

Happy Life Region

West Mediterranean



TOURISM POTENTIAL OF EGIRDIR

WEST MEDITERRANEAN DEVELOPMENT AGENCY

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FOREWORD

Regional development agencies whose history dates back to old times in developed countries are the models newly adopted in Turkey. These agencies aim to accelerate regional development, ensure sustainability and reduce interregional development disparities in accordance with the principles and policies set in the development plans and programs, through a cooperative networking between local authorities, private sector and civil society.

One of the tasks given to agencies to achieve their aim is whether to do research on determining the resources and opportunities of the region, accelerating economic and social development and enhancing the competitiveness or to support the researches done by other individuals, organizations and institutions.

West Mediterranean Development Agency which largely completed its process of establishment and institutionalization is responsible for providing free consulting services to investors in Antalya, Isparta and Burdur. In addition, through a one-stop shop approach, the agency offers an extensive range of services including coordinating and following-up the permits, licensing procedures and other administrative works within the scope of public institutions and organizations of investors. Furthermore, the agency promotes the investment opportunities of the region both at national and international level in cooperation with relevant organizations.

In line with the mentioned task above, the sector reports were prepared to guide the investors willing to invest in the region and promote the investment opportunities of the region.

At first, Marble, Milk and Dairy Products, Solar Energy, Golf Tourism and Health Tourism Sector Reports of West Mediterranean Region, Tourism Potential of Egirdir Report and Antalya – Konya High Speed Rail-Line Report have been prepared. Over time, many sector reports related with the region will be prepared and investment opportunities of the region will continue to be promoted. Being helpful with these sector reports to investors and all other institutions operating in the region is our greatest wish.

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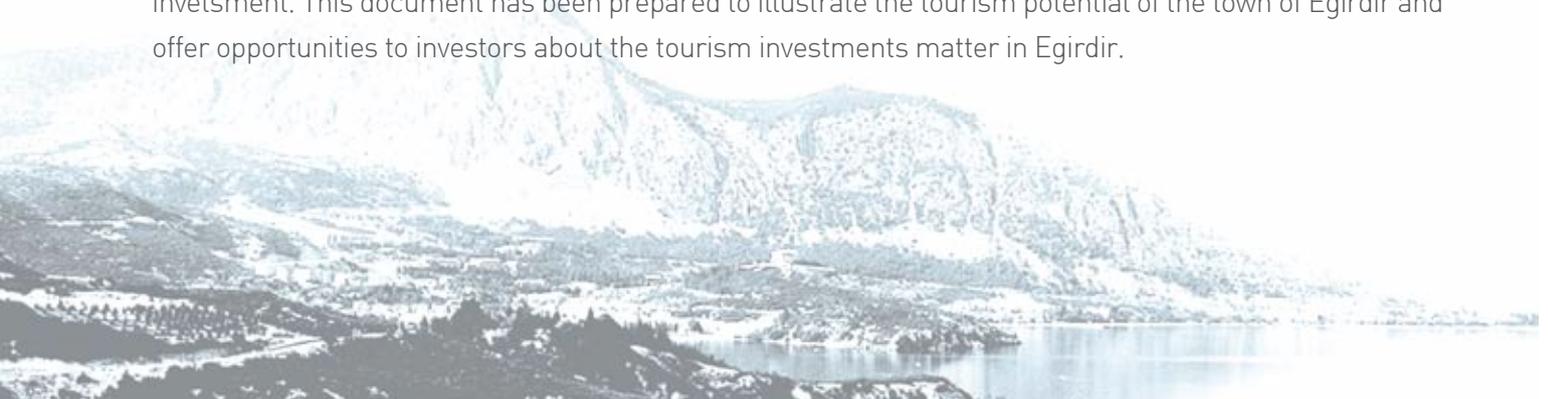
TOURISM POTENTIAL OF EGIRDİR

Tourism is one of the largest industries in the world providing a strong momentum to global economic development by employing more than 210 million people worldwide (7.6% of global employment). In 2009, the industry generated an estimated US\$ 5,474 billion of economic activity, which came across 9.4% of global GDP.

Turkey has been an extremely developed country in terms of tourism sector thanks to her tradition of hospitality, suitable climate, long and exceptionally attractive coastline, unrivalled natural beauties, unique historical and archaeological sites and increasingly developing infrastructure. Accordingly, the Turkish tourism sector has been one of the most important driving forces behind Turkey's economic development over the last decades. In 2009, combined with the travel sector, the industry generated TL 95.3 billion of economic activity (approximately 10.2% of Turkey's GDP) with an employment of approximately 1.7 million people (7.2% of total employment).

It is known that in tourism phenomenon shortly called the three S - sun, sand and sea - themed touristic products are mainly consumed. Although the three S themed touristic products are the most preferred ones, recently the market for 3 E- themed products –excitement, entertainment, education – has shown a rapid development. For instance, climbing, jogging, hiking, golf, biking, tennis, canoe, skiing, water sports and air sports are now among the features that people are looking for in holiday venues.

Egirdir where all activities mentioned above can be carried out, has a significant potential in terms of its historical and natural beauties. In order to evaluate this potential rationally priority must be given to tourism investment. This document has been prepared to illustrate the tourism potential of the town of Egirdir and offer opportunities to investors about the tourism investments matter in Egirdir.





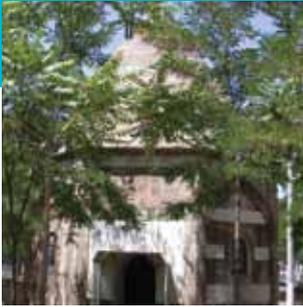
1. GENERAL INFORMATION

1.1. About Egirdir



Egirdir district is located in the Mediterranean region, within the boundaries of Isparta province. The district located in the coast of Lake Egirdir extends from east to west covering an area of 1414 km². The center of the district is between 37° 50' north latitude and 30° 57' – 30° 44' east meridians. Egirdir, of which population is 36738 (2010) is 34 km away from Isparta. It is the leading tourism center of Isparta and even of the Lakes District.

Lake Egirdir carrying the same name with the district is one of the biggest natural wealth of the Lakes District. With a surface area of 475 square kilometers, it is the fourth largest lake of Turkey. The portion remaining in the north and covering a smaller area is called Lake Hoyran and the portion in the south is called Egirdir Lake. Both portions are combined by Hoyran Bosphorus.



1.2. History

It is thought that Egirdir was founded by the last ruler of Lydia, Kroisos and its first name was “Krozos”. The inner castle of the town was also constructed by Lydians. In the era of Romans the district was known as Prostanna. The first Turkish settlement in the region is thought to have occurred a few years after 1071. Anatolian Seljuk ruler III. Kiliçaslan conquered Egirdir in 1204 together with the surrounding cities. Seljuks who used Egirdir as a summer resort, gave it the name Cennetabad because of its natural beauties. In 1391, the region came under the rule of Ottomans as a subdivision of Konya. After the establishment of the Turkish Republic, Egirdir has maintained its own status as a district.

1.3. Climate

The average height above sea level of Egirdir is 918 meters. The district is located in a transition area in terms of Mediterranean and Central Anatolian climates. Depending on this type of climate, Egirdir neither has the rainy climate of Mediterranean nor arid climate of Central Anatolian. The annual average temperature of the district is around 11.9 °C and the annual average rainfall is around 705 millimeter.

“Egirdir is one of the highly suitable regions for climatherapy due to its 918 meters altitude and being in climate transition zone.”





2. THE CURRENT SITUATION OF TOURISM IN THE DISTRICT

The natural beauties of both Lake Egirdir and the region attract many domestic and foreign tourists to the district.

In 2010, 78,000 overnight staying, 97,338 daily tourists visited the district and 33,880 of them were from abroad. Staying duration for a tourist is three days on average.

The number of foreign and local tourists visited the city in last four years is as follows.

	2007		2008		2009		2010	
	LOCAL	FOREIGN	LOCAL	FOREIGN	LOCAL	FOREIGN	LOCAL	FOREIGN
Number of Tourists Staying Overnight	51.670	28.252	55.234	27.033	62.841	14.783	58.845	19.155
Number of Daily Tourists	84.665	20.684	77.210	77.210	73.797	13.023	82.613	14.725

Governership of Isparta



The accommodation quality and capacity of the district is increasing day by day. There are nine hotels with a capacity of 459 beds and 20 pensions with a capacity of 365 beds. Furthermore, 20 tourism certificated and municipal scheduled restaurants are available in the district.

The district for the first time in 1993 was included in the Blue Flag Project, and a blue flag was hanged to Altinkum Beach and its camping facilities.

“Osteopathic Hospital, Military Base and Barla Town make Egirdir an important region of domestic tourism.”

2.1. Domestic Tourism Sources



2.1.1. Egirdir Osteopathic Hospital

Egirdir Osteopathic Hospital was opened in 1952 as a center for the treatment of bone and joint tuberculosis cases which was common in that period. As intensive demand of the patients for the hospital, it was designed as a complex pilot project in an eleven-story and thousand-bed capacity main building including physical therapy units, animal laboratory, several workshops and lodgings. The hospital serves with a high occupancy rate throughout the year. From the different regions of Turkey, patients and their companions come to the hospital.



2.1.2. Commando School

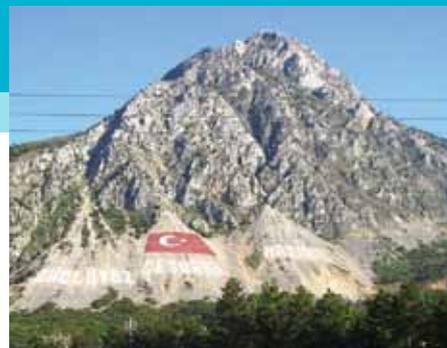
Egirdir Commando School is shown as one of the best commando training schools all over the world. Every year thousands of soldiers come to school for training. Soldiers and their families constitute a great potential in the region. Due to lack of accommodation facilities, some families go to the center of Isparta to stay in.

2.1.3. Barla

Barla is a small village that is 25 km away from Egirdir and has 18 km coastline. Barla is an important town in terms of religion tourism and it attracts more than 100 thousand visitors due to the scholar who spent most of his life in this village.

2.1.4. Horticultural Research Institutes

The Horticultural Research Institute which was founded in 1952, was assigned to produce temperate climate fruit plants and do research on these fruit species. The institute is responsible for the orcharding of 36 provinces in Turkey. Throughout the year, the institute is visited by local - foreign researchers and technical staff and farmers to undergo training. Furthermore, since appropriate conference hall and accommodation facilities do not exist in the region, many conferences planned by the institute cannot be organized. In the table on the right, the number of local and foreign visitors coming to the institute for research and training can be seen.



	LOCAL	FOREIGN	TOTAL
2008	1416	52	1468
2009	1795	38	1833
2010*	691	54	745

Source: Horticultural Research Institutes of Egirdir (*:first six months)



2.1.5. Apple Trade

Besides tourism potential, Egirdir is also famous with high quality and quantity apple production. Average of 220.000 tons apple is produced annually in Egirdir which covers about 9% of total apple production in Turkey. At the time of harvest a large number of merchants come to the town for apple trade.

“Egirdir covers 9% of Turkey’s annual apple production.”

2.2. Sport Organizations Being Held in Egirdir



Another factor keeping the tourism alive in Egirdir is sport organizations arranged in the district. Egirdir Lake and the sorted slopes around it with their superb scenes what make there suitable for a variety of sport organizations. Egirdir has an appropriate geographical structure for performing many activities such as climbing, hiking, jogging, cycling, canoeing, skiing, water sports and air sports. International triathlon competitions and paragliding festivals held each year brings the district a great liveliness.



“Egirdir has a very efficient geographical structure for mountain climbing, hiking, running, biking, canoeing, skiing, water sports and air sports.”





2.2.1. International Triathlon Competition

Egirdir has been organizing the triathlon competition for eight years and is enlarging it year by year to increase the touristic potential. 250 athletes on average around the world participate annually and approximately 1500 people come from abroad to the international organization. In addition, Egirdir Lake is suitable for water sports such as water skiing, diving and sailing.

2.2.2. Paragliding

The mountains surrounding the Lake Egirdir are very favorable for paragliding. Suleyman Demirel University Aviation Club organizes aviation festivals in the region. Egirdir has become an important center like Fethiye, Denizli and Erzincan through paragliding festivals held each year traditionally. 350 athletes participated in the 4th Traditional Aviation Festival from different regions of Turkey in the 2006 organization.

2.3. Potential of Congress Tourism

One of the biggest of Turkey, Suleyman Demirel University which has approximately 55 thousand students, organizes more than 20 congresses every year. In addition to S. Demirel University some leading official organizations operating in the region such as Chamber of Commerce and Industry, Exchange of Commerce, Horticultural Research Center and West Mediterranean Development Agency also need accommodation facilities with larger congress halls for the events they hold during the year. Because of facility poorness, some institutions have to cancel their events such as conferences, panels and training seminars. According to these aspects it can be said that Egirdir can be a center for congress tourism like Abant Lake, with its amazing beauties and potential.



3. IMPORTANT DESTINATIONS FOR VISITORS IN EGIRDİR

The thing that makes Egirdir different and very important tourism center is its location. The town is very close to magnificent natural beauties and unique historical places. Egirdir is in a position that allows an easy reach to ski resorts in which one can practice skiing, to beaches through which one can meet the unmatched waters of the world, to mountains on which one can do paragliding and also to national parks which have a wonderful nature and ancient cities. Important touristic destinations of Egirdir are given below.

Green Island

The Island with an area of 9 hectares is still authentic with its rock based wooden houses, narrow streets and small fisherman shelter. Green Island, formerly known as Nis, is 1.5 km far from Egirdir. It attracts the visitors with its boarding-houses and fish restaurants. Also the Ayastefanos Church on the Island is an important holy place especially for Christian visitors.

“Egirdir Lake is famous for displaying its seven different tone of blue color any time of year.”



“What make Egirdir differ from others are having all amazing natural beauties and being at the center of historical places.”



Can Island

With a surface area of 7000 sq. metre, it is a pretty island between Egirdir and Green Island. It only serves as a picnic area. In 1933, the island was given as a gift to Mustafa Kemal Atatürk, who is the founder of Turkish Republic.

Altinkum Beach

Altinkum Beach has fine sands, and it is the most appropriate place for swimming in the lake. It is a safe beach with its shallowness without exceeding human height even at 200 meters away from the shore. There are changing rooms, showers, cafes, buffets, phone booths and health cabinets available on the beach. The beach won the award of Blue Flag in 1988. It has a capacity of 50 tents. Also there are bungalows for rent.



Bedre Bay

With a 1500 meter coastal line, Bedre Bay is a beautiful swimming and recreation area on Eğırdir-Barla road. It is at a distance of 11 km from the city center. There are changing rooms, cafes and camping areas in the place.



Kovada National Park

Another lake present in Egirdir is Kovada Lake. The lake, which has a spectacular view and a rich flora, hosts hundreds of types of animal. The most important property of the national park area is its natural resources that are suitable for recreational use.





Yazılı Canyon

The region which is 60 km away from Egirdir is a 600 hectare protected area. Its name derives from the inscription on the King Road going along with river. Clear and icy water, green forest and majestic rocks as well as fish restaurants are the most prominent features of the canyon.

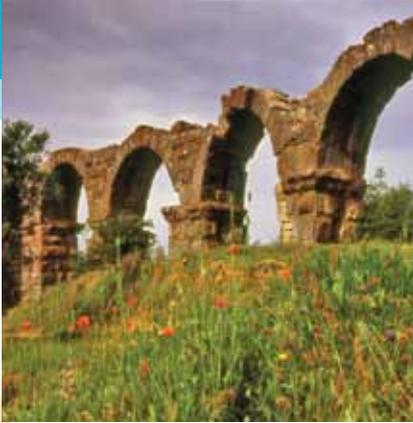
Davraz Ski Center

The Ski center is just 19 km away from Egirdir. It has ideal ski-run for professional and amateur skiers. It is 1211 meter long and enjoys thousand people carrying capacity per hour. Ski lift facilities are also available. Cross country skiing, snowboarding, hiking, botanical observation, paragliding and trekking are all possible to be performed in the region.



“Tour skiing, snowboarding, mountain climbing, botanical observing, paragliding and trekking are some of the excited activities in Egirdir.”





Pisidia Antiocheia

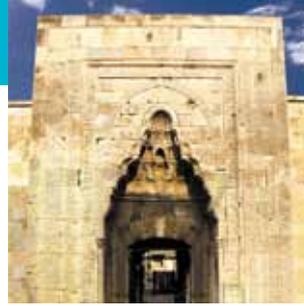
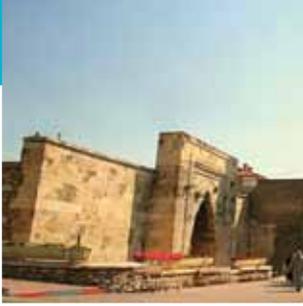
Antiocheia is the capital city of Pisidia region, established on a fertile land, and is 70 km far from Egirdir. It was founded in BC 281 – 261. The city was named as ‘antiocheia’ on behalf of the founder. Antiocheia was re-established as a Roman military colony in 25 BC. That is why ancient Rome and Antiocheia have an important place in the history as sister cities.

Adada

Adada is another important city of Pisidia region. Adada Ancient City’s history dates back to the 4th century BC. The ancient city which is very close to Sütçüler is 50 km away from Egirdir. The city surrounded by hills and being covered with pine and juniper trees is one of the ancient cities that has remained healthy not only in the region, but in Anatolia.

Egirdir Castle

There is an internal and external castle on the peninsula reaching through the lake in Egirdir. The Internal Castle is still standing whereas only the base of the external castle reaches to the present day. The Internal Castle divides the peninsula to north-south direction. It had been repaired several times during the Roman and Byzantium periods. It recently had been repaired during the Hamitoğulları Period and demolished again by the invasion of Egirdir by Timur, the Mongol Emperor.



Egirdir Caravanserai

The Caravanserai is on the Konya-Antalya road. It is composed of two sections namely as Courtyard and Enclosed Space. It was built in 1237. Today, there are base traces of a few voyager rooms in the courtyard.

Ada Mosque

The mosque is in the Green Island. It was built as a church at the beginning, but opened for worship as a mosque by the order of II.Osman in 1618. Its former name was Kız Kilisesi (Girl Church).

Hızırbey Mosque

The biggest mosque in Egirdir, was built by Hızır Bey in (1327-1328). The mosque was rebuilt under the leadership of Yılanlıoğlu Şeikh Ali Aga, after it burnt in a fire in 1814. It was opened for worship again in 1820. It is a remarkable structure with its large size, historical value and pulpit. Moreover, it is claimed as unique in the world with its minaret on the arch.

“It is claim that Hızırbey Mosque is the only example in the world due to having a minaret on its archway.”



Baba Sultan Tomb

As it is understood from the inscription on the door, it was built for a person named İsa Bin in 1358 during Hamidoğlu İlyas Bey period. There are also tombs of two persons named Sureti Baba (Zorti Baba) and Palor Baba. The tomb is open for visitors.

Ayastefanos Church

It was built in the 19th century. The restoration work, commenced by Egirdir Municipality in 1993, is still ongoing. It is known that formerly the Greeks of Turkish Nationality were visiting the church and performing religious rituals in the church while they were going to Jerusalem as Christian Pilgrim nominees.

Aya Georgios Church

It is on the slope of the hill in Egirdir. Some parts of the church walls are still standing.



Dundar Bey Madrasa (Theology School)

It was built as an inn in 1237 during the reign of Seljuk Sultan Gıyaseddin Keyhusrev II, and was turned into a madrasa in 1301 by Hamidoğlu Dundar Bey. Two-storey Madrasa has a courtyard in the middle and 30 rooms. At the entrance of the madrasa, there is a big stone door. The outer edges of the door were embellished with the Seljuk Period geometrical shapes.

“Ada Camii was opened for worship as a mosque by the order of II. Osman in 1618. Its former name was Kız Kilisesi (Girl Church).”

4. CONCLUSION

Egirdir has a great potential in terms of climate as well as historical and natural beauties for especially rich European and Middle Eastern visitors. In order to evaluate this great potential, 5-star hotels, holiday villages and aged care centers project are needed which shall be suitable for health and nature tourism. Egirdir must be viewed as a whole picture to see the alternative tourism investment potentials other than the tourism only based on sand, water and sun. Moreover, being neighbor to tourism capital of Turkey; Antalya and center of faith-culture tourism; Konya is another advantage of the town. Egirdir is a very suitable destination for new tourism investments with its features that pull local and foreign tourists through four seasons

- islands, lakes and national parks
- alternative tourism potential
- nature that is favorable for national and international sport tournaments
- historical and cultural heritage
- significant domestic tourism sources
- health, education and religion tourism sources
- significant domestic tourism sources
- accommodation and congress tourism potential.



Sources

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- The Republic of Turkey Ministry of Culture and Tourism
- Governorship of Isparta, Provincial Directorate of Culture and Tourism
- Egirdir District Governorship
- Egirdir Municipality
- Suleyman Demirel University Egirdir Vocational School of Higher Education, II. and III. National Egirdir Tourism Symposiums

