make the tourism service quality in line with the principles set
	4.1.2. Arranging facility services such accommodation, catering, souvenir sales unit and so on. by highlighting local features	Harran Municipality, Harran District Governorship	Provincial Directorate of Culture and Tourism, GAP RDA	Long Term (5 years)	– Number of renovated and functionalized buildings in accordance with the principles set out – Number of people trained on the campaign of clean toilet
	4.1.3. Development of the boarding house implementations in Harran and connection points	Harran Municipality, Harran District Governorship	Provincial Directorate of Culture and Tourism, GAP RDA	Long Term (5 years)	– Number of people trained on the subject of boarding house – Number of buildings converted to boarding house
4.2. Increasing the presentation capacity in Tourism Service Facilities	4.2.1. Organizing continuing education programs for tourism and service employees of the businesses enterprises	Provincial Directorate of Culture and Tourism, Harran Municipality, Harran District Governorship	GAP RDA, Harran University, Karacadağ Development Agency	Long Term (5 years, permanently)	– The number of trained tourism business owners and staff
	4.2.2. Training certified and qualified local guides	Provincial Directorate of Culture and Tourism, Harran District Governorship	GAP RDA, Harran Municipality, Şanlıurfa Governorate, Karacadağ Development Agency,	Long Term (5 years, permanently)	– The number of certified local guides

			KOSGEB		
	4.2.3. Organizing capacity building programs for tourism-oriented entrepreneurs and businesses or who want to work in this field	Provincial Directorate of Culture and Tourism, Harran District Governorship	GAP BKİ, Harran Municipality, Şanlıurfa Governorate, Karacadağ Development Agency, KOSGEB	Long Term (5 years, permanently)	<ul style="list-style-type: none"> <li>– Number of training seminars and participants</li> <li>– The number of business license application and registered establishment</li> </ul>
	4.2.4. Providing training, financial and technical support to improve the quality of businesses	Provincial Directorate of Culture and Tourism, Harran District Governorship	GAP BKİ, Harran Municipality, Şanlıurfa Governorate, Karacadağ Development Agency, KOSGEB	Long Term (5 years)	<ul style="list-style-type: none"> <li>– The number of enterprises benefiting from national and international financial supports</li> </ul>
4.3. Implementation of an effective visitor management	4.3.1. Preparing a comprehensive and applicable "visitor management plan" including risk management by a team comprising of relevant field experts	Harran Municipality, Harran District Governorship	Provincial Directorate of Culture and Tourism, GAP RDA, NGOs	Medium Term (3 years)	<ul style="list-style-type: none"> <li>– The number of institutions contributed to the preparation of visitor management plan</li> </ul>
	4.3.2. Ensure the Visitor Management Plan taking part in the plans and programs of the institutions and establishment within the scope of their authority	Harran Municipality, Harran District Governorship	Provincial Directorate of Culture and Tourism, GAP RDA, NGOs, Private Sector	Long Term (5 years)	<ul style="list-style-type: none"> <li>– The number of institutions which included the visitor management plan into their corporate strategy and contributed to the implementation</li> </ul>
	4.3.3. Conducting periodic visitor request and satisfaction surveys and in accordance with their results update the visitor management plan	Harran Municipality, Harran District Governorship	Provincial Directorate of Culture and Tourism, GAP RDA, NGOs, Private Sector	Long Term (5 years)	<ul style="list-style-type: none"> <li>– The number of ongoing research</li> <li>– The number of visitors reached by the research</li> <li>– Realization</li> </ul>

					level of visitor management plan activities
	4.3.4. Establishment of a visitor centre that will meet the needs of visitors of Harran	Harran Municipality, Harran District Governorship	Provincial Directorate of Culture and Tourism, GAP RDA, NGOs, Private Sector	Long Term (5 years)	– The number of visitors benefited from the visitor centre
	4.3.5. Establishment of a city museum for visitors that will not only exhibit unearthed cultural monuments but also intangible cultural values in Harran	Harran Municipality, Harran District Governorship	Provincial Directorate of Culture and Tourism, GAP RDA, NGOs, Private Sector	Long Term (5 years)	– The number of visitors benefited from the city museum

## **2.2.5. Social-Economic-Environmental Quality of Life**

Under the title of Social-Economic-Environmental Quality of Life “Improving the social-economic-environmental quality of life” is defined as the basic policy. For implementation of this policy following objectives have been identified.

### **Policy 5: Improving the social-economic-environmental quality of life**

#### **Objective 5.1. Strengthening social infrastructure services (housing, education, health, sports, recreation, etc.)**

Under this objective; physical and presentation quality of the social infrastructure will be enhanced.

#### **Objective 5.2. Development of social and cultural activities in Harran and connection points**

Under this objective; the promotion of social and cultural activities will be provided.

#### **Objective 5.3. Ensuring the sustainability of traditional trade**

Under this objective;

- Ensuring the sustainability of enterprises engaged in traditional manufacturing and sales of products
- Creating e-commerce mechanism for increasing the income obtained from the sale of local products will be conducted.

#### **Objective 5.4. Improving the environmental quality of life and quality service delivery**

Under this objective;

- Prevention of environmental pollution in the area
- Resolving the lack of social reinforcement in the area such as street furniture, health cabin, security checkpoints, baby care unit and so on. work will be carried out.

Under the title of Social-Economic and Environmental Quality of Life a policy and depending on this a total of 6 activities have been defined. Detailed information on this objective and activities are given in Table 5.

Table 5. Objectives and Activities Social-Economic-Environmental Quality of Life Thematic Area

Thematic Area – 5		SOCIAL-ECONOMIC-ENVIRONMENTAL QUALITY OF LIFE			
Policy	5. Improving the social-economic-environmental quality of life				
Objectives	Activities	Responsible Institution(s)	Supporting Institution(s)	Target Date	Performance Indicators
5.1. Strengthening social infrastructure services (housing, education, health, sports, recreation, etc.)	5.1.1. Improving the physical and presentation quality of social infrastructure services	Şanlıurfa Metropolitan Municipality, Ministry of National Education, Ministry of Health, Ministry of Youth and sport	GAP RDA, Harran District Governorship, Harran Municipality	Long Term (5 years)	– Level of physical conditions and the number of employees of social infrastructure services
5.2. Development of social and cultural activities in Harran and connection points	5.2.1. Promotion of social and cultural activities	Provincial Directorate of Culture and Tourism, Harran Municipality, Harran District Governorship	GAP RDA, Provincial Directorate of National Education, Provincial Directorate of Sport and Youth, Harran University, NGOs	Medium Term (3 years)	– Number of organized social and cultural activities
5.3. Ensuring the sustainability of traditional trade	5.3.1. Ensuring the sustainability of businesses engaged in traditional manufacturing and sales of products	Şanlıurfa Chamber of Commerce, Harran Municipality	Harran District Governorship, Karacadağ Development Agency, NGOs	Long Term (5 years)	– The number of businesses continuing its activities and the one started operating again
	5.3.2. Creating e-commerce mechanism for increasing the income obtained from the sale of local products	Şanlıurfa Chamber of Commerce, Harran Municipality	Harran District Governorship, Karacadağ Development Agency, NGOs	Long Term (5 years)	– The number of enterprises engaged in e-commerce sales

5.4. Improving the environmental quality of life and quality service delivery	5.4.1. Prevention of environmental pollution in the area	Harran Municipality, Harran District Governorship	Şanlıurfa Metropolitan Municipality, Harran University, NGOs	Medium Term (3 years)	– Reduction in the number of environmental pollution complaints
	5.4.2. Resolving the lack of social reinforcement in the area such as street furniture, health cabin, security checkpoints, baby care unit and so on.	Harran Municipality, Harran District Governorship	Şanlıurfa Metropolitan Municipality, Harran University, NGOs	Medium Term (3 years)	– The number of social reinforcement materials such as urban furniture, health cabin, security checkpoints, baby care unit and so on placed in the area



## **2.2.6. Education, Awareness and Participation**

Under Education, Awareness and Participation Thematic Area; “Increasing the tourism of capacity local stakeholders” determined as the policy. In order to implement this policy following objective has been defined.

### **Policy 6: Increasing the tourism capacity of local stakeholders**

#### **Objective 6.1. Increasing the knowledge and awareness level of local stakeholders on cultural assets and conservation**

Under this objective the following activities will be carried out;

- Organizing educational activities, seminars and trips for children, primary and secondary school students about protection of cultural heritage and related legal framework
- Organizing trainings for local governments and NGOs on the protection of natural and cultural assets, related legal framework, tourism, advertising and branding issues
- Sharing information with public regarding the nature and preservation of cultural heritage, relevant legal framework of public administration and implementation of site management plan through public meetings which will be held in the neighbourhoods of Harran
- Organizing thematic trainings and practical seminar programs for local women to promote female entrepreneurship
- Organizing training courses for the local people on the production of local products, marketing and branding
- Organizing technical trainings and certification programs and giving seminars on the protection of cultural and natural assets for private sector and municipality employees who will take part in the excavation and restoration works
- Organizing information sessions for local people about excavation works and visit the excavation sites.

Under the title of Education, Awareness and Participation one policy and depending on this a total of 7 activities defined. Detailed information on this objective and activities are given in Table 6.

Table 6. Objectives and Activities Education, Awareness and Participation Thematic Area

Thematic Area-6 EDUCATION, AWARENESS AND PARTICIPATION					
Policy 6. Increasing the tourism capacity of local stakeholders					
Objectives	Activities	Responsible Institution(s)	Supporting Institution(s)	Target Date	Performance Indicators
6.1. Increasing the knowledge and awareness of local stakeholders on cultural assets and protection	6.1.1. Organizing educational activities, seminars and trips for children, primary and secondary school students on protection of cultural heritage and the legal framework	Provincial Directorate of Culture and Tourism,  Harran District Governorship	GAP RDA, Harran Municipality, Şanlıurfa Governorate, Provincial Directorate of National Education, Harran University, NGOs	Long Term (5 years, permanently)	– The number of seminars and trip participants  – The number of informational material distributed
	6.1.2. Organizing trainings for local governments and NGOs on the protection of natural and cultural assets, the legal framework, tourism, advertising and branding	Provincial Directorate of Culture and Tourism, Harran District Governorship	GAP RDA, Harran Municipality, Şanlıurfa Governorate, Provincial Directorate of National Education, Harran University, NGOs	Long Term (5 years, permanently)	– Number of organized trainings and participants
	6.1.3. Sharing information with public regarding the nature and preservation of cultural heritage, relevant legal framework of public administration and implementation of management plan through public meetings	Provincial Directorate of Culture and Tourism, Harran District Governorship	GAP RDA, Harran Municipality, Şanlıurfa Governorate, Provincial Directorate of National Education, Harran University, Neighbourhood administrations NGOs	Long Term (5 years, permanently)	– The number of meetings and presentations made to neighbourhood administrations and residents

	will be held in the neighbourhoods of Harran				
	6.1.4. Organizing thematic trainings and practical seminar programs for local women the promotion of female entrepreneurship	Provincial Directorate of Culture and Tourism, Harran District Governorship	Harran Municipality, Şanlıurfa Governorate, GAP RDA,  Harran University, Neighbourhood administrations NGOs	Long Term (5 years, permanently)	– The number of female entrepreneurs attempts to establish a business as a result of seminars – The number of issued certificates
	6.1.5. Organizing training courses for the local people on the production of local products, marketing and branding	Provincial Directorate of Culture and Tourism, Harran Municipality, Harran District Governorship	GAP RDA, Şanlıurfa Governorate, Provincial Directorate of National Education, Harran University, NGOs	Long Term (5 years, permanently)	– Number of organized trainings and participants
	6.1.6. Organizing technical trainings and giving seminars on the protection of cultural and natural assets for private sector and municipality employees who will take part in the excavation and restoration works	Provincial Directorate of Culture and Tourism, Harran Municipality	GAP RDA, Harran District Governorship, Şanlıurfa Governorate, Provincial Directorate of National Education, Harran University, NGOs	Long Term (5 years, permanently)	– The number of people participated in training programs
	6.1.7. Organizing information sessions for local people about making excavation works and visit the excavation site	Provincial Directorate of Culture and Tourism, Harran District Governorship	GAP RDA, Harran Municipality, Şanlıurfa Governorate, Provincial Directorate of National Education, Harran University, NGOs	Long Term (5 years, permanently)	– The number of trip and participants held in the Excavation and restoration site

## **2.2.7. Disaster, Emergency State and Risk Management**

Under Disaster, Emergency State and Risk Management Thematic Area; “Preparation of an integrated and coordinated disaster, Emergency State and risk management action plan” determined as the main policy. In order to implement this policy following 2 objectives have been defined.

### **Policy 7. Preparation of an integrated and coordinated disaster, Emergency State and risk management action plan**

#### **Objective 7.1. Preparation of a comprehensive risk analysis**

Under this objective;

Creation of a detailed database by the relevant institutions and conducting the risk analysis studies are foreseen.

#### **Objective 7.2. Preparation of an integrated disaster, Emergency State and risk management action plan**

Under this objective;

- Preparation of the action plan with a team including the relevant field experts
- Adapting the disaster, Emergency State and risk management action plan with the relevant regional and local authorities plans and strategies
- Organizing seminar programs for local people, local institutions and NGOs on disaster and Emergency State (action plan)
- Transferring Emergency State-risk action plans into all scales of spatial and strategic plans
- Creating expert and volunteer Emergency State and disaster response teams within the framework of risk analysis studies are foreseen.

Under the Disaster, Emergency State and Risk Management Thematic Area 2 objectives and depending on this a total of 7 activities determined. Detailed information on this objectives and activities are given in Table 7.

Table 7. Objectives and Activities Disaster, Emergency State and Risk Management Thematic Area

Thematic Area-7					
DISASTER, EMERGENCY STATE AND RISK MANAGEMENT					
Policy	7. Preparation of an integrated and coordinated disaster, Emergency State and risk management action plan				
Objectives	Activities	Responsible Institution(s)	Supporting Institution(s)	Target Date	Performance Indicators
7.1. Preparation of a comprehensive risk analysis	7.1.1. Creating a detailed database by the relevant institutions	Harran Municipality, Harran District Governorship	Provincial Directorate of Environment and Urban Planning, Şanlıurfa MM, Provincial Directorate of Culture and Tourism, neighbourhood administrations, NGOs and professional organizations, AFAD	Short Term (2 years)	– The number of institutions contributed to the preparation of the database – The amount of data collected in the database
	7.1.2. Conducting the risk analysis studies	Harran Municipality, Harran District Governorship	Provincial Directorate of Environment and Urban Planning, Şanlıurfa MM, Provincial Directorate of Culture and Tourism, neighbourhood administrations, NGOs and professional organizations, AFAD	Short Term (2 years)	– The number of institutions contributed to the preparation of risk analysis
7.2. Preparation of an integrated disaster, Emergency State and risk management action plan	7.2.1. Preparation of the action plan with a team including the relevant field	Harran Municipality, Harran District Governorship	Şanlıurfa Metropolitan Municipality, Provincial Directorate of Culture and Tourism,	Short Term (2 years)	– The number of institutions contributed to the preparation of action plans

	experts		Provincial  Directorate of Environment and Urban Planning, Neighbourhood administrations, NGOs and professional organizations, AFAD		
	7.2.2. Adapting the disaster, Emergency State and risk management action plan with the relevant regional and local authorities plans and strategies	Harran Municipality, Harran District Governorship	Şanlıurfa Metropolitan Municipality, Provincial Directorate of Culture and Tourism, Provincial Directorate of Environment and Urban Planning, Neighbourhood administrations, NGOs and professional organizations, AFAD	Medium Term (3 years)	– The number of institutions that included action plan into their corporate strategy and contributed to its implementation
	7.2.3. Organizing seminar programs for local people, local institutions and NGOs on disaster and Emergency State (action plan)	Harran Municipality, Harran District Governorship	Şanlıurfa Metropolitan Municipality, Provincial Directorate of Culture and Tourism, Provincial Directorate of Environment and Urban Planning, Neighbourhood administrations, NGOs and professional organizations, AFAD	Medium Term (3 years)	– The number of seminar participants – The number of informational materials distributed
	7.2.4. Transferring Emergency State-risk action	Harran Municipality, Harran District Governorship	Şanlıurfa Metropolitan Municipality, Provincial	Medium Term (3 years)	– The spatial and strategic plans that the Action Plan conditions

	plans into all scales of spatial and strategic plans		Directorate of Culture and Tourism, Provincial  Directorate of Environment and Urban Planning, Neighbourhood administrations, NGOs and professional organizations, AFAD		are included in
	7.2.5. Creating expert and volunteer Emergency State and disaster response teams within the framework of risk analysis	Harran Municipality, Harran District Governorship	Şanlıurfa Metropolitan Municipality, Provincial Directorate of Culture and Tourism, Provincial  Directorate of Environment and Urban Planning, Neighbourhood administrations, NGOs and professional organizations, AFAD	Medium Term (3 years)	– The number of employed members of Emergency State response teams in relevant organizations and institutions

## **2.2.8. Governance, Monitoring and Evaluation**

Under the title of Governance, Monitoring and Evaluation “A participatory and collaborative site management; establishment and management of an independent audit, monitoring and evaluation structure and management” defined as the main policy. For the implementation of this policy following 3 objectives have been determined.

**Policy 8: A participatory and collaborative area management; establishment of an independent audit, monitoring and evaluation structure and site management of this structure**

**Objective 8.1.** Ensuring the active participation and contribution of regional and local NGOs, professional organizations and initiatives in area management

Under this objective conduction of following studies are foreseen;

- Ensuring the contribution and participation of local civil initiatives, NGOs and professional organizations in the works by Coordination and Advisory Board
- Strengthening capacity of local NGOs and create local civil initiatives for promotion and protection of Harran and connection points
- Organizing capacity building programs for the public sector.

**Objective 8.2. Ensuring the participation of the people of the region in the area management processes**

Under this objective; Organization of training seminars for Neighbourhood administrations and business owners on area management and capacity building programs for teachers will be carried out.

**Objective 8.3. Establishment of the management plan public information, monitoring and evaluation structure and operation**



Under this objective;

- Preparing and implementing a monitoring and evaluation plan for Management Plan and sharing the development with the public
- Creating Site Management Plan online database, monitoring and impact assessment system and ensure the access of stakeholders activities will be carried out.

Under the title of Governance, Monitoring and Evaluation 3 objectives and depending on this a total of 8 activities determined. Detailed information on these objectives and activities are given in Table 8.

Table 8. Objectives and Activities Governance, Monitoring and Evaluation Thematic Area

Thematic Area-8					
GOVERNANCE, MONITORING AND EVALUATION					
Policy	8. A participatory and collaborative area management; establishment of an independent audit, monitoring and evaluation structure and management of this structure				
Objectives	Activities	Responsible Institution(s)	Supporting Institution(s)	Target Date	Performance Indicators
8.1. Ensuring the active participation and contribution of regional and local NGOs, professional organizations and initiatives in area management	8.1.1. Ensuring the contribution and participation of local civil initiatives, NGOs and professional organizations in the coordination and audit board	Harran Municipality, Harran District Governorship	Provincial Directorate of Culture and Tourism, GAP RDA	Medium Term (3 years)	– Number of participants of activity and meetings
	8.1.2. Strengthening capacity of local NGOs and create local civil initiatives for promotion and protection of the area and connection points	Harran Municipality, Harran District Governorship	Provincial Directorate of Culture and Tourism, GAP RDA	Medium Term (3 years)	– Number of participants of activity and meetings
	8.1.3. Organizing capacity building programs for the public sector	Harran Municipality, Harran District Governorship	Provincial Directorate of Culture and Tourism, GAP RDA	Medium Term (3 years)	– Number of participants of activity and meetings
8.2. Ensuring the participation of the people of the region in the area management	8.2.1. Organizing training seminars for Neighbourhood administrations on area management	Harran Municipality, Harran District Governorship	Provincial Directorate of Culture and Tourism, GAP RDA	Medium Term (3 years)	– The number of organized seminars – The number of seminar

processes					participants
	8.2.2. Organizing training seminars on area management for business owners	Harran Municipality, Harran District Governorship	Provincial Directorate of Culture and Tourism, GAP RDA	Medium Term (3 years)	<ul style="list-style-type: none"> <li>– The number of organized seminars</li> <li>– The number of seminar participants</li> </ul>
	8.2.3. Organizing capacity building programs for teachers	Harran Municipality, Harran District Governorship	Provincial Directorate of Culture and Tourism, Provincial Directorate of National Education, GAP RDA	Medium Term (3 years)	<ul style="list-style-type: none"> <li>– The number of organized seminars</li> <li>– The number of seminar participants</li> </ul>
8.3. Establishment and operation of the management plan public information, monitoring and evaluation structure	8.3.1. Preparing and implementing a monitoring and evaluation plan for Site Management Plan and sharing the development with the public	Harran Municipality, GAP RDA	Provincial Directorate of Culture and Tourism, Harran District Governorship	Medium Term (3 years)	<ul style="list-style-type: none"> <li>– The number of institutions contributed to the preparation of the monitoring plan</li> </ul>
	8.3.2. Creating Management Plan online database, monitoring and impact assessment system and ensure the access of stakeholders	Harran Municipality, GAP RDA	Provincial Directorate of Culture and Tourism, Harran District Governorship	Medium Term (3 years)	<ul style="list-style-type: none"> <li>– The number of Institutions contributed to creation of an online database and tracking system</li> </ul>

## 3. Creating Action Plan

### 3.1. Harran Management Plan Projects

Harran Management Plan projects were created with seven thematic areas. Creation of the *projects based on the* policies, objectives and practice-oriented activities which were determined in the context of Harran Site Management Plan Vision. In the tables created for each project, explanatory information takes place as shown in the sample project table given below.

**Sample Project Table**

<b>Thematic Area</b>	<b>This is the main title created for implementation by considering the problems and solutions, SWOT, vision, current studies in the scope of Site Management Plan</b>  <b>PROJECT NUMBER: It represents the Project number constituted under the thematic areas. Exp: T1-P1-1</b>
<b>Policy</b>	This is the main policy which will be taken into account in the studies of each thematic area.
<b>Objective/s</b>	Subheadings developed under each policy areas which are necessary for policy implementation.
<b>Relevant Activity/ies</b>	Applications that need to be done to achieve the objectives.
<b>Project Name</b>	Title describing each activity or group of activities.
<b>Project Scope/Description</b>	It involves explanatory information about which subject will discuss and find solution, where it will implement, which method will be use.
<b>Responsible Institution</b>	It indicates the institution which may lead the execution of the project. The responsible institution may not necessarily be the institution which provides financial resources in relation to the execution of the project. The responsible institution has the primary function of providing administrative responsibility and project coordination. There may be multiple responsible institutions for some projects.
<b>Supporting Institution</b>	Supporting institution defines the institutions aside from the responsible institution(s) which possess capacities such as knowledge, human resource, technology and similar project experiences and may contribute to the project. Responsible or supporting institution may be public institutions and local government units as well as public-private sector partnership, agencies, NGOs, universities and private sector institutions.
<b>Estimated Implementation Term</b>	It indicates estimated period of time in which the related project can be completed. 1-2 years corresponds to short ( <b>S</b> ), 3-4 years - medium ( <b>M</b> ) and 5 years - long ( <b>L</b> ) of project terms. However these terms are estimated.
<b>Resources</b>	It indicates the financial resources of which institution(s) may provide to implement the project. The main issue here is the ability to allocate financial resources from their budgets for the determined project within the scope of organizational goals and investment program of the institutions.
<b>Output</b>	It defines concrete outputs will be achieved by the implementation of project.
<b>Performance Indicators</b>	Concrete, comparable data in order to measure the success in the implementation of project.

### **3.1.1. Cultural Values, Conservation and Planning Projects**

Under this Thematic Area; “Preparations of plans for cultural values with a holistic approach by observing conservation and utilization equilibrium” determined as the main policy. Under 2 objectives of this policy there are 7 activities.

#### **1. Preparations of plans for cultural values with a holistic approach by observing conservation and utilization equilibrium**

##### **1.1. Preparation of landscaping projects for the development of tourism in Harran and connection points**

1.1.1. Preparation of landscape and street rehabilitation projects by disclosing the local originality of Harran

1.1.2. Determining camping areas, horse riding, cycling, and hiking routes

##### **1.2. Acquisition of cultural heritage to tourism in Harran and connection points through excavation and restoration projects and implementations that will be in line with international criteria**

1.2.1. Conducting fixation, registering and inventory work in archaeological and urban protected areas

1.2.2. Ensuring the use of original and right material with appropriate technology in the restoration work

1.2.3 Doing research for funds to ensure the continuity of excavation and restoration work

1.2.4. Conducting excavation work at archaeological protected areas

1.2.5. Carrying out restoration and functionalizing work of proprietary structures

13 projects given below have been created to implement the activities.

<b>Thematic Area - 1</b>	<b>CULTURAL VALUES, CONSERVATION AND PLANNING – T1/P1-1</b>
<b>Policy</b>	1. Preparations of plans for cultural values with a holistic approach by observing conservation and utilization equilibrium
<b>Objective/s</b>	1.1. Preparation of landscaping projects for the development of tourism in Harran and connection points
<b>Relevant Activity/ies</b>	1.1.1. Preparation of landscape and street rehabilitation projects by disclosing the local originality of Harran
<b>Project Name</b>	Landscape and Street Rehabilitation Projects of Harran
<b>Project Scope/Description</b>	<p>Projects of landscape and street rehabilitation to be prepared will be performed and viewpoints will be determined. With these works, it will be provided that local people and visitors spent time by feeling local originality of Harran. Thus, incompatible applications and improper buildings in historical pattern of Harran will be prevented.</p> <p>In this context, the primary areas in which landscape projects to be prepared;</p> <ul style="list-style-type: none"> <li>– Harran district centre,</li> <li>– Hayat El-Harrani Mosque campus,</li> <li>– Imam Bakır shrine,</li> <li>– Areas included Cupola Houses,</li> <li>– Şuayip archaeological site,</li> <li>– Soğmatar archaeological site and</li> <li>– Locality included Bazda Caves</li> </ul>
<b>Responsible Institution</b>	Harran Municipality, Şanlıurfa MM, Şanlıurfa Regional Council for the Conservation of Cultural Property
<b>Supporting Institution</b>	GAP RDA, Provincial Directorate of Culture and Tourism, Karacadağ Development Agency
<b>Estimated Implementation Period</b>	Medium Term (3 years)
<b>Resources</b>	GAP RDA, the NGOs, Ministry of Culture and Tourism, Harran Municipality, Şanlıurfa MM
<b>Output</b>	Landscape and street rehabilitation projects
<b>Performance Indicators</b>	The number of implemented projects in landscape and street rehabilitation

<b>Thematic Area - 1</b>	<b>CULTURAL VALUES, CONSERVATION AND PLANNING – T1/P1-2</b>
<b>Policy</b>	1. Preparations of plans for cultural values with a holistic approach by observing conservation and utilization equilibrium
<b>Objective/s</b>	1.1. Preparation of landscaping projects for the development of tourism in Harran and connection points
<b>Relevant Activity/ies</b>	1.1.2. Determining camping areas, viewpoints, horse riding, cycling, and hiking routes
<b>Project Name</b>	Determination project of camping areas, viewpoints, riding, cycling and hiking routes in Harran and connection points
<b>Project Scope/Description</b>	With this Project, camping areas, viewpoints, horse riding, cycling and hiking routes in Harran and connection points will be determined. Especially, the relations of connection points of Tek Tek Mountain National Park and Şuayip City, Soğmatar Archaeological Site, and Senem Cave in the park will be established. Tourism oriented use of route and camping areas to be determined will be considered.
<b>Responsible Institution</b>	Harran Municipality, General Directorate of Nature Conservation and National Parks, Ministry of Youth and Sports
<b>Supporting Institution</b>	Provincial Directorate of Sport and Youth, Provincial Directorate of Culture and Tourism, GAP RDA, NGOs, Tourism Agency
<b>Estimated Implementation Period</b>	Medium Term (2 years)
<b>Resources</b>	Harran Municipality, Şanlıurfa Metropolitan Municipality, NGOs, Private Sector
<b>Output</b>	Camping areas and viewpoints, and the routes defined for riding, cycling and hiking
<b>Performance Indicators</b>	<ul style="list-style-type: none"> <li>– The number and size of the areas identified for camping</li> <li>– The routes defined for biking, riding and hiking</li> </ul>

<b>Thematic Area - 1</b>	<b>CULTURAL VALUES, CONSERVATION AND PLANNING – T1/P1-3</b>
<b>Policy</b>	1. Preparations of plans for cultural values with a holistic approach by observing conservation and utilization equilibrium
<b>Objective/s</b>	1.2. Acquisition of cultural heritage to tourism in Harran and connection points through excavation and restoration projects and implementations that will be in line with international criteria
<b>Relevant Activity/ies</b>	1.2.1. Conducting fixation, registering and inventory work in archaeological and urban protected areas
<b>Project Name</b>	Project of fixation, registering and inventory work in archeological and urban protected areas
<b>Project Scope/Description</b>	With this project, identification of known and proposed areas with potential archaeological values, inventory and registration activities will be carried out in Harran and connection points. Then through the data obtained here registration work will be conducted.
<b>Responsible Institution</b>	Provincial Directorate of Culture and Tourism, Şanlıurfa Directorate of Museums, Şanlıurfa Regional Council for the Conservation of Cultural Property
<b>Supporting Institution</b>	GAP RDA, Harran Municipality, Karacadağ Development Agency, Harran University
<b>Estimated Implementation Period</b>	Long Term (5 years)
<b>Resources</b>	Ministry of Culture and Tourism, GAP RDA, Harran Municipality, NGOs, Private Sector
<b>Output</b>	<ul style="list-style-type: none"> <li>– Inventory work with archaeological values</li> <li>– Uncovered archaeological artefacts</li> </ul>
<b>Performance Indicators</b>	<ul style="list-style-type: none"> <li>– Fixated and registered archaeological areas</li> <li>– Number of launched excavation</li> </ul>

<b>Thematic Area - 1</b>	<b>CULTURAL VALUES, CONSERVATION AND PLANNING – T1/P1-4</b>
<b>Policy</b>	1. Preparations of plans for cultural values with a holistic approach by observing conservation and utilization equilibrium
<b>Objective/s</b>	1.2. Acquisition of cultural heritage to tourism in Harran and connection points through excavation and restoration projects and implementations that will be in line with international criteria
<b>Relevant Activity/ies</b>	1.2.2. Ensuring the use of original and right material with appropriate technology in the restoration work
<b>Project Name</b>	The use of appropriate technology with original and correct materials in Restoration Projects
<b>Project Scope/Description</b>	With this project the appropriate technology, original and correct materials use will be ensured in restoration work carried out in Harran and connection points, restoration principles in this regard will be determined and collected under guidebook.
<b>Responsible Institution</b>	Provincial Directorate of Culture and Tourism
<b>Supporting Institution</b>	Harran Municipality, Karacadağ Development Agency, GAP RDA
<b>Estimated Implementation Period</b>	Medium Term (3 years)
<b>Resources</b>	Ministry of Culture and Tourism, ISKUR, NGOs, Private Sector
<b>Output</b>	<ul style="list-style-type: none"> <li>– Guide book on appropriate technology with original and correct materials use</li> <li>– The completed restoration work in places identified as a priority</li> </ul>
<b>Performance Indicators</b>	<ul style="list-style-type: none"> <li>– Guide book prepared about restoration</li> </ul>



<b>Thematic Area - 1</b>	<b>CULTURAL VALUES, CONSERVATION AND PLANNING – T1/P1-5</b>
<b>Policy</b>	1. Preparations of plans for cultural values with a holistic approach by observing conservation and utilization equilibrium
<b>Objective/s</b>	1.2. Acquisition of cultural heritage to tourism in Harran and connection points through excavation and restoration projects and implementations that will be in line with international criteria
<b>Relevant Activity/ies</b>	1.2.3. Doing research for funds to ensure the continuity of excavation and restoration work
<b>Project Name</b>	Resource Development Project for the excavation and restoration work
<b>Project Scope/Description</b>	<p>With regard to excavation and restoration work, due to problems arising from allocation of adequate appropriations and personnel emerge as the fundamental problem of failure to provide continuity.</p> <p>With this Project, as indicated in GAP Tourism Master Plan (2011); special budgeting work of excavation and restoration issues will be conducted and local funds will be developed.</p> <p>In addition, required publicity for excavation and restoration work to be conducted and the provision of financial support from international finance organizations, private sector and NGOs will be investigated.</p>
<b>Responsible Institution</b>	Provincial Directorate of Culture and Tourism
<b>Supporting Institution</b>	Harran Municipality, , Harran District Governorship, Harran University
<b>Estimated Implementation Period</b>	Long Term (5 years)
<b>Resources</b>	Ministry of Culture and Tourism, GAP RDA, Harran Municipality, ISKUR, NGOs, Private Sector, Karacadağ Development Agency
<b>Output</b>	– Excavations requiring continuity
<b>Performance Indicator</b>	<ul style="list-style-type: none"> <li>– Special budget and local funds amount developed for excavations</li> <li>– The amount of financial support provided from the private sector and NGOs</li> </ul>

<b>Thematic Area - 1</b>	<b>CULTURAL VALUES, CONSERVATION AND PLANNING – T1/P1-6</b>
<b>Policy</b>	1. Preparations of plans for cultural values with a holistic approach by observing conservation and utilization equilibrium
<b>Objective/s</b>	1.2. Acquisition of cultural heritage to tourism in Harran and connection points through excavation and restoration projects and implementations that will be in line with international criteria
<b>Relevant Activity/ies</b>	1.2.4. Conducting excavation work at archaeological sites
<b>Project Name</b>	Harran Ulu Mosque (Harran University), Harran Mound, Ickale excavation Project
<b>Project Scope/Description</b>	<p>With this Project, excavation work planned in Harran Ulu Mosque (Harran University), Harran Mound, and Ickale will be detailed. In this context;</p> <p><b>Harran Ulu Mosque (Harran University):</b></p> <ul style="list-style-type: none"> <li>- Disclosure of details of cistern discovered in excavations in 2014 in the east of Harran Ulu Mosque</li> <li>- Continuing the excavation work in the east of Harran Ulu Mosque in which bathhouse ruins discovered by Harran University Archaeology Department in 2014</li> <li>- Disclosure of church with basilica plan and small mosque ruin in the northeast of Harran Ulu Mosque will be provided (Lloyd-Brice, 1951).</li> </ul> <p><b>Ulu Mosque Coves:</b> Reviving of arced doors providing entrance from courtyard to Ulu Mosque with the help of surveying, restoration and restitution will be provided</p> <p><b>Works that will be made in Mound</b> It will be provided that layers lengthening from the top of mound to the bottom by opening stepped-opening are revealed. These openings can be extended in the light of archaeological data that will be obtained. As a result of this work, the period and monuments of the mound will appear exactly. A visual and embossed image will be made by protecting from external factors and by rendering scene in the entrance of mound.</p> <p><b>Restoration works in Ickale:</b> Restoration works in the north, west and south of Ickale was partially completed, Restoration works in body walls in the east, and southeast and bastions will be continued. Completion of Ickale excavations, making restitution and implementation of restoration plan by renewing will be provided. After the excavation and restoration works, Ickale with its 150 rooms, whose even basement can be visited by visitors, will appear.</p>
<b>Responsible Institution</b>	Provincial Directorate of Culture and Tourism, Şanlıurfa Directorate of Museums, Şanlıurfa Regional Council for the Conservation of Cultural Property
<b>Supporting Institution</b>	Harran Municipality, Harran University
<b>Estimated Implementation Period</b>	Long Term (5 years)
<b>Resources</b>	Ministry of Culture and Tourism, GAP RDA, Harran Municipality, ISKUR, NGOs, Private Sector, Şanlıurfa Directorate of Museums
<b>Output</b>	– Harran Ulu Mosque (Harran University), Harran Mound, Ickale excavation work
<b>Performance Indicators</b>	– Number of monuments and buildings appeared in excavation works

<b>Thematic Area – 1</b>	<b>CULTURAL VALUES, CONSERVATION AND PLANNING – T1/P1-7</b>
<b>Policy</b>	1. Preparations of plans for cultural values with a holistic approach by observing conservation and utilization equilibrium
<b>Objective/s</b>	1.2. Acquisition of cultural heritage to tourism in Harran and connection points through excavation and restoration projects and implementations that will be in line with international criteria
<b>Relevant Activity/ies</b>	1.2.4. Conducting excavation work at archaeological sites
<b>Project Name</b>	Han-El Ba’rur Caravansary Excavation and Restoration Project
<b>Project Scope/Description</b>	<p>Han-El Ba’rur Caravansary is registered as “cultural property” that should be protected”. Han-El Ba’rur consists of places around of a large courtyard resembling square and entrance gate. The large amount of corridor shaped places in the other side of the courtyard is in ruins. The south side partially was broken down; west side is steady except from southwest corner in ruins.</p> <p>With this project, wall footing and floor mat in ruins will be disclosed by making cleaning and excavation work in Han-El Ba’rur Caravansary. Dummy of embossed block stone in which lion and its caretaker are described taken to Şanlıurfa Directorate of Museums will be made and placed in its original place by making restoration in the extent of Board of Protection</p>
<b>Responsible Institution</b>	Provincial Directorate of Culture and Tourism, Şanlıurfa Directorate of Museums, Şanlıurfa Regional Council for the Conservation of Cultural Property
<b>Supporting Institution</b>	Harran Municipality, Harran University
<b>Estimated Implementation Period</b>	Long Term (5 years)
<b>Resources</b>	Ministry of Culture and Tourism, GAP RDA, Harran Municipality, ISKUR, NGOs, Private Sector
<b>Output</b>	<ul style="list-style-type: none"> <li>– Excavation and cleaning work completed and wall footing, and floor mat in ruins disclosed Han-El Ba’rur Caravansary</li> <li>– Embossed block stone in which lion and its caretaker are described in its original place by making its dummy</li> </ul>
<b>Performance Indicators</b>	<ul style="list-style-type: none"> <li>– Disclosure of wall footing and floor mat in ruins of Han-El Ba’rur Caravansary</li> <li>– Placement of Embossed block stone in which lion and its caretaker are described to original place and making its dummy</li> </ul>

<b>Thematic Area – 1</b>	<b>CULTURAL VALUES, CONSERVATION AND PLANNING – T1/P1-8</b>
<b>Policy</b>	1. Preparations of plans for cultural values with a holistic approach by observing conservation and utilization equilibrium
<b>Objective/s</b>	1.2. Acquisition of cultural heritage to tourism in Harran and connection points through excavation and restoration projects and implementations that will be in line with international criteria
<b>Relevant Activity/ies</b>	1.2.4. Conducting excavation work at archaeological sites
<b>Project Name</b>	Suayip City Archaeological Site Excavation and Restoration Project
<b>Project Scope/Description</b>	Buildings by cut-stone were built on a large number of rock-tombs in Suayip City Archaeological Site. Some walls and groundwork ruins of these buildings which were all destroyed survived to the present day.  Although there is a small area belonging to public, private property is in weight in Suayip City Archaeological Site.  With this project, cleaning and excavation works and researches will be made in Suayip City Archaeological Site.
<b>Responsible Institution</b>	Provincial Directorate of Culture and Tourism, Şanlıurfa Directorate of Museums, Şanlıurfa Regional Council for the Conservation of Cultural Property
<b>Supporting Institution</b>	Harran Municipality, Harran University
<b>Estimated Implementation Period</b>	Long Term (5 years)
<b>Resources</b>	Ministry of Culture and Tourism, GAP RDA, Harran Municipality, ISKUR, NGOs, Private Sector
<b>Output</b>	– Excavation and cleaning works completed Suayip City Archaeological Site
<b>Performance Indicators</b>	– Completion of excavation and cleaning works

<b>Thematic Area – 1</b>	<b>CULTURAL VALUES, CONSERVATION AND PLANNING – T1/P1-9</b>
<b>Policy</b>	1. Preparations of plans for cultural values with a holistic approach by observing conservation and utilization equilibrium
<b>Objective/s</b>	1.2. Acquisition of cultural heritage to tourism in Harran and connection points through excavation and restoration projects and implementations that will be in line with international criteria
<b>Relevant Activity/ies</b>	1.2.4. Conducting excavation work at archaeological sites
<b>Project Name</b>	Soğmatar Archaeological Site Excavation and Restoration Project
<b>Project Scope/Description</b>	<p>Soğmatar Archaeological Site is in Yağmurlu Village. 7 monumental grave ruins, pognon salon carved in the rock in the village, other rock tombs, temple ruins, and a well carved in basic rock named as Musa Well are in the hills in the north and east of mound in the village.</p> <p>Although there is a small area belonging to public, private property is in weight in Soğmatar Archaeological Site. In the context of the project, in order to make restoration work in these areas solutions except for expropriation will be investigated.</p> <p>With this Project, archaeological excavation works will be made in Soğmatar Archaeological Site. Surveying of mausoleums will be made and restoration projects of them will be prepared. Alterations of tourist information building built before will be made.</p>
<b>Responsible Institution</b>	Provincial Directorate of Culture and Tourism, Şanlıurfa Directorate of Museums, Şanlıurfa Regional Council for the Conservation of Cultural Property
<b>Supporting Institution</b>	Harran Municipality, Harran University
<b>Estimated Implementation Period</b>	Long Term (5 years)
<b>Resources</b>	Ministry of Culture and Tourism, GAP RDA, Harran Municipality, ISKUR, NGOs, Private Sector
<b>Output</b>	<ul style="list-style-type: none"> <li>– Excavation and cleaning works completed Soğmatar</li> <li>– Surveying and restoration projects prepared Mausoleums</li> </ul>
<b>Performance Indicators</b>	<ul style="list-style-type: none"> <li>– Completion of excavation and cleaning works</li> <li>– Preparation of surveying and restoration projects of mausoleums</li> <li>– Completion of alterations of tourist information building</li> </ul>

<b>Thematic Area – 1</b>	<b>CULTURAL VALUES, CONSERVATION AND PLANNING – T1/P1-10</b>
<b>Policy</b>	1. Preparations of plans for cultural values with a holistic approach by observing conservation and utilization equilibrium
<b>Objective/s</b>	1.2. Acquisition of cultural heritage to tourism in Harran and connection points through excavation and restoration projects and implementations that will be in line with international criteria
<b>Relevant Activity/ies</b>	1.2.4. Conducting excavation work at archaeological sites
<b>Project Name</b>	Cimdin Castle Excavation and Restoration Project
<b>Project Scope/Description</b>	<p>Body walls in Cimdin Castle partially disclosed by Şanlıurfa Directorate of Culture and Tourism in 2012 by making excavations for restoration.</p> <p>With this Project, archaeological excavations will be made and ruins under the soil will be provided visibility by disclosing buildings in the castle.</p> <p>Conservational restoration works will be carried out in line with Project that will be prepared after excavations. Continuing archaeological excavations and disclosure of epitaph and shrine that were mentioned by Oppenheim will be provided.</p> <p>Stable, cellar and rock graves used for storage will be integrated in tourism by reclaiming.</p>
<b>Responsible Institution</b>	Provincial Directorate of Culture and Tourism, Şanlıurfa Directorate of Museums, Şanlıurfa Regional Council for the Conservation of Cultural Property
<b>Supporting Institution</b>	Harran Municipality, Harran University
<b>Estimated Implementation Period</b>	Long Term (5 years)
<b>Resources</b>	Ministry of Culture and Tourism, GAP RDA, Harran Municipality, ISKUR, NGOs, Private Sector
<b>Output</b>	<ul style="list-style-type: none"> <li>– Excavation works completed Cimdin Castle</li> <li>– Conservational restoration works completed Cimdin Castle</li> <li>– Disclose epitaph and shrine (mentioned by Oppenheim)</li> </ul>
<b>Performance Indicators</b>	<ul style="list-style-type: none"> <li>– Completion of excavation works</li> <li>– Preparation of surveying and restoration projects of mausoleums</li> <li>– Disclosure of epitaph and shrine mentioned by Oppenheim</li> </ul>

<b>Thematic Area – 1</b>	<b>CULTURAL VALUES, CONSERVATION AND PLANNING – T1/P1-11</b>
<b>Policy</b>	1. Preparations of plans for cultural values with a holistic approach by observing conservation and utilization equilibrium
<b>Objective/s</b>	1.2. Acquisition of cultural heritage to tourism in Harran and connection points through excavation and restoration projects and implementations that will be in line with international criteria
<b>Relevant Activity/ies</b>	1.2.5. Carrying out restoration and functionalizing work of proprietary structure
<b>Project Name</b>	Project of Making Restoration Works For Cupola Houses And Functionalizing For Tourism Purposeful Uses
<b>Project Scope/Description</b>	<p>Cupola houses could not adapt to modern life due to lack of comfort. Thus, these buildings primarily designed and made as a residence abandoned and were started to use for some purpose like storage-outhouse and stable in time. This transformation caused to increase reinforced concrete building made for residence, to destroy substantially cupola houses due to lack of care and decrease their numbers rapidly.</p> <p>Some buildings' function changed as Harran Culture House and this kind of change is positive development in terms of conservation of the area. These uses reflected history and life style of Harran is an important factor that revives tourism potential. Among the areas that are visited by tourist come to Harran for one day is cultural houses. Cultural houses provide realizing other buildings with their historical and visual values.</p> <p>In this context, "Harran cupola house restoration and boutique hotel transformation Project" lastly developed by Şanlıurfa Provincial Directorate of Culture and Tourism was ratified by Karacadag Development Agency in June 2015. With this project, 5 cupola houses will transform to culture house.</p> <p>Survival of cupola houses by transforming to tourism purposeful uses is positive development in order to prevent disappearance of cupola houses. However, functionalization of cupola houses as not only culture houses but also other tourism purposeful uses (souvenirs, accommodation, café, exhibition) will be the right approach.</p> <p>With this Project, transformation that can be made in cupola houses and tourism purposeful uses will be discussed and made works in details. Giving name of famous people who lived in Harran (ex; El Battânî, Cabir Bin Hayyan, İbn-i Teymiye, Farabî etc.) to Cupola houses made its restoration will realize in the project works context.</p>
<b>Responsible Institution</b>	Provincial Directorate of Culture and Tourism, Şanlıurfa Regional Council for the Conservation of Cultural Property, Directorate General of Foundations
<b>Supporting Institution</b>	Harran Municipality, Harran University
<b>Estimated Implementation Period</b>	Long Term (5 years)
<b>Resources</b>	Ministry of Culture and Tourism, GAP RDA, Harran Municipality, ISKUR, NGOs, Private Sector, Directorate General of Foundations
<b>Output</b>	– Cupola houses which are diversified and functionalized for tourism purposeful uses
<b>Performance Indicators</b>	<ul style="list-style-type: none"> <li>– Transformation of 5 cupola houses for tourism purposeful uses</li> <li>– Number of functionalized cupola houses (culture house, museum, restaurant, exhibition etc.)</li> </ul>

<b>Thematic Area – 1</b>	<b>CULTURAL VALUES, CONSERVATION AND PLANNING – T1/P1-12</b>
<b>Policy</b>	1. Preparations of plans for cultural values with a holistic approach by observing conservation and utilization equilibrium
<b>Objective/s</b>	1.2. Acquisition of cultural heritage to tourism in Harran and connection points through excavation and restoration projects and implementations that will be in line with international criteria
<b>Relevant Activity/ies</b>	1.2.5. Carrying out restoration and functionalizing work of proprietary structure
<b>Project Name</b>	Project for Prevention of Extinction of Cupola Houses
<b>Project Scope/Description</b>	<p>Due to the lack of comfort cupola houses could not adapt to modern life. Therefore designed primarily as a residence, these buildings abandoned and were started to be used for storage-outhouse, stable etc. in time. This transformation caused to increase reinforced concrete building made for residence, to destroy substantially cupola houses due to lack of care and decrease their numbers rapidly.</p> <p>For the protection of cupola houses gaining different functions and use for tourism purposes are positive developments. But this is not enough and does not cover all the houses. There is need for a more holistic approach in addition to this efforts and studies.</p> <p>With this project, a large-scale of study will be lunched in cooperation with international organizations to ensure the full protection and sustainability of existing cupola houses. Thus, the work done on the basis of a single house will be expanded to all houses in the area and will be open to serve the visitors.</p>
<b>Responsible Institution</b>	Provincial Directorate of Culture and Tourism, Şanlıurfa Regional Council for the Conservation of Cultural Property, Directorate General of Foundations
<b>Supporting Institution</b>	Harran Municipality, Harran University
<b>Estimated Implementation Period</b>	Long Term (5 years)
<b>Resources</b>	Ministry of Culture and Tourism, GAP RDA, Harran Municipality, ISKUR, NGOs, Private Sector, Directorate General of Foundations, World Bank, United Nations
<b>Output</b>	– Cupola Houses are protected by the current numbers
<b>Performance Indicators</b>	– Initiating the work to conserve all of the Cupola Houses



<b>Thematic Area – 1</b>	<b>CULTURAL VALUES, CONSERVATION AND PLANNING – T1/P1-13</b>
<b>Policy</b>	1. Preparations of plans for cultural values with a holistic approach by observing conservation and utilization equilibrium
<b>Objective/s</b>	1.2. Acquisition of cultural heritage to tourism in Harran and connection points through excavation and restoration projects and implementations that will be in line with international criteria
<b>Relevant Activity/ies</b>	1.2.5. Carrying out restoration and functionalizing work of proprietary structure
<b>Project Name</b>	Bazda Caves Restoration Project
<b>Project Scope/Description</b>	<p>Bazda Caves was registered as first degree archaeological Site Area with 25.05.2010 dated and 1159 numbered decision of Regional Board of Protection of Cultural and Natural Assets.</p> <p>With this Project, trip itineraries are determined in stone pit. Visuals including method of cutting stone in plaques will be prepared and hanged on proper points. Cracking sections in the stone pit will be strengthen in order to prevent falling stone and not to pose danger.</p> <p>Opening of new stone pit which can destroy Bazda Caves will be prevented in the region.</p>
<b>Responsible Institution</b>	Provincial Directorate of Culture and Tourism, Şanlıurfa Regional Council for the Conservation of Cultural Property, Directorate General of Foundations
<b>Supporting Institution</b>	Harran Municipality, Harran University
<b>Estimated Implementation Period</b>	Long Term (5 years)
<b>Resources</b>	Ministry of Culture and Tourism, GAP RDA, Harran Municipality, ISKUR, NGOs, Private Sector
<b>Output</b>	– Restoration work completed Bazda caves
<b>Performance Indicators</b>	– Preparation of restoration projects

### **3.1.2. Accessibility, Physical and Technical Infrastructure Projects**

Under this thematic title, “Provision of “visitor circulation” in tourism points and improving transport and physical infrastructure” has been determined. There are 8 activity areas for 2 objectives described under this policy.

## **2. Provision of “visitor circulation” in tourism points and improving transport and physical infrastructure**

### **2.1. Facilitation of “visitor circulation” in the area**

2.1.1. Identifying vehicle transportation routes and parking areas and making their implementation projects

2.1.2. For circulation of visitors and their access to important touristic spots, designing of transport network system of pedestrian, cycling etc.

2.1.3. Increasing the possibilities of access of disadvantaged groups in the area (disabled, elderly, pregnant women visitors and so on.)

2.1.4. Preparing special marking and orientation signage on the transport network of vehicle, pedestrian and bicycle

### **2.2. Preparation and implementation of urban transport and infrastructure projects**

2.2.1. Preparing/updating and implementing of infrastructure projects for water, solid waste and wastewater in Harran and connection points

2.2.2. Preparing/updating and implementing of infrastructure projects for energy, lighting and communications in Harran and connection points

2.2.3. Improving the quality of urban transport infrastructure and services

2.2.4. Planning and executing regular and qualified public transport journey and visitor voyages among Şanlıurfa and Harran

6 projects given below have been created to implement activities.

<b>Thematic Area - 2</b>	<b>ACCESSIBILITY, PHYSICAL AND TECHNICAL INFRASTRUCTURE – T2/P2-1</b>
<b>Policy</b>	2. Provision of “visitor circulation” in tourism points and improving transport and physical infrastructure
<b>Objective/s</b>	2.1. Facilitation of “visitor circulation” in the area
<b>Relevant Activity/ies</b>	2.1.1. Identifying vehicle transportation routes and parking areas and making their implementation projects
<b>Project Name</b>	Determination and Implementation Project of Vehicle Transport Routes and Parking Areas
<b>Project Scope/Description</b>	<p>With this project, the applications related with the transport routes and parking areas defined with the current planning studies will be made consistent with the Management Plan priorities and visitors circulation facilitated.</p> <p>Parking areas for visitors coming with their private car and tour bus will be designed in order not to destroy comfort and peace of the city and will be in entrance of city, in sufficient number and points determined on trip itineraries. These parking areas will be located close to start of hiking routes and one-day shopping points.</p> <p>Moreover, parking area for visitors will be determined and implemented around Suayip City Archaeological Site, out of First Degree Archaeological Site and west of the road.</p>
<b>Responsible Institution</b>	Harran Municipality, Şanlıurfa Metropolitan Municipality
<b>Supported Institution</b>	Provincial Directorate of Culture and Tourism, GAP RDA, Karacadağ Development Agency
<b>Estimated Implementation Period</b>	Short Term (2 years)
<b>Resources</b>	Şanlıurfa MM, Harran Municipality, Karacadağ Development Agency, NGOs
<b>Output</b>	Vehicle transportation routes and parking areas
<b>Performance Indicators</b>	<ul style="list-style-type: none"> <li>– Effective functioning transport routes</li> <li>– Parking implementations made in accordance with adequate standards</li> </ul>

<b>Thematic Area - 2</b>	<b>ACCESSIBILITY, PHYSICAL AND TECHNICAL INFRASTRUCTURE – T2/P2-2</b>
<b>Policy</b>	2. Provision of “visitor circulation” in tourism points and improving transport and physical infrastructure
<b>Objective/s</b>	2.1. Facilitation of “visitor circulation” in the area
<b>Relevant Activity/ies</b>	2.1.2. For circulation of visitors and their access to important touristic spots, designing of transport network system of pedestrian, cycling etc.  2.1.4. Preparing special marking and orientation signage on the transport network of vehicle, pedestrian and bicycle
<b>Project Name</b>	Transport Network Project For Pedestrians and Cyclists
<b>Project Scope/Description</b>	With this project visitors’ easy access will be provided to services offered in important tourist points and their interaction with the area will be increased. Arrangements will be made for spending more time of visitors in the area on foot and by bicycle.  Along with travel routes and car parks identification and design of walking and cycling routes, regulation of waiting and viewing areas and pedestrian-oriented urban transportation network design studies will be made and implemented.  After pedestrian and bicycle paths determined and applied the routes will be marked on car transportation network by preparing special marking and orientation signage.
<b>Responsible Institution</b>	Harran Municipality, Şanlıurfa Metropolitan Municipality
<b>Supported Institution</b>	Provincial Directorate of Culture and Tourism, Harran University, Karacadağ Development Agency
<b>Estimated Implementation Period</b>	Short Term (2 years)
<b>Resources</b>	Harran Municipality, Şanlıurfa Metropolitan Municipality, Ministry of Environment and Urbanization, NGOs, Karacadağ Karacadağ Development Agency
<b>Output</b>	Pedestrian and bicycle networks
<b>Performance Indicators</b>	Pedestrian and bicycle network system working effectively in Harran

<b>Thematic Area - 2</b>	<b>ACCESSIBILITY, PHYSICAL AND TECHNICAL INFRASTRUCTURE - T2/P2-3</b>
<b>Policy</b>	2. Provision of “visitor circulation” in tourism points and improving transport and physical infrastructure
<b>Objective/s</b>	2.1. Facilitation of “visitor circulation” in the area
<b>Relevant Activity/ies</b>	2.1.3. Increasing the possibilities of access of disadvantaged groups in the area (disabled, elderly, pregnant women visitors and so on.)
<b>Project Name</b>	Project for Increasing Access Facilities of Disadvantaged Groups in Harran and Connection Points
<b>Project Scope/Description</b>	<p>With the Project, implementations which provide healthy and safe visit for disabled and elderly visitors on the routes inside and outside of residential areas will be carried out.</p> <p>In this context, disabled access maps will be prepared, ramp and elevator will be built in appropriate and necessary points (for disabled, elderly, so on.), and signalization works will be made in pedestrian and vehicle routes.</p>
<b>Responsible Institution</b>	Harran Municipality, Şanlıurfa Metropolitan Municipality, Ministry of Family and Social Policies
<b>Supported Institution</b>	Provincial Directorate of Culture and Tourism, STK
<b>Estimated Implementation Period</b>	Medium Term (3 years)
<b>Resources</b>	Şanlıurfa Metropolitan Municipality, Harran Municipality, NGOs, Directorate General for Person with Disabilities and Elderly Services of Ministry of Family and Social Policies
<b>Output</b>	Transportation network system working effectively for disadvantaged groups
<b>Performance Indicators</b>	<ul style="list-style-type: none"> <li>– Disabled access maps and signs</li> <li>– Disabled ramp and elevators</li> <li>– The establishment of the signaling system for disabled</li> </ul>

<b>Thematic Area - 2</b>	<b>ACCESSIBILITY, PHYSICAL AND TECHNICAL INFRASTRUCTURE – T2/P2-4</b>
<b>Policy</b>	2. Provision of “visitor circulation” in tourism points and improving transport and physical infrastructure
<b>Objective/s</b>	2.2. Preparation and implementation of urban transport and infrastructure projects
<b>Relevant Activity/ies</b>	2.2.1. Preparing/updating and implementing of infrastructure projects for water, solid waste and wastewater in Harran and connection points
<b>Project Name</b>	Infrastructure Projects for Water, Solid Waste and Wastewater in Harran and Connection Points
<b>Project Scope/Description</b>	<p>With the Project, by reviewing case of existing water and wastewater in Harran and connection points, activities of repair- alterations, planning, construction will be made.</p> <p>Approach of integrated water and management of wastewater like artificial/sowed wetland area purification, reuse will be evaluated.</p> <p>In order to solve environmental pollution and health and hygiene problems Harran district centre, necessary measure will be taken.</p> <p>Throwing solid waste and animal manure randomly will be prevented by installing garbage containers with sufficient number and sizes in determined garbage collection points.</p>
<b>Responsible Institution</b>	Harran Belediyesi, Şanlıurfa Metropolitan Municipality
<b>Supported Institution</b>	İlbank A.Ş., Provincial Directorate of Environment and Urbanization, Provincial Directorate of Health
<b>Estimated Implementation Period</b>	Medium Term (3 years)
<b>Resources</b>	Şanlıurfa Metropolitan Municipality, Harran Municipality, Karacadağ Development Agency, İlbank A.Ş.
<b>Output</b>	<ul style="list-style-type: none"> <li>– Water and wastewater infrastructure completed Harran and connection points</li> <li>– Regular garbage collection system established Harran and connection points</li> </ul>
<b>Performance Indicators</b>	<ul style="list-style-type: none"> <li>– Number of placed waste containers</li> <li>– Number of implemented water and wastewater projects</li> <li>– Number of implemented solid waste management plan</li> </ul>

<b>Thematic Area - 2</b>	<b>ACCESSIBILITY, PHYSICAL AND TECHNICAL INFRASTRUCTURE – T2/P2-5</b>
<b>Policy</b>	2. Provision of “visitor circulation” in tourism points and improving transport and physical infrastructure
<b>Objective/s</b>	2.2. Preparation and implementation of urban transport and infrastructure projects
<b>Relevant Activity/ies</b>	2.2.2. Preparing/updating and implementing of infrastructure projects for energy, lighting and communications in Harran and connection points
<b>Project Name</b>	Infrastructure Project For Energy, Lighting And Communications in Harran And Connection Points
<b>Project Scope/Description</b>	<p>With the project, activities of repair- alterations, planning, construction will be carried out by reviewing status of current infrastructure for energy, lighting and communications.</p> <p>In this context, renewable energy implementations like solar panels and biogas will promote. Implementations like ecological product and LED lightening use, development of implementation of integrated energy management of facilities will be evaluated as priority.</p> <p>Following places will be lightened primarily and put into service for tourism;</p> <ul style="list-style-type: none"> <li>– Harran city centre highway</li> <li>– Harran University and observatory in its campus in Harran district center</li> <li>– Dark gallery of Bazda caves</li> <li>– Hayat-El Harrani Mosque campus</li> <li>– Settlement area including Harran cupola houses</li> </ul>
<b>Responsible Institution</b>	Harran Municipality, Ministry of Energy and Natural Resources, (TEDAS, TEİAS)
<b>Supported Institution</b>	Şanlıurfa Metropolitan Municipality, Provincial Directorate of Culture and Tourism, İlbank A.Ş.
<b>Estimated Implementation Period</b>	Medium Term (3 years)
<b>Resources</b>	Ministry of Energy and Natural Resources, Şanlıurfa MM, Harran Municipality, İlbank A.Ş.
<b>Output</b>	– Efficient use energy widespread Harran and connection points
<b>Performance Indicators</b>	<ul style="list-style-type: none"> <li>– The increase in renewable and efficient energy use</li> <li>– Lightening of the priority areas</li> </ul>

<b>Thematic Area - 2</b>	<b>ACCESSIBILITY, PHYSICAL AND TECHNICAL INFRASTRUCTURE - T2/P2-6</b>
<b>Policy</b>	2. Provision of “visitor circulation” in tourism points and improving transport and physical infrastructure
<b>Objective/s</b>	2.2. Preparation and implementation of urban transport and infrastructure projects
<b>Relevant Activity/ies</b>	2.2.3. Improving the quality of urban transport infrastructure and services  2.2.4. Planning and executing regular and qualified public transport journey and visitor voyages among Şanlıurfa and Harran
<b>Project Name</b>	Urban transport infrastructure project
<b>Project Scope/Description</b>	With the Project, in Harran and connection points, public transport possibilities will be developed; scope and quality of visitor voyages, infrastructure and service will be increased.  Direction sign will be placed on pronged road junction in tenth kilometre of the road from Harran district to Han-el Ba’rur, Şuayb city, Soğmatar. Completion of construction of existing roads from this junction to Şanlıurfa road will be provided.  When this road is constructing, construction of Betik, Kızlar Sarayı, and Cimdin castle road whose archaeological excavations continue will be provided. When doing this construction, by considering destroying of the road by local people when watering lands, sufficient measures will be taken.
<b>Responsible Institution</b>	Şanlıurfa Metropolitan Municipality, Harran Municipality
<b>Supported Institution</b>	Provincial Directorate of Culture and Tourism, General Directorate of Highways, Ilbank corporation
<b>Estimated Implementation Period</b>	Medium Term (3 years)
<b>Resources</b>	Şanlıurfa Metropolitan Municipality, Harran Municipality, Ilbank corporation
<b>Output</b>	<ul style="list-style-type: none"> <li>– Increased number of public transport services</li> <li>– Road completed Cimdin Castle</li> <li>– Direction signs placed pronged road junction</li> </ul>
<b>Performance Indicators</b>	<ul style="list-style-type: none"> <li>– Completion of Cimdin castle road</li> <li>– Increased number of public transport</li> <li>– Placing direction signs</li> </ul>



### **3.1.3. Tourism Oriented Promotion and Branding Projects**

Under this thematic title, “Promotion and branding of the Area's cultural values at national and international level” has been determined. There are 20 activity areas for 5 objectives described under this policy.

### **3. Promotion and branding of the Area's cultural values at national and international level**

#### **3.1. Turning Harran and connection points into an attraction point for visitors by branding their rich cultural and natural values**

3.1.1. Determining the tourism potential of Harran and connection points

3.1.2. Determining the tourism products of Harran and connection points

#### **3.2. Acquisition of intangible cultural heritage to tourism by detecting and protecting**

3.2.1. Conducting intangible cultural heritage inventory work

3.2.2. Narrating the cultural values of the area

#### **3.3. Increasing the visibility of brand values that will be created for Harran and connection points**

3.3.1. Making site-specific logo/corporate identity design

3.3.2. Preparation of site-specific audio-visual and printed promotional products (Clip, advertising film, brochures, souvenirs, etc.) and dissemination

3.3.3. Preparing the tourism web portal and mobile applications and disseminating

3.3.4. Identifying local products that will be used for tourism and promotional purposes, supporting the production and conducting branding work.

### **3.4. Strengthening the brand values of the Area's by national and international innovative methods**

3.4.1. Preparation of promotion and communication strategy of Harran and connection points

3.4.2. Preparation and organization tourism and promotion oriented calendar events

3.4.3. Organizing promotional and informational trips for visual media and written representatives

3.4.4. Performing and sharing traditional life activities with visitors, and establish "experimental experience workshops"

3.4.5. Organizing hiking, bike tours, riding activities

3.4.6. Organizing national and international events in the framework of the themes to be determined and participate in national and international events in order to promote Harran

3.4.7. Establishment of the program of introducing volunteers

3.4.8. Organizing campaigns for promotion and support

3.4.9. To be included in the international cooperation, brand and registration network

3.4.10. Preparation and submission of the UNESCO application file

### **3.5. Evaluation of Harran and connection points as visit and accommodation points on trip itineraries**

3.5.1. Provision of inclusion of Harran and connection points in the current trip programs of tourism and travel companies

3.5.2. Carrying out the reviving work of Harran route of the Silk Road

9 projects given below have been created to implement activities.

Thematic Area – 3	TOURISM ORIENTED PROMOTION AND BRANDING – T3/P3-1
Policy	3. Promotion and branding of the Area's cultural values at national and international level
Objective/s	3.1. Turning Harran and connection points into an attraction point for visitors by branding their rich cultural and natural values
Relevant Activity/ies	3.1.1. Determining the tourism potential of Harran and connection points
Project Name	Tourism Potential Determination Project in Harran and Connection Points
Project Scope/Description	<p>With the Project, tourism potential of Harran and connection points will be investigated extensively in terms of different types of tourism and will be printed.</p> <p><b>History and cultural tourism possibilities definition study;</b>  History and cultural tourism is activities with purposes of seeing works of art, historical buildings, and ruins of ancients civilizations like ancient cities and investigation of local culture.  Historical and cultural tourism possibilities of Harran and connection points are very high because of their historical and cultural values. In this context, known areas that could be evaluated for historical and cultural tourism, that have potential, and could be brand value will be investigated extensively in order to increase visit possibilities and number of visitors.  Primarily areas will be considered and become brand value;</p> <ul style="list-style-type: none"> <li>- Having original architecture (cupola houses with conical dome)</li> <li>- Having historically original identity</li> <li>- Placing first university of the world in Harran</li> <li>- Historically famous scholars grown up in Harran</li> <li>- Making first astronomy works in Harran</li> <li>- Proving atom in Harran</li> </ul> <p><b>Nature tourism possibilities definition study;</b> Nature tourism is activities including trip, hiking, photography and camping in order to see and examine plant and animal species grown in a certain region, the visual landscape values, and natural formations like caves and valleys.  In this context, Tek Tek Mountains on the northeast of Harran is an attraction point. Moreover, Harran valley, Harran ruins, which are important natural areas and will be evaluated along with caves in terms of tourism.</p> <p><b>Faith tourism possibilities definition study;</b> Religious tourism is activities in order to see holy or important places in terms of religion and/or for worship. In the light of available archaeological data, history of Harran dates back to chalcolithic period. Temple from pagan era, Harran Ulu mosque and places believed to be hosted for prophets have unique feature of open-air museum. Moreover, Soğmatar, Sin Temples, Suayip city, Hz. Yakup well, Ulu mosque, Hayati Harrani mosque will be considered primarily.</p>
Responsible Institution	Provincial Directorate of Culture and Tourism
Supporting Institution	GAP RDA, Harran Municipality, NGO, Developmet Agency
Estimated Implementation Period	Short Term (2 years)
Resources	Ministry of Culture and Tourism, GAP RDA, Harran Municipality, NGO, Developmet Agency
Output	Harran and connection points Tourism Potentials Book, Brochure
Performance Indicators	Number of printed book/brochure in different languages

<b>Thematic Area - 3</b>	<b>TOURISM ORIENTED PROMOTION AND BRANDING – T3/P3-2</b>
<b>Policy</b>	3. Promotion and branding of the Area's cultural values at national and international level
<b>Objective/s</b>	3.1. Turning Harran and connection points into an attraction point for visitors by branding their rich cultural and natural values
<b>Relevant Activity/ies</b>	3.1.2. Determining the tourism products of Harran and connection points
<b>Project Name</b>	Determination Project of Tourism Products
<b>Project Scope/Description</b>	<p>With the Project, in Harran and connection points, original values of Harran used for promotion and branding will be transferred to tourism product by investigating in details and will be printed. This values are below:</p> <ul style="list-style-type: none"> <li>– Cupola houses with conical dome</li> <li>– Harran Ulu Mosque from Umayyad era with the features of the oldest, the biggest and the wealthiest for stone ornaments mosque of the Anatolia (first Islamic university)</li> <li>– Harran Mound from Neolithic period</li> <li>– Ickale and city wall</li> <li>– Shrine of Sheikh Yahya Hayat el-Harrani</li> <li>– Cimdin Castle</li> <li>– Senem Caves</li> <li>– Soğmatar city ruins</li> <li>– Şuayb city ruins</li> <li>– Han-el Ba'rur Caravansary</li> <li>– Bazda Cave</li> <li>– Intangible cultural values (exp. local clothes, tattoo so on.)</li> </ul> <p>Moreover, the fact that first astronomical works were made in Harran and the Harran's feature of being cult centre of god of moon will be brought in forefront. As mankind noticed thousands of years ago the crescent of the moon's cycle, the first appearance of the full moon of the lunar eclipse even with the naked eye in Harran will be assessed in terms of tourism.</p>
<b>Responsible Institution</b>	Provincial Directorate of Culture and Tourism, Harran Municipality
<b>Supporting Institution</b>	GAP RDA, Harran Municipality, NGO, Private Sector
<b>Estimated Implementation Period</b>	Short Term (2 years)
<b>Resources</b>	GAP RDA, Harran Municipality
<b>Output</b>	Harran and connection points Tourism Products Book
<b>Performance Indicators</b>	Number of values brought into tourism product

<b>Thematic Area - 3</b>	<b>TOURISM ORIENTED PROMOTION AND BRANDING - T3/P3-3</b>
<b>Policy</b>	3. Promotion and branding of the Area's cultural values at national and international level
<b>Objective/s</b>	3.2. Acquisition of intangible cultural heritage to tourism by detecting and protecting
<b>Relevant Activity/ies</b>	3.2.1. Conducting intangible cultural heritage inventory work
<b>Project Name</b>	Carrying out Project of Intangible Cultural Heritage Inventory in Harran and connection points
<b>Project Scope/Description</b>	<p>With this Project, a comprehensive inventory work about intangible cultural heritage in Harran and connection points will be made and printed. Inventory will be updated regularly and intangible cultural heritage values in the inventory will be detailed in order to use for promotion and branding work.</p> <p>In this context, works about "local clothes" except for <i>pusi</i> and <i>aba</i>, "handicrafts" except for <i>harmal</i> and <i>mirra set</i>, melodies not known commonly from "local melodies", almost extinct food from "local food" except for current food and "tattoo types" will be made.</p>
<b>Responsible Institution</b>	Provincial Directorate of Culture and Tourism
<b>Supporting Institution</b>	GAP RDA, Harran Municipality, NGO, Harran University
<b>Estimated Implementation Period</b>	Short Term (2 years)
<b>Resources</b>	GAP RDA, Harran Municipality
<b>Output</b>	Intangible cultural heritage inventory
<b>Performance Indicators</b>	Intangible cultural heritage inventory booklet

<b>Thematic Area - 3</b>	<b>TOURISM ORIENTED PROMOTION AND BRANDING - T3/P3-4</b>
<b>Policy</b>	3. Promotion and branding of the Area's cultural values at national and international level
<b>Objective/s</b>	3.2. Acquisition of intangible cultural heritage to tourism by detecting and protecting
<b>Relevant Activity/ies</b>	3.2.2. Narrating the cultural values of the area
<b>Project Name</b>	Narrating Project of Cultural Values in Harran and connection points
<b>Project Scope/Description</b>	<p>With the Project, oral literature and history products unique for Harran and connection points will be determined and their collection and print will be provided.</p> <p>In this context, local sagas, stories will be registered by benefiting from experience of elderly people of Harran. Subjects like culture of Döğme and Mirra, Hz. Yakup Well story, Hz. Sara marriage story will be evaluated in this context.</p>
<b>Responsible Institution</b>	Provincial Directorate of Culture and Tourism
<b>Supporting Institution</b>	GAP RDA, Harran Municipality, NGO, Private Sector
<b>Estimated Implementation Period</b>	Short Term (2 years)
<b>Resources</b>	Harran Municipality, Ministry of Culture and Tourism
<b>Output</b>	Storybook of cultural values
<b>Performance Indicators</b>	Number of narrated historical event, person and cultural values

<b>Thematic Area - 3</b>	<b>TOURISM ORIENTED PROMOTION AND BRANDING - T3/P3-5</b>
<b>Policy</b>	3. Promotion and branding of the Area's cultural values at national and international level
<b>Objective/s</b>	3.3. Increasing the visibility of brand values that will be created for Harran and connection points
<b>Relevant Activity/ies</b>	3.3.1. Making site-specific logo/corporate identity design 3.3.2. Preparation of site-specific audio-visual and printed promotional products (Clip, advertising film, brochures, souvenirs, etc.) and dissemination 3.3.3. Preparing and disseminating the tourism web portal and mobile applications 3.3.4. Identifying local products that will be used for tourism and promotional purposes, supporting the production and conducting branding work.
<b>Project Name</b>	Increasing the Visibility Project of Brand Values in Harran and connection points
<b>Project Scope/Description</b>	<p>With the Project, the following activities will be carried out in order to promote and increase visibility of brand values of the Areas.</p> <p>3.3.1. Site-specific logo/corporate identity design used for promotion activities and products will be made. In this context, opening of logo design competition with national or international participation is envisaged. In the case of international competition, team must have local designers. In logo design, using of first university of the world, cupola houses, and fertile soil; yellow, brown and their tones as colour will be cared.</p> <p>3.3.2. With the purpose of promotion of the Area on regional, national and global scale, written or visual promotion products will be prepared, spread of these products will be provided by using press tools and opportunity. It is thought that preparation of promotion film by Harran Municipality. Informing film directors by Area Directorate in order not to determine frame in series and movie shooting against Site Management Plan goals, socio-cultural structure of the area, promotion principles will be beneficial. In order to gift to visitors who come for tourism and participate various activities (festival, art activity, so on) in the area, products emphasizing originality of the area will be prepared and serviced. For example, It will be provided that "Harran-First University of the World", "harmal" are given to visitors who participate to promotion conferences in the area of Harran University-Ulu Mosque, and local clothes, döğme, mirra, etc. are used for promotion.</p> <p>3.3.3. In coordination with promotion portal prepared by GAP RDA, by preparing content in order to inform local people and for promotion of Harran and connection points, web page and social media works will be conducted and updated.</p> <p>3.3.4. Cultural and agricultural products which reflect cultural and historical features of the area and belong to the area or are used commonly in the area traditionally and historically will be determined, supported and established their production, presentation and marketing infrastructure. In this context, by determining cultural and agricultural brand products, works like product registration, geographical sign, branding, etc. will be conducted.</p>
<b>Responsible Institution</b>	GAP RDA, Harran Municipality
<b>Supporting Institution</b>	Provincial Directorate of Culture and Tourism, NGOs, Private Sector

<b>Estimated Implementation Period</b>	Medium Term (3 years)
<b>Resources</b>	GAP RDA, Harran Municipality
<b>Output</b>	Site-specific logos, web portal, promotional films, gift products, cultural and agricultural products
<b>Performance Indicators</b>	<ul style="list-style-type: none"> <li>– The widespread use of the logo and corporate identity by local institutions and organizations</li> <li>– The number of visual and promotional films produced and distribution field</li> <li>– The number of users who visited Internet portal</li> <li>– The number of souvenirs designed and manufactured</li> <li>– Number of agricultural brand products determined, registered and geographical indications received</li> </ul>



<b>Thematic Area - 3</b>	<b>TOURISM ORIENTED PROMOTION AND BRANDING - T3/P3-6</b>
<b>Policy</b>	3. Promotion and branding of the Area's cultural values at national and international level
<b>Objective/s</b>	3.4. Strengthening the brand values of the Area's by national and international innovative methods
<b>Relevant Activity/ies</b>	3.4.1. Preparing the promotion and communication strategy of Harran and connection points  3.4.2. Preparing and organizing tourism and promotion oriented calendar events
<b>Project Name</b>	Preparation of Promotion and Communication Strategy Project of Harran and Connection Points
<b>Project Scope/Description</b>	<p>3.4.1. With the Project, area promotion and communication strategy and implementation plan which provide promotion and branding of Harran and connection points in national and global level will be prepared, effective promotion slogan specific to target group and activities will be constituted.</p> <p>3.4.2. Traditional and/or supported activities of Harran and connection points that highlight original characteristics of the Area will be determined. In this context, original historical, cultural, natural, archaeological characteristics of the Area and daily needs of local people will be considered.</p> <p>In order to provide coordination of calendar activities and increase their effects, by considering other activities in the area, annual activity calendar will be prepared and updated regularly.</p> <p>Long term-periodical activities like "Harran Week" including stay overnight will be organized.</p> <p>In activities organize in regional level, representation of Harran and connection points will be provided, and special sessions and presentations will be organized.</p> <p>Competition activities such as Short film, photography workshops, and photo safari etc. that contribute to promotion and branding process in terms of production of visual and auditory material will be organized;</p> <p>Summer schools will be organized by collaborating with related departments of universities. Obtained data and results of work will be exhibited in Şanlıurfa and Harran, through periodical student activities like scientific researches and summer school, recognition of the Area in youth and higher education institutions will be provided.</p>
<b>Responsible Institution</b>	Harran Municipality, Harran District Governorship
<b>Supporting Institution</b>	GAP RDA, Provincial Directorate of Culture and Tourism, NGO, Private Sector
<b>Estimated Implementation Period</b>	Short Term (2 years)
<b>Resources</b>	GAP RDA, Harran Municipality
<b>Output</b>	<ul style="list-style-type: none"> <li>- Harran and connection points promotion and communication strategy</li> <li>- Tourism and promotion-oriented events calendar</li> </ul>
<b>Performance Indicators</b>	<ul style="list-style-type: none"> <li>- Implementation of promotion and communication strategy</li> <li>- Number of activities carried out</li> </ul>

<b>Thematic Area - 3</b>	<b>TOURISM ORIENTED PROMOTION AND BRANDING - T3/P3-7</b>
<b>Policy</b>	3. Promotion and branding of the Area's cultural values at national and international level
<b>Objective/s</b>	3.4. Strengthening the brand values of the Area's by national and international innovative methods
<b>Relevant Activity/ies</b>	3.4.3. Organizing promotional and informational trips for visual media and written representatives  3.4.4. Performing and sharing traditional life activities with visitors, and establish "experimental experience workshops"  3.4.5. Organizing hiking, bike tours, riding activities  3.4.8. Organizing campaigns for promotion and support
<b>Project Name</b>	Promotion Project of Harran and Connection Points
<b>Project Scope/Description</b>	3.4.3. In order to provide promotion and branding of Harran and connection points in regional, national and global level, by considering promotion and communication strategy and media agenda, reporters and authors studying especially about culture, nature, and travel will be provided to visit Harran in certain periods and to be shared this travels in media.  3.4.4. Environment which provides experience of life culture, tradition, and custom of the area for visitors even for short time will be constituted, daily activities of local people made together with visitors will be provided. For this activities, some examples are given below:  – Participation of visitors to collective activities like folk dance, by wearing local clothes – Promotion of activities specific to the area and production together with visitors – Including visitors in process of construction of cupola houses, ordering stone, mortaring etc. – Participation of visitors to the activities like agricultural activities, plantation, harvest, etc.  3.4.5. Hiking, bike tours, riding activities will be organized systematically in determined routes in Harran and connection points.  3.4.8. Campaigns will be organized in order to spread promotion and branding activities conducted in the area throughout the country, to meet financial and technical needs, to increase number of volunteer supporter.  In this context, Promotion and Harran support fund works including businessmen from Harran will be held.
<b>Responsible Institution</b>	Harran Municipality, Harran District Governorship
<b>Supporting Institution</b>	Provincial Directorate of Culture and Tourism, GAP RDA, NGO, Private Sector
<b>Estimated Implementation Period</b>	Long Term (4 years)
<b>Resources</b>	GAP RDA, Harran Municipality
<b>Output</b>	– Tourism and promotion-oriented events calendar
<b>Performance Indicators</b>	– Number of activities carried out – Number of participant people and institutions – Number of organized campaigns and provided financial / in-kind support

<b>Thematic Area - 3</b>	<b>TOURISM ORIENTED PROMOTION AND BRANDING - T3/P3-8</b>
<b>Policy</b>	3. Promotion and branding of the Area's cultural values at national and international level
<b>Objective/s</b>	3.4. Strengthening the brand values of the Area's by national and international innovative methods
<b>Relevant Activity/ies</b>	3.4.6. Organizing national and international events in the framework of the themes to be determined and participate in national and international events in order to promote Harran  3.4.7. Establishment of the program of Introducing volunteers  3.4.9. To be included in the international cooperation, brand and registration network  3.4.10. Preparation and submission of the UNESCO application file
<b>Project Name</b>	Project for Inclusion of Harran and Connection Points in International Networks
<b>Project Scope/Description</b>	3.4.6. Scientific meetings integrated with activities highlighting cultural and natural values of the area, festivals, astronomy, wheat, science festival, national and international workshops supporting educational activities conducted in the area will be organized.  In the process of promotion and branding, at national and international level relevant activity/ies like mainly fairs and scientific activities that could provide contribution and support especially in terms of recognition will be followed and participated.  3.4.7. Information, promotion, travel programs for people and institutions contributing and supporting to process of promotion and branding voluntarily will be prepared and effective participation and contribution of volunteers to these activities will be provided.  3.4.9. Membership process for various organizations and initiatives which contribute and support the process of promotion and branding in terms of international recognition will be started and effective participation and contribution will be provided.  Membership of Slowfood, Cittaslow, the League of Historical Cities, Ta-Tu-Ta, etc. and cooperation with Harran's sister city Alberobello in Italy will be strengthened.  3.4.10. Harran was included in UNESCO World Heritage Tentative List in 2000. In this context, necessary work will be made in order to include Harran and connection points in UNESCO World Heritage List, process of formal application will be conducted.
<b>Responsible Institution</b>	Harran Municipality, Harran District Governorship
<b>Supporting Institution</b>	Provincial Directorate of Culture and Tourism, GAP RDA, NGO, Private Sector
<b>Estimated Implementation Period</b>	Medium Term (3 years)
<b>Resources</b>	GAP RDA, Harran Municipality

<b>Output</b>	<ul style="list-style-type: none"><li>– International meetings organized for promotional purposes</li><li>– Application file of Harran for UNESCO World Heritage List</li></ul>
<b>Performance Indicators</b>	<ul style="list-style-type: none"><li>– The number of events and meetings attended</li><li>– The number of new membership of initiatives</li><li>– The number of people involved in the volunteer program</li><li>– The number of activities supported/organized by volunteers</li><li>– Inclusion of Harran into UNESCO's World Heritage List</li></ul>

<b>Thematic Area - 3</b>	<b>TOURISM ORIENTED PROMOTION AND BRANDING - T3/P3-9</b>
<b>Policy</b>	3. Promotion and branding of the Area's cultural values at national and international level
<b>Objective/s</b>	3.5. Evaluation of Harran and connection points as visit and accommodation points on trip itineraries
<b>Relevant Activity/ies</b>	3.5.1. Provision of inclusion of Harran and connection points in the current trip programs of tourism and travel companies  3.5.2. Carrying out the reviving work of Harran connection of the Silk Road
<b>Project Name</b>	Project for Inclusion of Harran and Connection Points in Current Trip Programs
<b>Project Scope/Description</b>	3.5.1. There will be initiatives in order to include Harran and connection points in especially routes of GAP region tour programs.  There will be initiatives in order to plan Harran as launch break and long-time rest points in tour program.  3.5.2. Works in order for collection of historical information and documents about Harran route of historical Silk Road, emphasizing the route in travel and promotion activities and adding tour routes will be conducted.
<b>Responsible Institution</b>	Harran Municipality, Harran District Governorship
<b>Supporting Institution</b>	Provincial Directorate of Culture and Tourism, GAP RDA
<b>Estimated Implementation Period</b>	Medium Term (3 years)
<b>Resources</b>	GAP RDA, Harran Municipality, NGO, Private Sector
<b>Output</b>	<ul style="list-style-type: none"> <li>- Taking part of Harran in organized tours in GAP Region tour programs</li> <li>- investigative report about Harran route of historical Silk Road</li> </ul>
<b>Performance Indicators</b>	<ul style="list-style-type: none"> <li>- Inclusion of Harran to GAP Region tour programs</li> <li>- The increase in the number of tours coming to Harran</li> </ul>

### **3.1.4. Tourism Service Infrastructure and Effective Visitor Management Projects**

Under this title "Improving the service capacity of the area, effective visitor management issues that promotes the conservation and utilization equilibrium" is defined as the main policy. For this policy 3 objectives have been defined. There are 12 activities under 3 objectives of this policy area.

#### **4. Improving the service capacity of the area, effective visitor management issues that promotes the conservation and utilization equilibrium**

##### **4.1. Strengthening of tourism services infrastructure**

- 4.1.1. Setting out principles of utilization, maintenance and operation for facility services such accommodation, catering and souvenir sales unit and so on.
- 4.1.2. Arranging facility services such accommodation, catering, souvenir sales unit and so on. by highlighting local features
- 4.1.3. Development of the boarding house implementations in Harran and connection points

##### **4.2. Increasing the presentation capacity in Tourism Service Facilities**

- 4.2.1. Organizing continuing education programs for tourism and service employees of the businesses
- 4.2.2. Training certified and qualified local guides
- 4.2.3. Organizing capacity building programs for tourism-oriented entrepreneurs and businesses administrators or who want to work in this field
- 4.2.4. Providing training, financial and technical support to improve the quality of businesses

##### **4.3. Implementation of an effective visitor management**

- 4.3.1. Preparing a comprehensive and applicable "visitor management plan" including risk management by a team comprising of relevant field experts
- 4.3.2. Ensure the Visitor Management Plan taking part in the plans and programs of the institutions and establishment within the scope of their jurisdiction
- 4.3.3. Conducting periodic visitor request and satisfaction surveys and in accordance with results update the visitor management plan
- 4.3.4. Establishment of a visitor centre that will meet the needs of visitors of Harran
- 4.3.5. Establishment of a city museum for visitors that will not only exhibit unearthed cultural monuments but also intangible cultural values in Harran

5 projects given below have been created to implement activities.

<b>Thematic Area - 4</b>	<b>TOURISM SERVICE INFRASTRUCTURE AND EFFECTIVE VISITOR MANAGEMENT – T4/P4-1</b>
<b>Policy</b>	4. Improving the service capacity of the area, effective visitor management issues that promotes the conservation and utilization equilibrium
<b>Objective/s</b>	4.1. Strengthening of tourism services infrastructure
<b>Relevant Activity/ies</b>	4.1.1. Setting out principles of utilization, repairs and operation for facility services such accommodation, catering and souvenir sales unit and so on.
<b>Project Name</b>	Determination of Principles Project for Tourism Businesses in Harran and Connection Points
<b>Project Scope/Description</b>	With the Project, service quality with conditions and needs specific to the area will be adapted to national and international standards. Principles system determining making of promotion with right information and methods, provision services with high standard and quality to visitors (price, quality and so on.), attitude and behaviour of business owners and staffs to visitors will be prepared and printed.
<b>Responsible Institution</b>	Harran Municipality, Harran District Governorship
<b>Supporting Institution</b>	Provincial Directorate of Culture and Tourism, GAP RDA, NGO, Private Sector
<b>Estimated Implementation Period</b>	Medium Term (3 years)
<b>Resources</b>	GAP RDA, Harran Municipality
<b>Output</b>	– Principles Book for Tourism Enterprises
<b>Performance Indicators</b>	– The number of enterprises that make the tourism service quality in line with the principles set

<b>Thematic Area - 4</b>	<b>TOURISM SERVICE INFRASTRUCTURE AND EFFECTIVE VISITOR MANAGEMENT - T4/P4-2</b>
<b>Policy</b>	4. Improving the service capacity of the area, effective visitor management issues that promotes the conservation and utilization equilibrium
<b>Objective/s</b>	4.1. Strengthening of tourism services infrastructure
<b>Relevant Activity/ies</b>	4.1.2. Arranging facility services such accommodation, catering, souvenir sales unit and so on. by highlighting local features  4.1.3. Development of the boarding house implementations in Harran and connection points
<b>Project Name</b>	Strengthening of Tourism Services Infrastructure Project in Harran and Connection Points
<b>Project Scope/Description</b>	<p>4.1.2. By determining primarily local originality like architectural structure, functions and so on. of buildings in Harran and connection points, appropriate buildings will arranged as boarding house, restaurant, exhibition hall and so on. and will be brought into use. In this work, architectural lines of cupola houses will be based.</p> <p>One-day shopping points will be established close to parking areas. At the one part of parking area in Harran Ickale, sales stand for souvenirs like harmful made by district people in order to contribute to domestic and tourism economy will be opened.</p> <p>Sales units provided sales of local products between Harran and connection points through the road will be placed and thus contribution to interaction between local people and visitors will be provided.</p> <p>Washbasins and toilets in Hayat el-Harrani Hazretleri and other historical and cultural places in Harran district centre is not hygienic and out of condition. In these places, disabled was not considered. Making maintenance and repair of these washbasins and toilets, under the name of "Clean Toilet Campaign" preparation of training, brochures, and short films, training for children in schools, for local people and crafts in meeting hall will be provided.</p> <p>For disabled, slope of disabled access ramp in archaeological sites and district centre should be 8%. In this context, washbasins and toilets and pavements in Harran and connection points will be provided to service for this goal.</p> <p>4.1.3. With the Project, home-owner wanting to operate boarding house and houses appropriate for this goal will be determined. Necessary training will be giving about boarding house and design of houses as boarding houses and functionalize to the home-owner wanting to operate boarding houses.</p>
<b>Responsible Institution</b>	Harran Municipality, Harran District Governorship
<b>Supporting Institution</b>	Provincial Directorate of Culture and Tourism, GAP RDA
<b>Estimated Implementation Period</b>	Long Term (5 years)
<b>Resources</b>	GAP RDA, Harran Municipality, Private Sector
<b>Output</b>	– Functionalized buildings for tourism service provision
<b>Performance Indicators</b>	<ul style="list-style-type: none"> <li>– Number of functionalized and renovated buildings in accordance with the principles set out</li> <li>– Number of people trained on the campaign of clean toilet</li> <li>– Number of buildings functionalized differently</li> <li>– The number of trained people about boarding house</li> </ul>



<b>Thematic Area - 4</b>	TOURISM SERVICE INFRASTRUCTURE AND EFFECTIVE VISITOR MANAGEMENT - T4/P4-3
<b>Policy</b>	4. Improving the service capacity of the area, effective visitor management issues that promotes the conservation and utilization equilibrium
<b>Objective/s</b>	4.2. Increasing the presentation capacity in Tourism Service Facilities
<b>Relevant Activity/ies</b>	4.2.1. Organizing continuing education programs for tourism and service employees of the enterprises  4.2.2. Training certified and qualified local guides  4.2.3. Organizing capacity building programs for tourism-oriented entrepreneurs and businesses administrators or who want to work in this field  4.2.4. Providing training, financial and technical support to improve the quality of businesses
<b>Project Name</b>	Increasing Services Provision Capacity Project of Tourism Facilities in Harran and Connection Points
<b>Project Scope/Description</b>	4.2.1. For tourism business administrators and employees in the area, regular trainings will be organized. By organizing visit to enterprises which service about tourism and are good example, contribution to increase service quality in Harran and connection points will be provided.  4.2.2. Certificated and qualified local guides will be trained in order to give to visitors right and qualified information about historical, cultural and natural values of the area.  4.2.3. Capacity building programs for tourism-oriented entrepreneurs and businesses or who want to work in this field will be organized.  Besides improving the quality of businesses, trainings about financial and technical support opportunity will be given.
<b>Responsible Institution</b>	Provincial Directorate of Culture and Tourism, Harran Municipality, Harran District Governorship
<b>Supporting Institution</b>	GAP RDA, Harran University, Developmet Agency
<b>Estimated Implementation Period</b>	Long Term (5 years, permanently)
<b>Resources</b>	GAP RDA, Harran Municipality, Private Sector, NGOs
<b>Output</b>	– Increase in the Services Provision Capacity of Tourism Facilities
<b>Performance Indicators</b>	– Number trained tourism business owners and employees – Number of certified local guides – Number of training seminars and participants – The number of business license application and registered establishment – Number of businesses that benefit from national and international financial support

<b>Thematic Area - 4</b>	<b>TOURISM SERVICE INFRASTRUCTURE AND EFFECTIVE VISITOR MANAGEMENT - T4-P4-4</b>
<b>Policy</b>	4. Improving the service capacity of the area, effective visitor management issues that promotes the conservation and utilization equilibrium
<b>Objective/s</b>	4. 3. Implementation of an effective visitor management
<b>Relevant Activity/ies</b>	4.3.1. Preparing a comprehensive and applicable "visitor management plan" including risk management by a team comprising of relevant field experts
<b>Project Name</b>	"Visitor Management Plan" Preparation Project for Harran and connection points
<b>Project Scope/Description</b>	<p>With this project a comprehensive visitor management plan will be prepared. The plan will provide visitors a healthy and safety atmosphere during their travel, let them benefit from local services, necessary information and rest from the entrance until they leave.</p> <p>Purpose of visitor management is to manage visitor mobility and to take necessary measure in order to prevent negative effects of this mobility on the area. With this purpose, maximum number of visitor that could come to the area in unit of time and different periods will be calculated; entrance and exit points, assembly and informing areas will be designed and implemented.</p>
<b>Responsible Institution</b>	Harran Municipality, Harran District Governorship
<b>Supporting Institution</b>	Provincial Directorate of Culture and Tourism, GAP RDA, NGOs
<b>Estimated Implementation Period</b>	Medium Term (3 years)
<b>Resources</b>	GAP RDA, Harran Municipality, Private Sector
<b>Output</b>	– Visitor Management Plan
<b>Performance Indicators</b>	– The number of institutions-organization contributing to the visitor management plan

<b>Thematic Area - 4</b>	<b>TOURISM SERVICE INFRASTRUCTURE AND EFFECTIVE VISITOR MANAGEMENT - T4/P4-5</b>
<b>Policy</b>	4. Improving the service capacity of the area, effective visitor management issues that promotes the conservation and utilization equilibrium
<b>Objective/s</b>	4. 3. Implementation of an effective visitor management
<b>Relevant Activity/ies</b>	4.3.2. Ensure the Visitor Management Plan taking part in the plans and programs of the institutions and establishment within the scope of their authority 4.3.3. Conducting periodic visitor request and satisfaction surveys and in accordance with their results update the visitor management plan. 4.3.4. Establishment of a visitor centre that will meet the needs of visitors of Harran
<b>Project Name</b>	Visitor Management Plan Implementation Project
<b>Project Scope/Description</b>	<p>With the Project, effective implementation of Visitor Management Plan will be provided. Activities in the scope of the plan will be conducted in accordance with the calendar and by eliminating negative effects of visitors on the area. Sustainability principles will be considered in the implementation process.</p> <p>4.3.2. In order for effective and applicable visitor management, taking part of area and visitor Management Plan in institutional Strategy and Action Plan of all related private and public institutions and NGOs will be provided. In order to provide an effective and applicable area and visitor management, periodical data for visitor quality and quantity in the area will be collected, interpreted with scientific methods and reflected its result to visitor Management Plan.</p> <p>4.3.3. In order for success of Visitor Management Plan, right information will be reached with participative process about number of visitor, demands of visitor and activities conducting in conservation area. In Visitor Management Plan researches and surveys for “visitor mobility”, “visitor satisfaction and expectation” will be making and their results will be transferred to the Plan.</p> <p>4.3.4. A visitor centre will be established in order to inform, and direct the visitors and provide coordination of security and service activities. With this purpose, information centre will be built in entrance of Harran city and a cupola house in the city will be arranged as visitor and information centre by restoring In order to meet information needs of visitors, in certain points of the area information kiosk working under visitor centre will be established to present and sale of promotion product.</p>
<b>Responsible Institution</b>	Harran Municipality, Harran District Governorship
<b>Supporting Institution</b>	Provincial Directorate of Culture and Tourism, GAP RDA, NGOs, Private Sector
<b>Estimated Implementation Period</b>	Long Term (5 years)
<b>Resources</b>	GAP RDA, Harran Municipality
<b>Output</b>	<ul style="list-style-type: none"> <li>– Visitor satisfaction surveys</li> <li>– Visitor centre</li> </ul>
<b>Performance Indicators</b>	<ul style="list-style-type: none"> <li>– The number of institutions-organization which included visitor management plan in their corporate strategy and contribute to the implementation</li> <li>– Number of conducted research</li> <li>– The number of visitors reached by research</li> <li>– Realization level of visitor management plan activities</li> <li>– The number of visitors benefited from the visitor center</li> </ul>

<b>Thematic Area - 4</b>	<b>TOURISM SERVICE INFRASTRUCTURE AND EFFECTIVE VISITOR MANAGEMENT - T4-P4-6</b>
<b>Policy</b>	4. Improving the service capacity of the area, effective visitor management issues that promotes the conservation and utilization equilibrium
<b>Objective/s</b>	4. 3. Implementation of an effective visitor management
<b>Relevant Activity/ies</b>	4.3.5. Establishment of a city museum for visitors that will not only exhibit unearthed cultural monuments but also intangible cultural values in Harran
<b>Project Name</b>	Harran City Museum Project
<b>Project Scope/Description</b>	<p>4.3.5. A city museum that promotes Harran and connection points, shares history and culture with information products, exhibits variable archaeological and cultural monuments will be established and operated.</p> <p>Thus, In wide range starting from region’s pagan past, continuing with Umayyad, Ayyubid and Zeng era, portable artefacts taken from soil or their examples could be exhibited. For unmovable, the area will be converted into an outdoor museum.</p>
<b>Responsible Institution</b>	Harran Municipality, Harran District Governorship
<b>Supporting Institution</b>	Provincial Directorate of Culture and Tourism, GAP RDA, NGOs, Private Sector
<b>Estimated Implementation Period</b>	Long Term (5 years)
<b>Resources</b>	GAP RDA, Harran Municipality
<b>Output</b>	– City Museum
<b>Performance Indicators</b>	– The number of visitors benefited from the city museum

### **3.1.5. Social-Economic-Environmental Quality of Life Projects**

Under this title “**Improving the social-economic-environmental quality of life**” is defined as the main policy. There are 6 activities under 4 objectives of this policy area.

#### **5. Improving the social-economic-environmental quality of life**

##### **5.1. Strengthening social infrastructure services (housing, education, health, sports, recreation, etc.)**

5.1.1. Improving the physical and presentation quality of social infrastructure services

##### **5.2. Development of social and cultural activities in Harran and connection points**

5.2.1. Promotion of social and cultural activities

##### **5.3. Ensuring the sustainability of traditional trade**

5.3.1. Ensuring the sustainability of businesses engaged in traditional manufacturing and sales of products

5.3.2. Creating e-commerce mechanism for increasing the income obtained from the sale of local products

##### **5.4. Improving the environmental quality of life and service delivery quality**

5.4.1. Prevention of environmental pollution in the area

5.4.2. Resolving the lack of social reinforcement in the area such as street furniture, health cabin, security checkpoints, baby care unit and so on.

For implementation of the activities, 4 projects developed and given below.

<b>Thematic Area - 5</b>	<b>SOCIAL-ECONOMIC-ENVIRONMENTAL QUALITY OF LIFE – T5/P5-1</b>
<b>Policy</b>	<b>5. Improving the social-economic-environmental quality of life</b>
<b>Objective/s</b>	5.1. Strengthening social infrastructure services (housing, education, health, sports, recreation, etc.)
<b>Relevant Activity/ies</b>	5.1.1. Improving the physical and presentation quality of social infrastructure services
<b>Project Name</b>	Strengthening of Social Infrastructure Services Project
<b>Project Scope/Description</b>	With this Project, area necessity for housing, education, health, sports, recreation will be determined. Arrangements will be made by improving physical conditions of existing areas and by selecting new areas. Moreover, variable activities will be realized in order to increase service provision.
<b>Responsible Institution</b>	Şanlıurfa MM, Ministry of National Education, Ministry of Health, Ministry of Youth and Sports
<b>Supporting Institution</b>	GAP RDA, Harran District Governorship, Harran Municipality
<b>Estimated Implementation Period</b>	Long Term (5 years)
<b>Resources</b>	Şanlıurfa MM, Harran Municipality, Ministry of National Education, Ministry of Health, Ministry of Youth and Sports, Private Sector
<b>Output</b>	– Social infrastructure areas
<b>Performance Indicators</b>	– M <sup>2</sup> area size per person and employees of social infrastructure areas

<b>Thematic Area - 5</b>	<b>SOCIAL-ECONOMIC-ENVIRONMENTAL QUALITY OF LIFE – T5/P5-2</b>
<b>Policy</b>	<b>5. Improving the social-economic-environmental quality of life</b>
<b>Objective/s</b>	5.2. Development of social and cultural activities in Harran and connection points
<b>Relevant Activity/ies</b>	5.2.1. Promotion of social and cultural activities
<b>Project Name</b>	Promotion Project of Social and Cultural Activities
<b>Project Scope/Description</b>	With this Project, in Harran and connection points, social and cultural activities like exhibition, fair, street festivals, poem and music performance, photography competition, folk-dancing, concerts, theatre, open-air cinema will be encouraged and for this purpose, appropriate areas will be determined.
<b>Responsible Institution</b>	Provincial Directorate of Culture and Tourism, Harran Municipality, Harran District Governorship
<b>Supporting Institution</b>	GAP RDA, Provincial Directorate of National, Provincial Directorate of Sport and Youth, Harran University, NGOs
<b>Estimated Implementation Period</b>	Medium Term (3 years)
<b>Resources</b>	Harran Municipality, NGO, Private Sector
<b>Output</b>	– Social and cultural activities
<b>Performance Indicators</b>	– Number of organized social and cultural activities

<b>Thematic Area - 5</b>	<b>SOCIAL-ECONOMIC-ENVIRONMENTAL QUALITY OF LIFE – T5/P5-3</b>
<b>Policy</b>	<b>5. Improving the social-economic-environmental quality of life</b>
<b>Objective/s</b>	5.3. Ensuring the sustainability of traditional trade
<b>Relevant Activity/ies</b>	5.3.1. Ensuring the sustainability of businesses engaged in traditional manufacturing and sales of products  5.3.2. Creating e-commerce mechanism for increasing the income obtained from the sale of local products
<b>Project Name</b>	Project to Ensure the Sustainability of Traditional Businesses
<b>Project Scope/Description</b>	In this context, by determining almost extinct crafts and businesses that produce and sale products with cultural character, researches will be made to provide sustainability of these and suggestions will be developed.  E-commerce mechanism will be created for increasing the income of enterprises and works for national and international online sales will be made.
<b>Responsible Institution</b>	Şanlıurfa Chamber of Commerce, Harran Municipality
<b>Supporting Institution</b>	Harran District Governorship, Karacadağ Development Agency, NGOs
<b>Estimated Implementation Period</b>	Medium Term (3 years)
<b>Resources</b>	ISKUR, KOSGEB, Karacadağ Development Agency, Private Sector
<b>Output</b>	– Traditional enterprises continuing their activities
<b>Performance Indicators</b>	– Number of enterprises continuing to their activities and started operating again – Number of enterprises engaged in e-commerce sales



<b>Thematic Area - 5</b>	<b>SOCIAL-ECONOMIC-ENVIRONMENTAL QUALITY OF LIFE – T5/P5-4</b>
<b>Policy</b>	<b>5. Improving the social-economic-environmental quality of life</b>
<b>Objective/s</b>	5.4. Improving the environmental quality of life and service delivery quality
<b>Relevant Activity/ies</b>	5.4.1. Prevention of environmental pollution in the area  5.4.2. Resolving the lack of social reinforcement in the area such as street furniture, health cabin, security checkpoints, baby care unit and so on.
<b>Project Name</b>	Improving the Environmental Quality of Life and Service Delivery Quality Project
<b>Project Scope/Description</b>	In this context, in Harran and connection points, by searching reasons like irregular garbage collection, air pollution, construction caused environmental pollution and affected tourism sector negatively, measures for preventing pollution will be taken and implemented.  Moreover, by considering visual and esthetical priorities, in order to meet urban necessities, social equipment necessities like urban furniture, health cabin, security checkpoints, baby care unit and so on. will be determined and located in determined points.
<b>Responsible Institution</b>	Harran Municipality, Harran District Governorship
<b>Supporting Institution</b>	Şanlıurfa MM, Harran University, NGOs
<b>Estimated Implementation Period</b>	Medium Term (3 years)
<b>Resources</b>	Harran Municipality, Karacadağ Development Agency, NGO, Private Sector
<b>Output</b>	– The quality of life increased areas
<b>Performance Indicators</b>	– Reduction in the number of environmental pollution complaints – The number of social reinforcement materials placed in the area such as urban furniture, health cabin, security checkpoints, baby care unit and so on.

### **3.1.6. Education, Awareness and Participation Projects**

Under this thematic title “Increasing the tourism capacity of local stakeholders” determined as the main policy area. There are 8 activities under 1 objective of this policy.

#### **6. Increasing the tourism capacity of local stakeholders**

##### **6.1. Increasing the knowledge and awareness of local stakeholders on cultural assets and protection**

6.1.1. Organizing educational activities, seminars and trips for children, primary and secondary school students on protection of cultural heritage and the legal framework

6.1.2. Organizing trainings for local governments and NGOs on the protection of natural and cultural assets, the legal framework, tourism, advertising and branding

6.1.3. Sharing information with public regarding the nature and preservation of cultural heritage, relevant legal framework of public administration and implementation of management plan through public meetings will be held in the neighbourhoods of Harran

6.1.4. Organizing thematic trainings and practical seminar programs for local women the promotion of female entrepreneurship

6.1.5. Organizing training courses for the local people on the production of local products, marketing and branding

6.1.6. Organizing technical trainings and giving seminars on the protection of cultural and natural assets for private sector and municipality employees who will take part in the excavation and restoration works

6.1.7. Organizing information sessions for local people about making excavations and visit the excavation site

There are 2 projects developed for the implementation of the activities given below.

<b>Thematic Area - 6</b>	<b>EDUCATION, AWARENESS AND PARTICIPATION – T6/P6-1</b>
<b>Policy</b>	6. Increasing the tourism capacity of local stakeholders
<b>Objective/s</b>	6.1. Increasing the knowledge and awareness of local stakeholders on cultural assets and protection
<b>Relevant Activity/ies</b>	6.1.1. 6.1.1. Organizing educational activities, seminars and trips for children, primary and secondary school students on protection of cultural heritage and the legal framework  6.1.3. Sharing information with public regarding the nature and preservation of cultural heritage, relevant legal framework of public administration and implementation of management plan through public meetings will be held in the neighbourhoods of Harran  6.1.4. Organizing thematic trainings and practical seminar programs for local women the promotion of female entrepreneurship
<b>Project Name</b>	Project for Raising Knowledge and Awareness of Local Stakeholders on Cultural Assets and Protection
<b>Project Scope/Description</b>	With this Project, educational trainings given below will be conducted;  6.1.1. Participation of students in Harran in activities organized by Şanlıurfa Museum and seminars given by museum staff in Harran will be provided.  6.1.3. Presentations about promotion and branding subjects like primarily natural and cultural values of the area, promotion and branding works, Management Plan objectives and activities to Neighbourhood administrations and neighbourhood residents will be made and their questions, opinions and suggestions will be used for updating the Plan.  6.1.4. In order to explain history and cultural structure of the Area and provide taking part of women in activities made in the Area, variable activities and practical seminars will be organized.
<b>Responsible Institution</b>	Provincial Directorate of Culture and Tourism, Harran District Governorship
<b>Supporting Institution</b>	GAP RDA, Harran Municipality, Şanlıurfa Governorate, Provincial Directorate of National, Harran University, NGOs
<b>Estimated Implementation Period</b>	Long Term (5 years, permanently)
<b>Resources</b>	GAP RDA, Harran Municipality, Harran University
<b>Output</b>	– Seminar programs
<b>Performance Indicators</b>	– The number of seminars and trip participants – The number of informational material distributed – The number of female entrepreneurs attempts to establish a business as a result of seminars – The number of issued certificates

<b>Thematic Area - 6</b>	<b>EDUCATION, AWARENESS AND PARTICIPATION – T6/P6-2</b>
<b>Policy</b>	6. Increasing the tourism capacity of local stakeholders
<b>Objective/s</b>	6.1. Increasing the knowledge and awareness of local stakeholders on cultural assets and protection
<b>Relevant Activity/ies</b>	6.1.2. Organizing trainings for local governments and NGOs on the protection of natural and cultural assets, the legal framework, tourism, advertising and branding  6.1.5. Organizing training courses for the local people on the production of local products, marketing and branding
<b>Project Name</b>	Project for Raising Knowledge and Awareness of Local Stakeholders on Protection of Cultural Heritage and Branding
<b>Project Scope/Description</b>	With this Project, educational trainings given below will be conducted;  6.1.2. For local administrators in Şanlıurfa and Harran, promotion and branding and Management Plan training seminars will be organized in order for implementation of Management Plan effectively and in time and increasing ownership and effectiveness in institutional level.  6.1.5. Educational activities for production, presentation, marketing and infrastructure establishment of cultural and agricultural products reflected cultural and historical originality of Harran and connection points, belonging to the area or used commonly in the Area traditionally and historically by local people will be organized. In this context, weaving for a present, cupola house, harmal, miniature, döğme, local food, works of art and so on. will be evaluated.
<b>Responsible Institution</b>	Harran Municipality, Provincial Directorate of Culture and Tourism, Harran District Governorship, Provincial Directorate of Food, Agriculture and Livestock
<b>Supporting Institution</b>	GAP RDA, Harran Municipality, Şanlıurfa Governorate, Provincial Directorate of National, Harran University
<b>Estimated Implementation Period</b>	Long Term (5 years, permanently)
<b>Resources</b>	Harran Municipality, Ministry of Culture and Tourism, Provincial Directorate of Food, Agriculture and Livestock
<b>Output</b>	– Training programs
<b>Performance Indicators</b>	– The number of organized training programs and participants

<b>Thematic Area - 6</b>	<b>EDUCATION, AWARENESS AND PARTICIPATION – T6/P6-3</b>
<b>Policy</b>	6. Increasing the tourism capacity of local stakeholders
<b>Objective/s</b>	6.1. Increasing the knowledge and awareness of local stakeholders on cultural assets and protection
<b>Relevant Activity/ies</b>	6.1.6. Organizing technical trainings and giving seminars on the protection of cultural and natural assets for private sector and municipality employees who will take part in the excavation and restoration works  6.1.7. Organizing information sessions for local people about making excavations and visit the excavation site
<b>Project Name</b>	Project for Raising Knowledge and Awareness of Local Stakeholders on Excavation and Restoration
<b>Project Scope/Description</b>	With this Project, educational trainings given below will be conducted;  6.1.6. In order for prevention of destroying of cultural values in the Area and conducting excavation and restoration works in accordance with technical rule and conditions, practical training and seminars increasing quality and information level of experts for all subjects and support personnel taken charge in these works will be organized.  6.1.7. In order to raise knowledge and awareness of Neighbourhood administrations and neighbourhood residents about historical and archaeological values of Harran and connection points and promotion of the Area, by holding trips in excavation and restoration sites, experiencing of conduction of these activities will be provided.
<b>Responsible Institution</b>	Provincial Directorate of Culture and Tourism, Harran Municipality
<b>Supporting Institution</b>	GAP RDA, Harran District Governorship, Şanlıurfa Governorate, Provincial Directorate of National, Harran University, NGOs
<b>Estimated Implementation Period</b>	Long Term (5 years, permanently)
<b>Resources</b>	GAP RDA, Harran Municipality, Harran University
<b>Output</b>	– Training programs
<b>Performance Indicators</b>	– The number of participants in seminars and training – The number of trips and participants held in excavation and restoration sites

### **3.1.7. Disaster, Emergency State and Risk Management Projects**

Under this thematic title “Preparation of an integrated and coordinated disaster, Emergency State and risk management action plan” determined as the main policy. There are 7 activities under 2 objectives of this policy area.

#### **7. Preparation of an integrated and coordinated disaster, Emergency State and risk management action plan**

##### **7.1. Preparation of a comprehensive risk analysis**

7.1.1. Creating a detailed database by the relevant institutions

7.1.2. Conducting the risk analysis studies

##### **7.2. Preparation of an integrated disaster, emergency state and risk management action plan**

7.2.1. Preparation of the action plan with a team including the relevant field experts

7.2.2. Adapting the disaster, Emergency State and risk management action plan with the relevant regional and local authorities plans and strategies

7.2.3. Organizing seminar programs for local people, local institutions and NGOs on disaster and Emergency State (action plan)

7.2.4. Transferring Emergency State-risk action plans into all scales of spatial and strategic plans

7.2.5. Creating expert and volunteer Emergency State and disaster response teams within the framework of risk analysis

In order to implement the activities 2 projects developed and given below.

<b>Thematic Area - 7</b>	<b>DISASTER, EMERGENCY STATE AND RISK MANAGEMENT – T7/P7-1</b>
<b>Policy</b>	7. Preparation of an integrated and coordinated disaster, emergency state and risk management action plan
<b>Objective/s</b>	7.1. Preparation of a comprehensive risk analysis
<b>Relevant Activity/ies</b>	7.1.1. Creating a detailed database by the relevant institutions 7.1.2. Conducting the risk analysis studies
<b>Project Name</b>	Project for Creation of Disaster, Emergency State and Risk Management Infrastructure
<b>Project Scope/Description</b>	7.1.1. With this Project, in the context of preparation of disaster, Emergency State and risk management action plan, a detailed database with participation of the relevant institutions will be created.  7.1.2. . Possible risks that may be on the management site will be presented with risk analysis study. In the Risk analysis study;  <ul style="list-style-type: none"> <li>– Closeness of Harran and connection points to Syrian border,</li> <li>– Negative effects of war in Syria like migration to Harran</li> <li>– Instability of political conditions in the region</li> </ul>
<b>Responsible Institution</b>	Harran Municipality, Harran District Governorship
<b>Supporting Institution</b>	Provincial Directorate of Environment and Urban Planning, Şanlıurfa MM, Provincial Directorate of Culture and Tourism, Neighbourhood administrations , NGO and professional organizations, AFAD
<b>Estimated Implementation Period</b>	Medium Term (2 years)
<b>Resources</b>	GAP RDA, Harran Municipality
<b>Output</b>	<ul style="list-style-type: none"> <li>– Database</li> <li>– Risk analysis report</li> </ul>
<b>Performance Indicators</b>	<ul style="list-style-type: none"> <li>– The amount of data collected in the database</li> </ul>

<b>Thematic Area - 7</b>	<b>DISASTER, EMERGENCY STATE AND RISK MANAGEMENT – T7/P7-2</b>
<b>Policy</b>	7. Preparation of an integrated and coordinated disaster, emergency state and risk management action plan
<b>Objective/s</b>	7.2. Preparation of an integrated disaster, emergency state and risk management action plan
<b>Relevant Activity/ies</b>	7.2.1. Preparation of the action plan with a team including the relevant field experts 7.2.2. Adapting the disaster, Emergency State and risk management action plan with the relevant regional and local authorities plans and strategies 7.2.3. Organizing seminar programs for local people, local institutions and NGOs on disaster and Emergency State (action plan) 7.2.4. Transferring Emergency State-risk action plans into all scales of spatial and strategic plans 7.2.5. Creating expert and volunteer Emergency State and disaster response teams within the framework of risk analysis
<b>Project Name</b>	Project for Preparation of Disaster, Emergency State and Risk Management Action Plan
<b>Project Scope/Description</b>	7.2.1. The action plan will be prepared by a team including experts in the relevant institutions and organizations. 7.2.2. Disaster, Emergency State and risk management action plans will be harmonized with the plans and strategies of the relevant regional and local institutions. 7.2.3. Seminar programs for local people, local institutions NGOs about disaster and Emergency State action plans will be organized. 7.2.4. Emergency State-risk action plan will be transferred to the spatial and strategic planning at all scales. 7.2.5. Within the framework of risk analysis experts and volunteer Emergency State and disaster response teams will be created.
<b>Responsible Institution</b>	Harran Municipality, Harran District Governorship
<b>Supporting Institution</b>	Şanlıurfa MM, Provincial Directorate of Culture and Tourism, Provincial Directorate of Environment and Urban Planning, Neighbourhood administrations, NGO ve professional organizations, AFAD
<b>Estimated Implementation Period</b>	Medium Term (3 years)
<b>Resources</b>	GAP RDA, Harran Municipality
<b>Output</b>	– Disaster, Emergency State and risk management action plan
<b>Performance Indicators</b>	– Number of institutions-organizations contributed to the preparation of the action plan – Number of institutions-organizations who included action plan into their corporate strategy and contributed to the implementation – Number of seminar participants – Number of informational material distributed – Spatial and strategic plans that action plan conditions are included in – Number of Emergency State response teams members employed in relevant institutions



### **3.1.8. Governance, Monitoring and Evaluation Projects**

Under this title “A participatory and collaborative area management; establishment of an independent audit, monitoring and evaluation structure and management” defined as the main policy. There are 8 fields of activities under 3 objectives of this policy.

#### **8. A participatory and collaborative area management; establishment of an independent audit, monitoring and evaluation structure and management**

##### **8.1. Ensuring the active participation and contribution of regional and local NGOs, professional organizations and initiatives in area management**

8.1.1. Ensuring the contribution and participation of local civil initiatives, NGOs and professional organizations in the coordination and advisory board

8.1.2. Strengthening capacity of local NGOs and create local civil initiatives for promotion and protection of Harran and connection points

8.1.3. Organizing capacity building programs for the public sector

##### **8.2. Ensuring the participation of the people of the region in the area management processes**

8.2.1. Organizing training seminars for Neighbourhood administrations on area management

8.2.2. Organizing training seminars on area management for business owners

8.2.3. Organizing capacity building programs for teachers

##### **8.3. Establishment of the management plan public information, monitoring and evaluation structure and operation**

8.3.1. Preparing and implementing a monitoring and evaluation plan for Management Plan and sharing the development with the public

8.3.2. Creating Management Plan online database, monitoring and impact assessment system and ensure the access of stakeholders

In order to implement the activities 3 projects developed and given below.

<b>Thematic Area - 8</b>	<b>GOVERNANCE, MONITORING AND EVALUATION – T8/P8-1</b>
<b>Policy</b>	8. A participatory and collaborative area management; establishment of an independent audit, monitoring and evaluation structure and management
<b>Objective/s</b>	8.1. Ensuring the active participation and contribution of regional and local NGOs, professional organizations and initiatives in area management
<b>Relevant Activity/ies</b>	8.1.1. Ensuring the contribution and participation of local civil initiatives, NGOs and professional organizations in the coordination and advisory board  8.1.2. Strengthening capacity of local NGOs and create local civil initiatives for promotion and protection of Harran and connection points  8.1.3. Organizing capacity building programs for the public sector
<b>Project Name</b>	Project for Ensuring Active Participation of Regional-local NGOs, Professional Organizations and Initiatives in Site Management
<b>Project Scope/Description</b>	With the project, active participation and contribution of NGOs, professional organizations and civil initiatives will be ensured.  8.1.1. In this context, representation of NGOs, professional organizations and the civil initiative representatives in the Board of Coordination and Supervision and Advisory Committee which are the main components of the Harran Management Structure will be ensured, their opinions and suggestions about site management will be obtained and transferred to the application.  8.1.2. For promotion and protection of Harran and connection points necessary works to strengthen the capacities of local NGOs and create local civil initiatives will be launched, cooperation opportunities will be created.  8.1.3. Capacity building programs for the public sector will be organized and implemented.
<b>Responsible Institution</b>	Harran Municipality, Harran District Governorship
<b>Supporting Institution</b>	Provincial Directorate of Culture and Tourism, GAP RDA
<b>Estimated Implementation Period</b>	Medium Term (3 years)
<b>Resources</b>	Harran Municipality, Harran District Governorship, Şanlıurfa Governorate
<b>Output</b>	– Site Management Plan capacity building seminar file and training program
<b>Performance Indicators</b>	– The number of institutions participated in activities and meetings of Management Plan and contributed to its implementation – Number of participants of activity and meetings – Number of established local initiatives/NGOs as a result of seminars

<b>Thematic Area - 8</b>	<b>GOVERNANCE, MONITORING AND EVALUATION – T8/P8-2</b>
<b>Policy</b>	8. A participatory and collaborative area management; establishment and management of an independent audit, monitoring and evaluation structure
<b>Objective/s</b>	8.2. Ensuring the participation of the people of the region in the area management processes
<b>Relevant Activity/ies</b>	8.2.1. Organizing training seminars for Neighbourhood administrations on area management  8.2.2. Organizing training seminars on area management for business owners  8.2.3. Organizing capacity building programs for teachers
<b>Project Name</b>	Project for Ensuring Effective Participation of Neighbourhood Administrators, Business Owners and Teachers in Site Management
<b>Project Scope/Description</b>	With the project active participation and contribution of NGOs, neighbourhood administrators, business owners and teachers will be provided.  In this context, individual training seminars and capacity building programs for neighbourhood administrators, business owners and teachers will be held.
<b>Responsible Institution</b>	Harran Municipality, Harran District Governorship
<b>Supporting Institution</b>	Provincial Directorate of Culture and Tourism, Provincial Directorate of National, GAP RDA
<b>Estimated Implementation Period</b>	Medium Term (3 years)
<b>Resources</b>	GAP RDA, Harran Municipality
<b>Output</b>	– Active involvement of neighbourhood administrations, business owners and teachers in site management
<b>Performance Indicators</b>	– The number of organized seminars – The number of seminar participants

<b>Thematic Area - 8</b>	<b>GOVERNANCE, MONITORING AND EVALUATION – T8/P8-3</b>
<b>Policy</b>	8. A participatory and collaborative area management; establishment of an independent audit, monitoring and evaluation structure and management
<b>Objective/s</b>	8.3. Establishment of the management plan public information, monitoring and evaluation structure and operation
<b>Relevant Activity/ies</b>	8.3.1. Preparing and implementing a monitoring and evaluation plan for Management Plan and sharing the development with the public  8.3.2. Creating Management Plan online database, monitoring and impact assessment system and ensure the access of stakeholders
<b>Project Name</b>	Project for Establishment of Management Plan Public Information, Monitoring and Evaluation Structure and Operation
<b>Project Scope/Description</b>	With this project a monitoring and evaluation system to provide accurate information to public regarding management plan practices and stages will be established.  8.3.1. A monitoring and evaluation plan will be prepared to share the information related to the implementation of the management plan with the public.  8.3.2. Information and data relating to the management plan will be gathered in the database and stakeholders' access will be provided.
<b>Responsible Institution</b>	Harran Municipality, GAP RDA
<b>Supporting Institution</b>	Provincial Directorate of Culture and Tourism, Harran District Governorship
<b>Estimated Implementation Period</b>	Medium Term (3 years)
<b>Resources</b>	Harran Municipality
<b>Output</b>	<ul style="list-style-type: none"> <li>– The management plan online database</li> <li>– Management Plan monitoring and evaluation system</li> </ul>
<b>Performance Indicators</b>	<ul style="list-style-type: none"> <li>– The number of institutions contributed to the preparation of the monitoring plan</li> <li>– The number of Institutions contributed to creation of an online database and tracking system</li> </ul>

## **4. Forming Management Plan by Defining Monitoring Evaluation and Training Processes**

### **4.1. Harran Management Plan Implementation Process**

With the approval of Harran Management Plan by the Board of Coordination and Supervision in accordance with the “Regulations Regarding the Procedures and Principles for Determining Foundation, Duties and Management Areas of the Site Management and Board of Monuments” implementation and supervision process will be started. According to the said legislation; public institutions and organizations, municipalities, and real and legal entities are obliged to comply with the management plan approved by the Board of Coordination and Supervision. Competent authorities are obligated to give priority to the services within the scope of the plan, and to allocate necessary funds in their budgets for this purpose.

For the implementation of Harran Management Plan, identification of the responsible institutions and organizations, provision of the necessary financial resources, preparation of the project budget and the definition of short, medium and long-term periods are necessary. For Harran Management responsible institutions and organizations are determined and the implementations of the activities are planned in the prescribed time periods.

#### **4.1.1. Responsible Institutions and Organizations for Implementation**

The stakeholders who are main determining factor in the success of the Management Plan implementation were examined in detail through stakeholder analysis work. They examined under the titles of Public Administrations, Provincial Organization of Central Government, Local Authorities, Universities/ Schools, Non-Governmental Organisations and Professional Organizations, Private Sector Representatives, Advisory Boards, Media, Local People and Domestic and foreign Tourists. The characteristic of the correlation between the chosen stakeholders and the conservation area, opportunities for cooperation, positive aspects and the issues that require attention are also detailed. In the light of these analysis, institutions

and organizations responsible for each activity are defined and included in the description section.

### **4.1.2. Financial Resources**

Financial resources available for implementation of the projects determined under Harran Management Plan are listed below:

- National financial resources: Central government and the local authorities resources
- International resources: United Nations, EU funds etc.
- NGOs resources: Union of Historical Towns, ÇEKÜL etc.
- Private sector resources: Financial support of the companies and the businessmen that are related with the area
- Other resources: KOSGEB funds, Karacadağ Development Agency, TÜBİTAK R&D Support, ISKUR Project Supports, personal donations and grants

It is very important to take the necessary initiatives by the site management and the responsible institutions and organizations to benefit from the most appropriate financial resources taking into account the characteristics of each activity in order to perform the actions of the management plan on time and without disruption.

### **4.1.3. Budget**

In the implementation of Harran Management Plan, the institutions are expected to allocate financial resources from their budgets within the framework of their investment programs and purposes of establishment.

In this context, the budget of "responsible organizations and stakeholders" that are identified specific to each project will be determined.

Requirements for staff, hardware/devices, consultancies, design and implementation costs that will occur according to the needs of each project during the preparation of project package will constitute the main budget items. It is proposed that there will be three main cost items. These are:

- Preparation and presentation costs,
- Design and implementation costs,
- Management and business costs.

#### **4.1.4. Working Program, Schedule (Phasing)**

Harran Management Plan covers the five-years of implementation period and it is envisaged that short-term projects in 2 years, medium-term projects in 3-4 years while the long-term project will be completed in 5 years. Accordingly, the activities of the Management Plan is given in the relevant section comprises the information about the implementation term (Annex Action Plan).

#### **4.1.5. Reporting and Supervision**

It is stated in the Article 13 of “Regulations Regarding the Procedures and Principles for Determining Foundation, Duties and Management Areas of the Site Management and Board of Monuments” numbered 26006 that “In accordance with the management, conservation, presentation, promotion and visitor management strategies determined with the Site Management Plan, annual performance evaluations of the operations executed for the area are carried out and the work program and performance budget of the next year are prepared by the supervision unit. The reports to be prepared as a result of these assessments are evaluated by the coordination and supervision unit and the work program and the budget for the next year are approved. In addition to the annual examination, vision, objectives and policies are reviewed by supervision unit and submitted for evaluation of the coordination and supervision unit every five years”.

With the launch of Harran Management Plan implementation process, it is necessary to revise and update every year for an effective and efficient management. In this context, updates or additions for financial resources and implementation of projects can be made. It will be useful to follow a performance-based method with the help of indicators during reviewing and updating processes.

In Article 17 of the regulation, it is mentioned about establishment of a “control unit” which will control the implementation of the management plan for fulfilment of audit task of the

Coordination and Supervision Board. It is called *“The control unit control the implementation of management plans. Makes the study of annual performance evaluations conducted in the direction of the management, conservation, presentation, promotion and visitor management strategies determined by the management plan, and provide next year's work program to the the Coordination and Supervision Board”*.

*In paragraph e of article 14 of the regulation; “provision of coordination in order to enable annual supervision reports to be prepared by the control unit and have these reports presented to the coordination and supervision board” was defined as the duty of the Site Manager.*

Within this context, one of the most significant stages of the implementation, revision and updating process is reporting. Reporting is necessary to monitor and supervise developments at every stage of the implementation process. Sharing the said reports with stakeholders who take place in the implementation process will make a positive contribution to the process.

#### **4.1.6. Training Programs**

Through educational activities within the scope of Harran Management Plan that will be conducted under implementation objectives, it is expected to develop implementation capacity of all stakeholders and increase knowledge and awareness. These educational activities are listed below;

- Organizing regular training for employees in tourism and service businesses in the area
- Organizing capacity building programs for tourism-oriented entrepreneurs and businesses owners or who want to work in this field
- Organizing trainings, seminars and trips for children, primary and secondary school students on protection of cultural assets and legal framework
- The protection of natural and cultural assets for local governments and NGOs, the legal framework, tourism, advertising and branding to organize training
- Organizing trainings for NGOs and local governments about conservation of natural and cultural assets, legal framework, tourism, presentation and branding



- Organizing thematic trainings and practical seminar programs for local women in order to encourage women entrepreneurship
- Organizing trainings for local people on production, marketing and branding of local products
- Organizing technical trainings and seminars about conservation of cultural and natural assets for municipality and private sector employees who will take part at the excavation and the restoration works
- Organizing capacity building programs and seminars for public institutions, neighbourhood administrations, property and business owners, teachers and local people

#### **4.1.7. Harran Site Management Model**

The Site Management is a process that aiming to ensure coordination among related institutions and organizations under the management plan, and functioning with planning, implementation, monitoring, supervision and updating; and The Management Plan is a guide that collects activities on the same target by embodying the coordination.

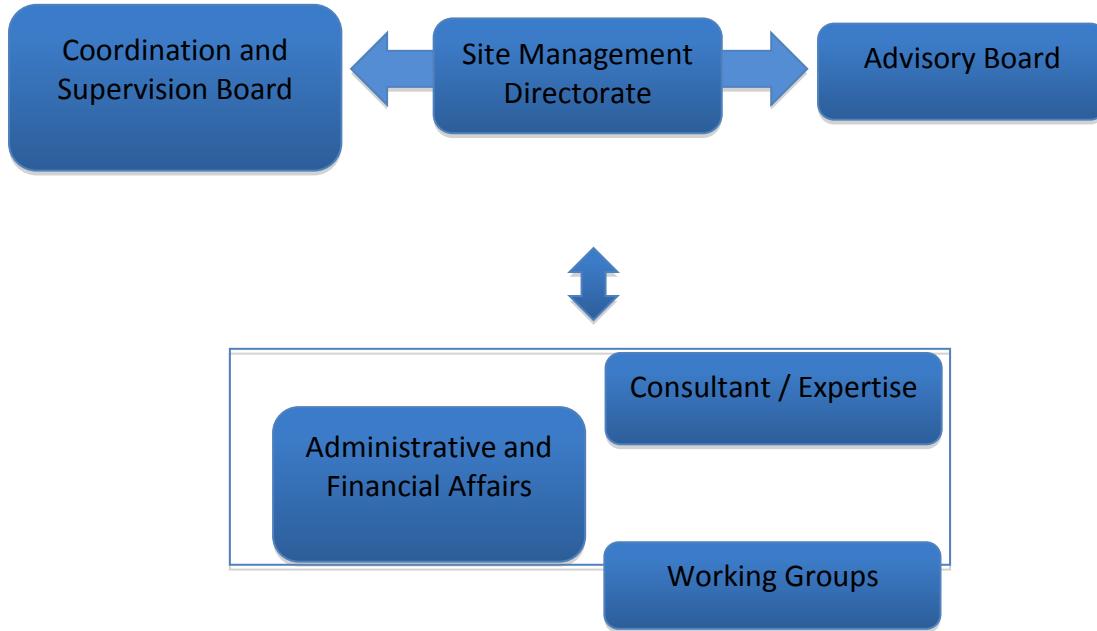
For the implementation of the activities determined in the management plan, responsible institutions and organizations must adopt the projects grouped under eight thematic headings and take the necessary steps by creating inter-agency cooperation agreements.

Site Management Model required for the implementation of Harran Management Plan described in detail in the “Regulations Regarding the Procedures and Principles for Determining Foundation, Duties and Management Areas of the Site Management and Board of Monuments” entered into force, dated 27.11.2005 and numbered 26006.

In accordance with this Regulation Site Manager appointed by Harran Municipality Council Decision, Advisory Board and Coordination and Supervision Board already formed and began working. However, with the commencement of the implementation of the management plan, workload of the Site Manager will increase. Therefore, it will be necessary to have a specialist and support team to facilitate the work of Site Manager, and an office equipped with necessary tools that teams could continue their work on a regular basis.

Harran Site Management Organization Model is given below (Figure 3).

**Figure 4. Harran Site Management Organization Model**

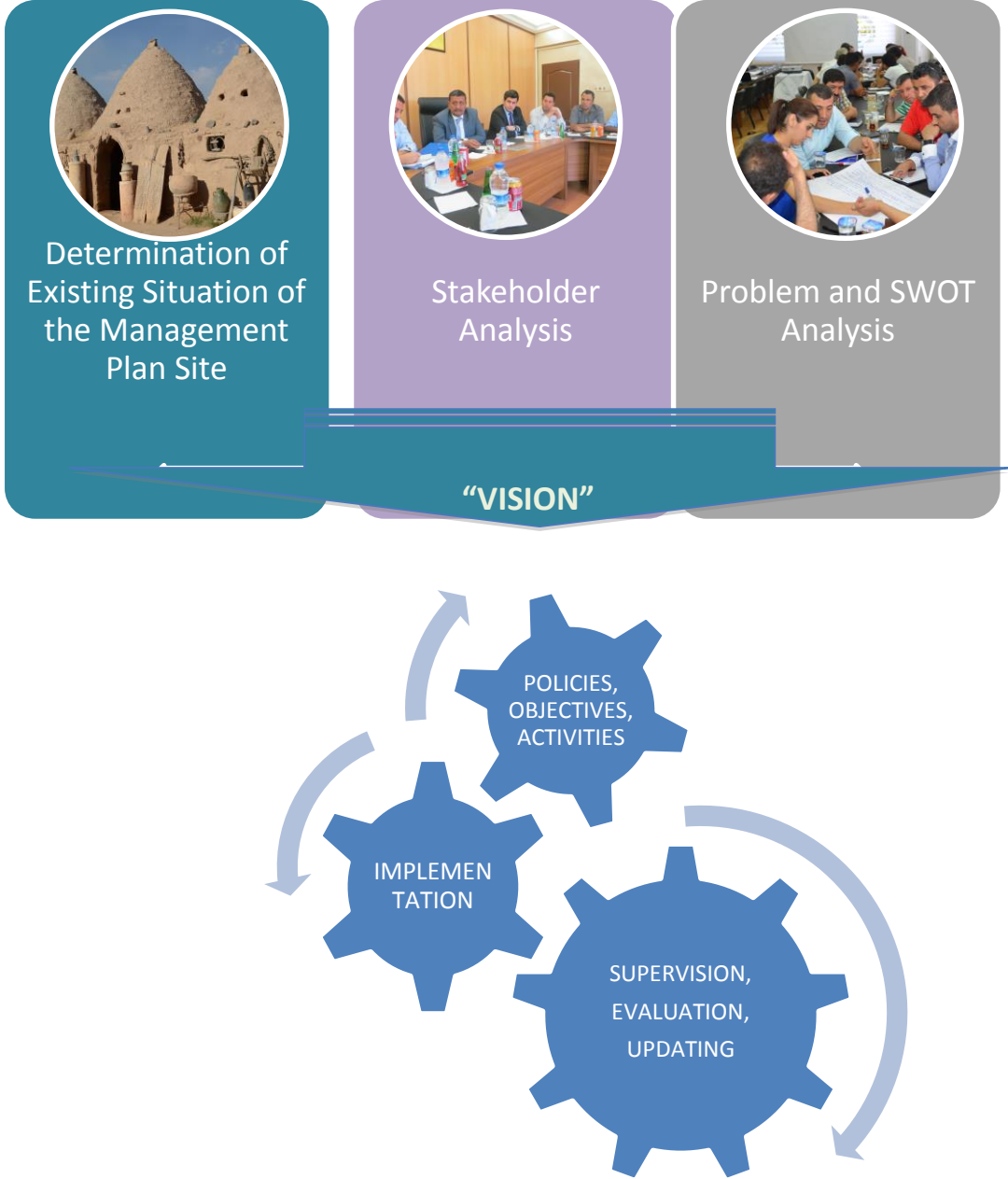


For realisation of Harran Management Plan, general structure of the governance model should be based on the policies listed below.

- Transparency
- Sharing
- Participation principle
- Decentralization
- Efficiency and productivity
- Integrated approach
- Right to access to information
- Environmental rights
- Management based on multi-actor and social partnerships, sustainable development.

The operation scheme of the management plan process that will be implementation based on Harran Site Management Organization Model is given below (Figure 4).

**Figure 5. Management Plan Process**



## 4.2. Harran Management Plan Monitoring and Evaluation Process

Harran Management Plan is expected to be updated according to the changing and developing conditions during implementation period. In addition to periodical reports updating will be conducted by considering the data achieved as a result of evaluation of the performance indicators. Performance indicators will enable the measurement of project outputs in a tangible manner and results will be transferred directly to the monitoring and evaluation process.

Performance indicators identified for the projects packages identified under 8 thematic headings are given in the table below.

Table 9. Harran Management Plan Performance Indicators and Monitoring Periods

PROJECTS	PROJECT IMPLEMENTATION PERIOD (S, M, L) <sup>1</sup>	PERFORMANCE INDICATORS	MONITORING PERIOD
<b>T1 CULTURAL VALUES, CONSERVATION AND PLANNING</b>			
P1-1. Landscape and Street Rehabilitation Projects of Harran	M	– The number of implemented projects in landscape and street rehabilitation	3 years (6 months, 6 periods)
P1-2. Determination project of camping areas, viewpoints and horse, cycling and hiking routes in Harran and connection points	M	– The number and size of the areas identified for camping – The routes defined for biking, riding and hiking	3 years (6 months, 6 periods)
P1-3. Project of fixation, registering and inventory work in archaeological and urban sites	L	– Number of launched excavation	5 years (6 months, 10 periods)
P1-4. The use of appropriate technology with original and correct materials in Restoration Projects	M	– Guide book prepared about restoration	3 years (6 months, 6 periods)
P1-5. Resource Development Project for	L	– Special budget and local	5 years (6

<sup>1</sup> S - Short: 2 years

O – Medium: 3-4 years

U - Long: 5 years

the excavation and restoration work		funds amount developed for excavations – The amount of financial support provided from the private sector and NGOs	months, 10 periods)
P1-6. Harran Ulu Mosque (Harran University), Harran Mound, Ickale excavation Project	L	– Number of monuments and buildings appeared in excavation works	5 years (6 months, 10 periods)
P1-7. Han-El Ba'rur Caravansary Excavation and Restoration Project	L	– Disclosure of wall footing and floor mat in ruins of Han-El Ba'rur Caravansary – Placement of Embossed block stone in which lion and its caretaker are described to original place and making its dummy	5 years (6 months, 10 periods)
P1-8. Suayip City Archaeological Site Excavation and Restoration Project	L	– Completion of excavation and cleaning works	5 years (6 months, 10 periods)
P1-9 Soğmatar Archaeological Site Excavation and Restoration Project	L	– Completion of excavation and cleaning works – Preparation of surveying and restoration projects of mausoleums – Completion of alterations of tourist information building	5 years (6 months, 10 periods)
P1-10 Cimdin Castle Excavation and Restoration Project	L	– Completion of excavation works – Preparation of surveying and restoration projects of mausoleums – Disclosure of epitaph and shrine mentioned by Oppenheim	5 years (6 months, 10 periods)
P1-11. Project Of Making Restoration Works For Cupola Houses And Functionalizing For Tourism Purposeful Uses	L	– Transformation of 5 cupola houses for tourism purposeful uses – Number of functionalized cupola houses (culture house, museum, restaurant, exhibition etc.)	5 years (6 months, 10 periods)
P1-12. Project for Prevention of Extinction of Cupola Houses	L	– Initiating the work to conserve all of the Cupola Houses	5 years (6 months, 10 periods)
P1-13. Bazda Caves Restoration Project	L	– Preparation of restoration projects	5 years (6 months, 10 periods)

<b>T2 ACCESSIBILITY, PHYSICAL AND TECHNICAL INFRASTRUCTURE</b>			
P2-1. Determination and Implementation Project of Vehicle Transport Routes and Parking Areas	S	<ul style="list-style-type: none"> <li>– Effective functioning transport routes</li> <li>– Parking implementations made in accordance with adequate standards</li> </ul>	2 years (6 months, 4 periods)
P2-2. Transport Network Project For Pedestrians And Cyclists	S	<ul style="list-style-type: none"> <li>– Pedestrian and bicycle network system working effectively in Harran</li> </ul>	2 years (6 months, 4 periods)
P2-3. Project for Increasing Access Facilities of Disadvantaged Groups in Harran and Connection Points	M	<ul style="list-style-type: none"> <li>– Disabled access maps and signs</li> <li>– Disabled ramp and elevators</li> <li>– The establishment of the signalling system for disabled</li> </ul>	3 years (6 months, 6 periods)
P2-4. Infrastructure projects for water, solid waste and wastewater in Harran and connection points	M	<ul style="list-style-type: none"> <li>– Number of placed waste containers</li> <li>– Number of implemented water and wastewater projects</li> <li>– Number of implemented solid waste management plan</li> </ul>	3 years (6 months, 6 periods)
P2-5. Infrastructure Project For Energy, Lighting And Communications in Harran And Connection Points	M	<ul style="list-style-type: none"> <li>– The increase in renewable and efficient energy use</li> <li>– Lightening of the priority areas</li> </ul>	3 years (6 months, 6 periods)
P2-6. Urban transport infrastructure project	M	<ul style="list-style-type: none"> <li>– Completion of Cimdin castle road</li> <li>– Increased number of public transport</li> <li>– Placing direction signs</li> </ul>	3 years (6 months, 6 periods)
<b>T3. TOURISM ORIENTED PROMOTION AND BRANDING</b>			
P3-1. Tourism Potential Determination Project in Harran and Connection Points	S	<ul style="list-style-type: none"> <li>– Number of printed book/brochure in different languages for different types of tourism</li> </ul>	2 years (6 months, 4 periods)
P3-2. Determination Project of Tourism Products	S	<ul style="list-style-type: none"> <li>– Number of values brought into tourism product</li> </ul>	2 years (6 months, 4 periods)
P3-3. Carrying out Project of Intangible Cultural Heritage Inventory in Harran and connection points	S	<ul style="list-style-type: none"> <li>– Intangible cultural heritage inventory brochure</li> </ul>	2 years (6 months, 4 periods)
P3-4. Narrating Project of Cultural Values in Harran and connection points	S	<ul style="list-style-type: none"> <li>– Number of narrated historical event and cultural</li> </ul>	2 years (6 months, 4 periods)

		values	
P3-5. Increasing the Visibility Project of Brand Values in Harran and connection points	M	<ul style="list-style-type: none"> <li>– The widespread use of the logo and corporate identity by local institutions and organizations</li> <li>– The number of visual and promotional films produced and distribution field</li> <li>– The number of users who visited Internet portal</li> <li>– The number of gift products designed and manufactured</li> <li>– Number of agricultural brand products determined, registered and geographical indications received</li> </ul>	3 years (6 months, 6 periods)
P3-6. Preparation of Promotion and Communication Strategy Project of Harran and Connection Points	S	<ul style="list-style-type: none"> <li>– Implementation of promotion and communication strategy</li> <li>– Number of activities carried out</li> </ul>	2 years (6 months, 4 periods)
P3-7. Promotion Project of Harran and Connection Points	L	<ul style="list-style-type: none"> <li>– Number of activities carried out</li> <li>– Number of participant people and institutions</li> <li>– Number of organized campaigns and provided financial / in-kind support</li> </ul>	5 years (6 months, 10 periods)
P3-8. Project for Inclusion of Harran and Connection Points in International Networks	M	<ul style="list-style-type: none"> <li>– The number and scope of events and meetings attended</li> <li>– The number of new membership of initiatives</li> <li>– The number of people involved in the volunteer program</li> <li>– The number of activities supported/organized by volunteers</li> <li>– Inclusion of Harran into UNESCO's World Heritage List</li> </ul>	3 years (6 months, 6 periods)
P3-9. Project for Inclusion of Harran and Connection Points in Current Trip Programs	M	<ul style="list-style-type: none"> <li>– Inclusion of Harran to GAP Region tour programs</li> <li>– The increase in the number of tours coming to Harran</li> </ul>	3 years (6 months, 6 periods)
<b>T4. TOURISM SERVICE INFRASTRUCTURE AND EFFECTIVE VISITOR MANAGEMENT</b>			
P4-1. Determination of Principles Project for Tourism Businesses in Harran	M	<ul style="list-style-type: none"> <li>– The number of enterprises that make the tourism</li> </ul>	3 years (6 months, 6 periods)

and Connection Points		service quality in line with the principles set	periods)
P4-2. Strengthening of Tourism Services Infrastructure Project in Harran and Connection Points	L	<ul style="list-style-type: none"> <li>– Number of functionalized and renovated buildings in accordance with the principles set out</li> <li>– Number of people trained on the campaign of clean toilet</li> <li>– Number of buildings functionalized differently</li> <li>– The number of trained people about boarding house</li> </ul>	5 years (6 months, 10 periods)
P4-3. Increasing Services Provision Capacity Project of Tourism Facilities in Harran and Connection Points	L	<ul style="list-style-type: none"> <li>– Number trained tourism business owners and employees</li> <li>– Number of certified local guides</li> <li>– Number of training seminars and participants</li> <li>– The number of business license application and registered establishment</li> <li>– Number of businesses that benefit from national and international financial support</li> </ul>	5 years (6 months, 10 periods)
P4-4. "Visitor Management Plan" Preparation Project for Harran and connection points	M	<ul style="list-style-type: none"> <li>– The number of institutions-organization contributing to the visitor management plan</li> </ul>	3 years (6 months, 6 periods)
P4-5. Visitor Management Plan Implementation Project	L	<ul style="list-style-type: none"> <li>– The number of institutions-organization which included visitor management plan in their corporate strategy and contribute to the implementation</li> <li>– Number of conducted research</li> <li>– The number of visitors reached by research</li> <li>– Realization level of visitor management plan activities</li> <li>– The number of visitors benefited from the visitor center</li> </ul>	5 years (6 months, 10 periods)
P4-6. City Museum Project in Harran	L	<ul style="list-style-type: none"> <li>– The number of visitors benefited from the city</li> </ul>	5 years (6 months, 10 periods)



		museum	
<b>T5. SOCIAL-ECONOMIC-ENVIRONMENTAL QUALITY OF LIFE</b>			
P5-1. Strengthening of Social Infrastructure Services Project	L	– Physical conditions and number of employees of social infrastructure services	5 years (6 months, 10 periods)
P5-2. Promotion Project of Social and Cultural Activities	M	– Number of organized social and cultural activities	3 years (6 months, 6 periods)
P5-3. Project to Ensure the Sustainability of Traditional Businesses	M	– Number of businesses continuing to their activities and started operating again – Number of enterprises engaged in e-commerce sales	3 years (6 months, 6 periods)
P5-4. Improving the Environmental Quality of Life and Service Delivery Quality Project	M	– Reduction in the number of environmental pollution complaints – The number of social reinforcement materials placed in the area such as urban furniture, health cabin, security checkpoints, baby care unit and so on.	3 years (6 months, 6 periods)
<b>T6. EDUCATION, AWARENESS AND PARTICIPATION</b>			
P6-1. Project for Raising Knowledge and Awareness of Local Stakeholders on Cultural Assets and Protection	L	– The number of seminars and trip participants – The number of informational material distributed – The number of female entrepreneurs attempts to establish a business as a result of seminars – The number of issued certificates	5 years (6 months, 10 periods)
P6-2. Project for Raising Knowledge and Awareness of Local Stakeholders on Protection of Cultural Heritage and Branding	L	– The number of organized trainings and participants	5 years (6 months, 10 periods)
P6-3. Project for Raising Knowledge and Awareness of Local Stakeholders on Excavation and Restoration	L	– The number of participants in seminars and training – The number of trips and participants held in excavation and restoration sites	5 years (6 months, 10 periods)
<b>T7. DISASTER, EMERGENCY STATE AND RISK MANAGEMENT</b>			
P7-1. Project for Creation of Disaster, Emergency State and Risk	S	– The amount of data	2 years (6 months, 4 periods)

Management Infrastructure		collected in the database	periods)
P7-2. Project for Preparation of Disaster, Emergency State and Risk Management Action Plan	M	<ul style="list-style-type: none"> <li>– Number of institutions-organizations contributed to the preparation of the action plan</li> <li>– Number of institutions-organizations who included action plan into their corporate strategy and contributed to the implementation</li> <li>– Number of seminar participants</li> <li>– Number of informational material distributed</li> <li>– Spatial and strategic plans that action plan conditions are included in</li> <li>– Number of Emergency State response teams members employed in relevant institutions</li> </ul>	3 years (6 months, 6 periods)
<b>T8. GOVERNANCE, MONITORING AND EVALUATION</b>			
P8-1. Project for Ensuring Active Participation of Regional-local NGOs, Professional Organizations and Initiatives in Site Management	M	<ul style="list-style-type: none"> <li>– The number of institutions participated in activities and meetings of Management Plan and contributed to its implementation</li> <li>– Number of participants of activity and meetings</li> <li>– Number of established local initiatives/NGOs as a result of seminars</li> </ul>	3 years (6 months, 6 periods)
P8-2. Project for Ensuring Effective Participation of Neighbourhood Administrators, Business Owners and Teachers in Site Management	M	<ul style="list-style-type: none"> <li>– The number of organized seminars</li> <li>– The number of seminar participants</li> </ul>	3 years (6 months, 6 periods)
P8-3. Project for Establishment of Management Plan Public Information, Monitoring and Evaluation Structure and Operation	M	<ul style="list-style-type: none"> <li>– The number of institutions contributed to the preparation of the monitoring plan</li> <li>– The number of Institutions contributed to creation of an online database and tracking system</li> </ul>	3 years (6 months, 6 periods)

### **4.3. Harran Management Plan Evaluation, Revision and Updating Process**

Harran Management Plan has a transparent, participatory and flexible structure. Data identified to serve measuring, evaluating and success of the plan during implementation process, it is anticipated to make an overall assessment of the data which is obtained through comparable and concrete indicators to be reported periodically at the end of year 5. In the light of the obtained results Harran Management Plan vision, policies and objectives will be reviewed and necessary updates of the plan will be made accordingly.

## 5. Final Assessment

Harran Site Management Plan is completed within the prescribed period in accordance with the principles stated in the Technical Specifications with a participatory process. The most effective way to achieve the vision and objectives set by the plan is the timely implementation of activities by institutions and organizations responsible for activities and allocation of necessary financial resources.

Southeastern Anatolia Project, today, multi-sector, based on sustainable human development, to increase the competitiveness of the region, aimed at ensuring the integration of economic and social development is implemented as an integrated regional development project. The evaluation of regional resources effectively and efficiently and implementation of leader, example and innovative projects needed in the region is very important for the GAP region.

In our country, first Site Management Plan studies in Southeast Anatolia launched in Savur and Harran within the scope of "GAP Region Tourism Oriented Promotion and Branding Project". Short medium and long-term decisions will especially contribute to the development of tourism infrastructure and branding process.

Harran must be protected in terms of historical, geographical, social and cultural wealth and should be transferred intact to future generations.

With Site Management Plan, decisions regarding the preservation and introducing of cultural and natural heritage, ensuring the continuity of the resource values, the development and rational management of Harran have been identified. The management plan also have the characteristic of being a guide for the implementation of activities prepared jointly with the active participation of people living in the region, public administrations, Non-Governmental Organizations and other area users for the as.

In this context, the most important task belongs to respectively Site Management Directorate, Coordination and Supervision Board, and Advisory Board.