

TURKISH MINISTRY OF CULTURE AND TOURISM, DIRECTORATE GENERAL FOR PROMOTION
CHART OF SERVICES STANDARDS (the ones whose applications are made to the Culture and Promotion Offices abroad)

NUMBER	NAME OF THE SERVICE	DOCUMENTS REQUIRED AT THE APPLICATION	DEADLINE (latest)
1	Joint Advertisement	<p>1. An informing file about the representative of travel industry (This file shall include the representative of travel industry's capacity, past activities and goals towards the market of Turkey it intends to achieve with the advertising campaign)</p> <p>2. The media plan encompassing all creative works (visual, clip, advertisements scripts, music etc.),</p> <p>3. Calendar of media publications (number of spots, frequencies, dates, name & place & list of publications, duration, number, size, advertisement formats and other relevant information)</p> <p>Media buying costs shall be first submitted to the written approval of administrative representative (If the creative works will be prepared after the media plan is approved, the approval of the administration shall be obtained).</p> <p>The advertising campaign shall be carried out according to the media plans and creative works submitted to the administrative representative and approved by the administration. In case the representative of travel industry/agency make any such commitments without informing the administrative representative and administration, the administration and representative of administration will not take any responsibility.</p>	1 year
2	Joint Activities (Roadshow, Fam Trip, Workshop)	<p>All joint roadshow, fam trip, workshop and such promotional activities shall be first designed as a project and then, sent to the administrative representative and finally, launched after the written approval by the Administration.</p> <p>For Fam Trips; 1-Project Files (The city/cities where the activities will take place, the date, the number of the participants and information about them, budget info, the amount of the required support must be included.)</p> <p>For Roadshows/Workshops; 1- Project Files (Type of the activity, the city/cities where the activities will take place, the date, the</p>	1 year

		<p>number of the participants and information about them, budget info, the amount and the kind of the required support must be included.)</p> <p>The copies of third party invoices shall definitely be added to the original invoices that contain the net cost to be paid by the Administration and to be issued on behalf of the Administration. They shall be directly submitted by the representative of travel industry, who is directly responsible for the activity, to the administrative representative. The flight lists of the guests shall be attached to the invoices with respect to joint fam trip activities. Together with the invoices; the photos, video records, press clippings and other probative information and documents of all joint roadshow, fam trip, workshop and such promotional activities shall be submitted to the administrative representative in three copies.</p> <p><i>Note: The relevant administrative representative shall obtain from the authorized representative of travel industry a written acceptance of the criteria stated above before engaging in an agreement on, fam trip, with the representative of travel industry in question.</i></p>	
3	Fam Trip	<p>Project File (Type of the activity, the city/cities where the activities will take place, the date, the number of the participants and information about them/if they're press members;their previous writings about Turkey, the media organ they're working for, etc. the amount and the kind of the required support must be included.)</p> <p>The person or the institution that apply for the fam trip will provide a signed and sealed commitment document concerning to hand in 3 number of the product (magazine, documentary, article, etc.) that will be achieved as a result of the fam trip to the related administrative representative in order to send to the Administration.</p>	3 months
4	PR and Promotional Activities	1- Project file (The name and the type [festival, gala dinner, Turkish cuisine activity, etc.] of the activity, the date, place, duration, the amount and the kind of the required support must be included.)	1 year
5	Attending international tourism fairs abroad	<p>(within the Ministry of Culture and Tourism's stand)</p> <p>1- Letter of application (Information about the applicant and which specific fair is requested to attend should be indicated.)</p>	3 months (9 months, for large-scale fairs)
6	Tourist Complaints	1- By applying personally or by letter of application/e-mail to the related Offices Abroad.. (It is necessary to provide photos, images, invoices related to the payment, etc. about the product/service related to the complaint.)	1 month