

ANATOLITY SUSTAINABLE CULTURE AND TOURISM FOUNDATION

WWW.ANATOLITY.COM



ANATOLY + HOSPITALITY = ANATOLITY
ANATOLITY = TURKISH HOSPITALITY



OUR STORY

Two people who dedicated themselves to the representation of Turkey and put their hearts into this aim in each work they did, throughout their lives...



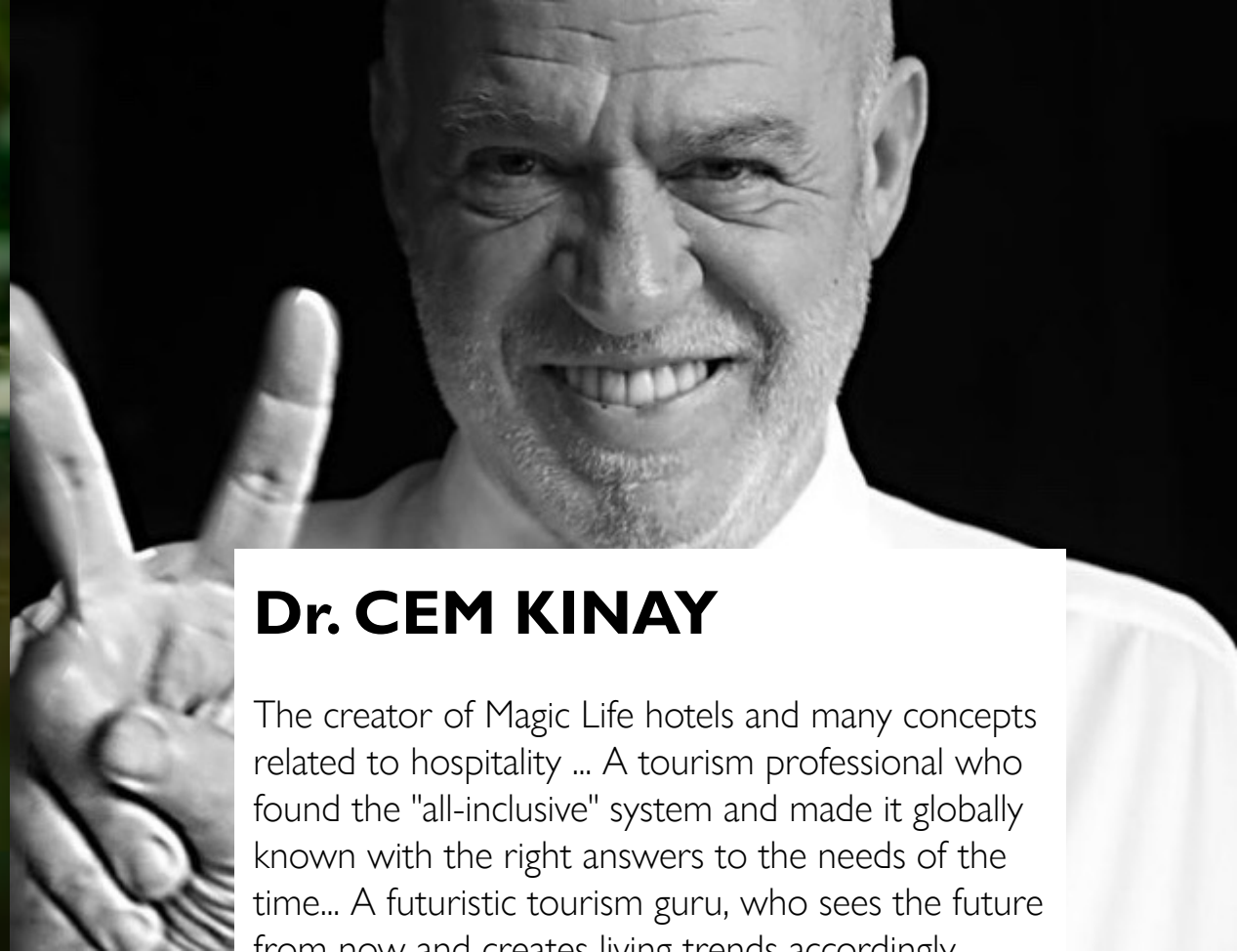


ELİF DAĞDEVİREN

The editor-in-chief of the Cosmopolitan Turkey magazine and Kelebek newspaper. Columnist, lecturer, The founder of netbul.com, Turkey's first content provider portal. Producer of the programs and movies like Ice Cream I Scream, which has been the nominee for the Academy Awards on behalf of Turkey...

Storyteller.

With her works and the projects she supported, directly or indirectly, one of her main objectives has always been the accurate and powerful representation of Turkey. She positioned herself as the pioneer, creator, and mediator of culture and art, which is Turkey's soft power, and of new technologies and life trends...



Dr. CEM KINAY

The creator of Magic Life hotels and many concepts related to hospitality ... A tourism professional who found the "all-inclusive" system and made it globally known with the right answers to the needs of the time... A futuristic tourism guru, who sees the future from now and creates living trends accordingly.

As one of the world's most famous and prestigious tourism professionals, he always held Turkey, being a Turk and Turkish business partner in the foreground, in all his works and communication abroad. No matter where he lived, he believed in Turkey's power and he acted as a voluntary ambassador to make people see it as he did as well.

Our Story

The present dream of both is to work to contribute to a strong and diversified representation of Turkey, bringing together all their past knowledge, know-how, relations, and experiences.

To be instrumental in providing education, especially for young people and women, following the demands of the new era and the future, to create new job opportunities and areas, to facilitate the transfer of local power and talents to an international platform with a universal language.

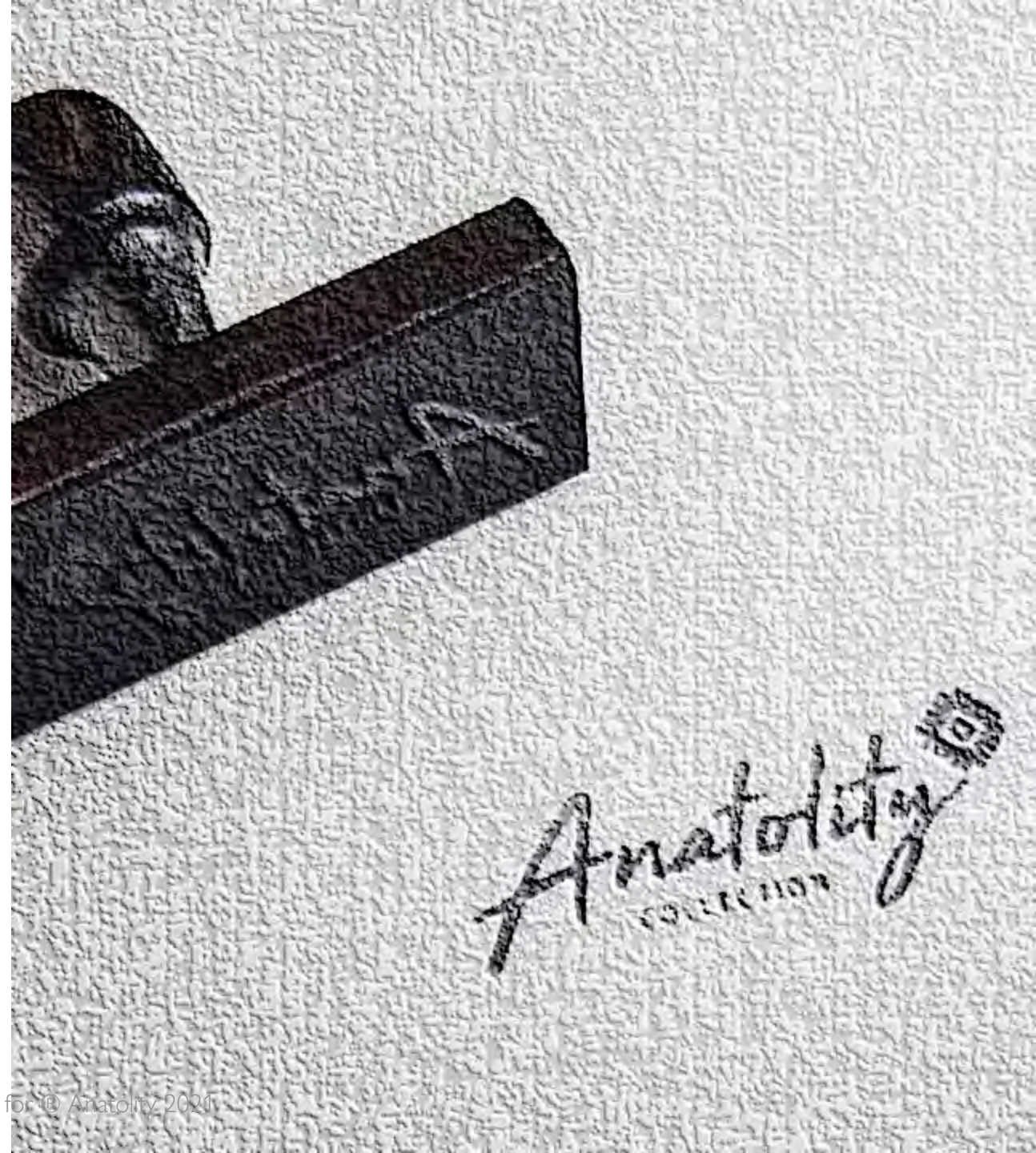
To protect the past and nature of the regions where they exist hand to introduce them to the world...

And to fulfill all these with valuable and powerful people who believe in Turkey's value just like them, whose wealth is their wisdom and know-how.



ANATOLITY

SUSTAINABLE
CULTURE AND
TOURISM
FOUNDATION



WHY...



GLOBAL TRENDS

- Villages, towns, cities, geographies, cultures, locality that preserve their originality...
- To experience the visited destination with its food, people, natural and authentic products, and the culture of living.
- Experience, locality, naturalness, art, healing, social responsibility...
- Natural and rural tourism that includes all of these.



ANATOLIA

- The lands of ancient cultures, civilizations, fertility...
- Creative, strong, warm, welcoming with its people, stories, genetic codes...
- A collection with its nature, ancient cities, authentic and natural villages, modern cities. If we protect and develop it from the past to the present, in the future it will be a whole...
- A festival with its food, fairy tales, music, rituals, geography...
- A unique treasure compared to anywhere in the world.
- With all these features, it is an invaluable and unmovable value.

ANATOLITY

SUSTAINABLE CULTURE AND
TOURISM FOUNDATION

A culture and tourism project focusing on the sustainable one, which will represent Turkey in a completely different platform in the world, which has adopted as a principle to maintain and blend Anatolia's taste, smell, touch, sound, history, architecture, geography, art, philosophy with mansions, inns, ancient cities, creativity, productivity, educated people and local cultures...



TARGET

BRANDING FROM LOCAL TO UNIVERSAL..

PLANNED DEVELOPMENT BY PROTECTING THE
NATURAL.

POSITIONING ANATOLIA AS A SOFT POWER IN THE
WORLD.

BRANDING THE TURKISH HOSPITALITY AND ANATOLIAN
MUNIFICENCE.





TARGET

Anatolity SKTV is a social responsibility project which brings together the people who believe in Turkey's soft power in the field of culture and tourism.

A foundation which set off with the target of creating unique, awareness-creating and sustainable culture and tourism concept based on Turkey's history, geography, culture, and unique wealth it has, and offering it to the world as Turkey's soft power.

Its most important goal is to ensure that the richness, hospitality and productivity of Anatolia are transformed into a universal brand by preserving the nature, texture, and culture of the region where it operates and that its products and handicrafts meet with the masses in various ways.

UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS

Travel and cultural experience is a long-term megatrend.

World citizens appreciate the added value that culture and travel add to them.

This is a valid concept for all cultures, geographies, religions, genders, and generations.

To design this megatrend as SUSTAINABLE should be the mega goal of our country.

It should be noted that investors in all other sectors can take away their factories and investments from Turkey one day, but all these values of Anatolia can not go anywhere, and can not be taken away. All kinds of protective investments and support in this regard will be permanent and developmental.

To this end, the keystones of the post-corona new generation conceptual design of Turkey and the World should be "United Nation's Sustainable Development Goals for 2030".

We also have a universal roadmap that completes Anatolity's journey...

UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS



Sustainable Development Goals came to the agenda in the United Nations Sustainable Development Conference that was held in Rio de Janeiro in 2012. The aim is to create a cluster of universal goals that address the urgent, environmental, political, and economic problems that our world is facing.

UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS

1. No Poverty
2. Zero Hunger
3. Good Health and Well-being
4. Quality Education
5. Gender Equality
6. Clean Water and Sanitation
7. Affordable and Clean Energy
8. Decent Work and Economic Growth
9. Industry, Innovation and Infrastructure
10. Reduced Inequality
11. Sustainable Cities and Communities
12. Responsible Consumption and Production
13. Climate Action
14. Life Below Water
15. Life on Land
16. Peace, Justice, and Strong Institutions
17. Partnerships for the Goals

A nighttime photograph of the Anatolity SKTV Mission. The building is a multi-story structure with a series of arched windows on the ground floor, some of which are illuminated from within. The building is situated on a hillside, and a tall, slender minaret is visible in the background against a dark sky with a crescent moon. In the foreground, there is a glass-enclosed structure, possibly a greenhouse or a covered walkway, and a balcony with a metal railing. The overall scene is lit with warm, yellow light from the building's interior and streetlights.

ANATOLITY SKTV MISSION



- To make the tourism and cultural values which have not yet reached the masses in Turkey accessible and sustainable.
- To further strengthen the brand of Turkey with its culture, flavor, geography, history, and tourism.
- To create economic development in the regions it operates.
- To raise awareness and provide education to protect the ecological balance in the regions where it operates.
- To create education and new job opportunities for young people without migrating, for women without leaving their homes, and to increase the qualified workforce.
- To enable new talents in the field of culture and tourism to be discovered and enter the relevant national and international circles.





- To assist in the protection of cultural heritage and natural values of Turkey and its development in these areas.
- To be one of the pioneers on the subjects such as eco-tourism, environment, rural tourism, health and child tourism that the world values.
- To integrate into the world by making them come, not by going to them.
- To offer Turkey's values to the world in the form of sales and marketing, through a platform that was created with the right and strong strategy
- To contribute to strengthening and branding of Turkey with its soft power.



ANATOLITY MANIFESTO

Preserve and Keep History

Preserve and Keep the Nature

Preserve and Keep the Culture

Say Human First and Educate People Smartly



ANATOLITY SKTV

FIELDS OF ACTIVITY

I. ANATOLITY COLLECTION

Management of Genuine Accommodations
in Special Locations...



For the local authentic hotels which are or will be newly established, or are already operational.

- Operation standard, business, and management services.
- Promotion and sales support through digital marketing and a common sales platform.
- Contribution with the advantages of a central system to be established on subjects such as training, law and procurement.
- Sustainable support for them to be original but universal brands with all these contributions.
- Experience-oriented hospitality opportunities for its guests.
- ANATOLITY STAMP for the facilities, businesses, and business partners that are included in the collection and preserve their region, locality, geography, and history, that is, for those who can contribute to both sustainable culture and tourism and offer a certain standard to their guests!



Scheduled Destinations



2. ANATOLITY CORNERS

From Local to Universal



A digital platform and conventional sales points aiming to support the products that make up the arts, crafts, and cuisine of Anatolia.

- Supporting branding by identifying, promoting, and marketing the local handicrafts and crafts, cuisine, and authentic products.
- Global promotion and sales with the Anatolity digital platform.
- Anatolity Corners with sales and restaurant concepts to be created with a self-investment or franchise system.
- Thus, to create a model that will empower all working women in the region.



Economic input - cultural output



3. ANATOLITY MASTERCLASS

Socially Responsible Trainings



Education aimed at locals, especially young people and women. Training sessions for guests to take home not only their holiday memories, but also what they have learned to make them spread the word and come back.

- Trainers; well-known names in their fields, professional trainers, and volunteers.
 - Training on subjects such as hotel management and housekeeping.
 - Training on topics such as tourism and cultural communication, marketing, digital presence.
 - Cultural training aimed at highlighting the region such as filmmaking, storytelling, and handicrafts...
 - Green School: Training on subjects such as nature and life awareness, zero waste, conscious consumption.
- ➔
- Qualified workforce, new business areas.
 - To protect the traditional art and cultural heritage of the region and to ensure its sustainability.



4. ANATOLITY EVENTS

Socially Responsible Activities



Cultural events to support the region, tourism, and cultural environment with the support of Anatolity Partners.

Organizations such as festivals, workshops, talks, special weeks, tours, sports events on subjects such as historical places, nature tourism, food, ecology, health, archaeology, sports, dance, organic life, and farming.



Economic input, branding, and soft power positioning support by these activities to be developed in accordance with the nature and culture of the locations where it exists.



5. ANATOLITY DIGITAL PLATFORM

Digital Transformation and Marketing



Promotion, sales, marketing, and digital transformation for Anatolity partners.

- National and international promotion, sales, and marketing of accommodation facilities and products which have Anatolity business, partnership, or cooperation; through a common digital platform to be established.
- Development of a digital presence for Anatolity facilities and/or business partners, or the renewal and transformation of their existing digital identities with a language suitable for international and periodic trends.
- Anatolity Stamp which will make the guests feel assured under this trusted brand, from the moment they entered Turkey, from transportation to accommodation, from catering to their hobby experiences.



An accurate and reliable promotion of various regions of Turkey.
Economic input to the region and local people with product sales.





BUSINESS PARTNERS & COLLABORATIONS

- Turkish Ministry of Culture and Tourism, Local Governments, Relevant Foundations and Associations, Private Sector, Universities specialized in the subject, national, and international funds.
- Tourism incentives and protection for historical sites and places in the regions.
- Cooperation with municipalities in the fields of training, updating, and implementation.
- Cooperation with NGOs on research, development, and organization related to the features of the regions to be developed and marketed (Eco-tourism, nature sports, gourmet, art, etc.)
- Research, development of values and strategies, education cooperation in those regions, with the departments of important universities, especially archaeology, tourism, sociology, history, cinema, and communication departments.
- Funding studies with national and international organizations that provide funds for social and cultural development.

THANK YOU

ELİF DAĞDEVİREN & CEM KINAY



Anatolity
SÜRDÜRÜLEBİLİR KÜLTÜR VE TURİZM VAKFI