

SAVUR

SITE MANAGEMENT PLAN

[2016 - 2021]



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2016





SAVUR YÖNETİM PLANI

[2016 - 2021]

ONAY TUTANAĞI

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LIST OF ABBREVIATIONS

AFAD	Disaster and Emergency Management
DİKA	Dicle Development Agency
GAP	Southeastern Anatolia Project
GAP RDA	Southeastern Anatolia Project Regional Development Administration
COZ	Conservation Oriented Zoning Plan
İŞKUR	Turkish Labor Agency
NGO	Non-Governmental Organization
KOSGEB	Small and Medium Business Development and Support Administration
KTB	Ministry of Culture and Tourism
MM	Metropolitan Municipality
SAVDER	Savur Education, Culture, Arts and Solidarity Association

1. GAP Region Tourism Oriented Promotion and Branding Project, Savur 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 3rd 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 Savur Site Management Plan; to protect the cultural, natural assets and original structure of historical sites of Savur and Connection Point Dereiçi 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”¹.

Junction 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, management and development².

In this context, by the approval of the Ministry of Culture and Tourism on 14th of March 2014, Savur Site Management Plan Area boundaries and the area covering the Dereici Village as the Connection Point defined (Figure 1 and 2).

Figure 1. Savur and Dereiçi Satellite Images

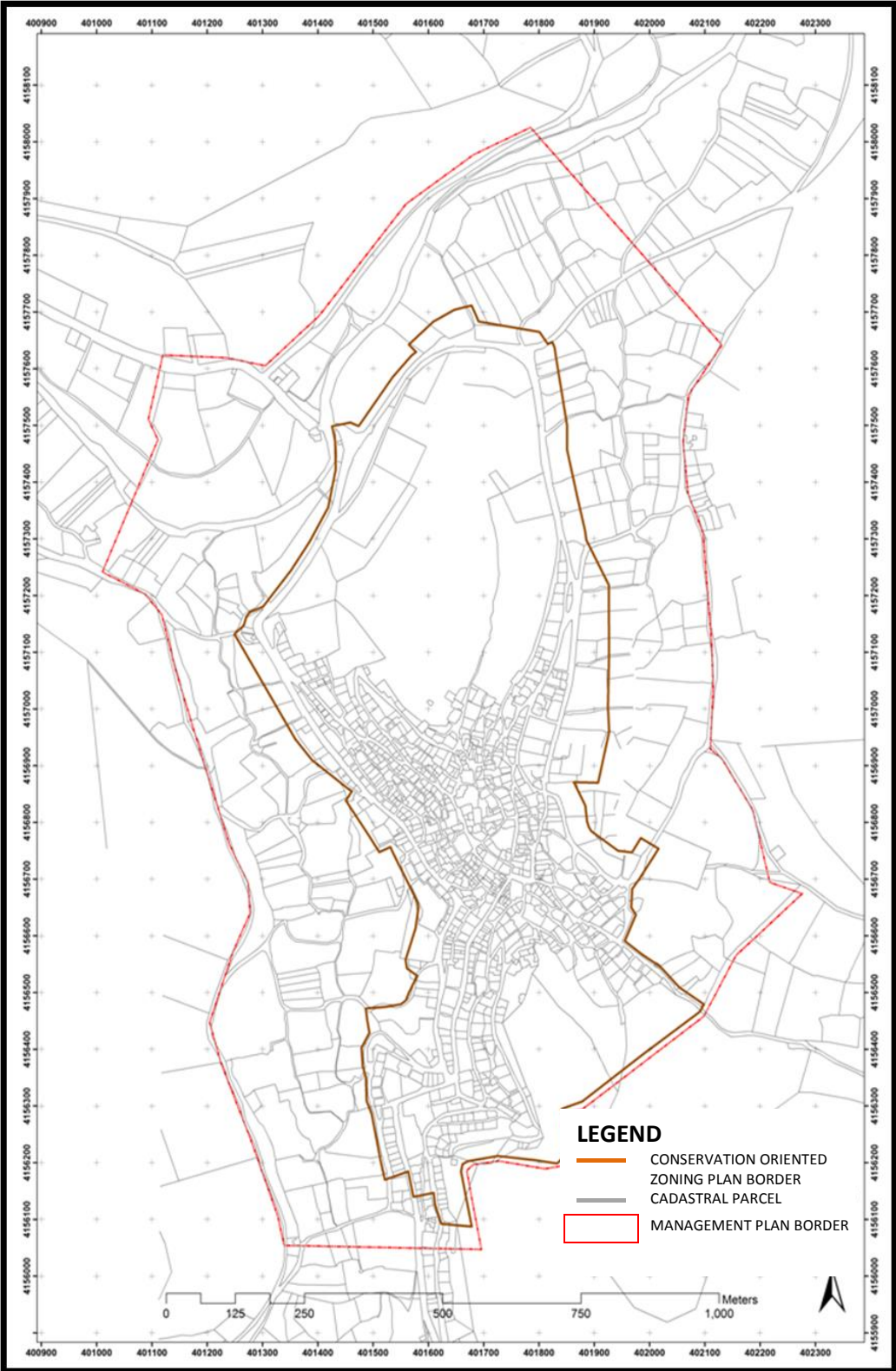


Source: Google Earth

¹ Article:3/a-10 of the "Law on the Conservation of Cultural and Natural Properties" dated 21.07.1983 and Numbered 2863

² Article:3/a-16 of the "Law on the Conservation of Cultural and Natural Properties" dated 21.07.1983 and Numbered 2863

Figure 2. Savur 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 Mirmiroğlu	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
1.	Assist. Prof. Cihat Kürkçüoğlu	Art Historian
2.	Ruhan Kılıç	Art Historian
3.	Seydi Yüzgül	Architect (MSc.)
4.	Murat Çevik	City Planner (MSc.)
5.	Assist. Prof. Serkan Kemeç	GIS Expert

1.2. Structure of the 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 Point Dereği were used as the main sources for the preparation process of "Savur (Mardin) 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 1st Stakeholder Workshop was also evaluated.

Savur Site Management Plan consists of four main sections. 1st Section provides general information about Site Management and the Savur Management Area. 2nd Section, under the Area Analysis heading the present situation and stakeholder analysis took place. 3rd Section is the synthesis part composed of general considerations relating to the area, SWOT Analysis, Problem Analysis and Carrying Capacity Analysis. And lastly 4th 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 29th of September 2014 in Savur. On November 5 to 6 2014 stakeholders visited in Mardin and Savur. Problems and solutions evaluated at Stakeholder Workshop held in Savur from 5 to 6 December 2014. And on 23 to 24 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 was 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 in Ankara to evaluate the activities and outcomes of the Project.

Savur (Mardin) 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.

Site Management Plan part forming the fourth Chapter of the Management Plan Report composed of four 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, Savur Site Management Plan vision, goals and policies have been created. In the third section, action plan of Savur Site 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; "**With its cultural heritage and natural beauty, protecting its authenticity, producing, living star; green Savur**". In order to achieve this vision, 8 thematic areas, 8 policy, 23 objectives and 83 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. A participatory and collaborative area management; establishment of an independent audit, 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 Savur 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. Assessment of Problems needed to be solved and Potential Opportunities in the Area

1.3.1. Savur Assessment

Savur Site Management Plan Area is a significant tourism destination with its original urban pattern, rich cultural architecture, multicultural aspects and rich natural assets. Mosques, monasteries, churches, inns, tombs, mausoleums, laundries, mills, traditional houses, fountains, castles, poplar, regional cuisine and hand crafts constitute historical and cultural values of the area.

Although there are hundreds of different historical and cultural values in the area, Savur Old Mosque, Savur Grand Mosque, Sitti Legliye Mausoleum, Mor Abay Monastery, Mor Dimet Monastery, Theoduto Monastery, John Church, Mete Church, Dereici village Protestant Church, Abay Chapel, Hacı Abdullah Bey Laundry, Necmettin Kaya Laundry, Abdullatif Özbek House, Hacı Bey Mansion, Bahattin Erdem House, Asim Fidan Mill, Besim Bey Mill are the distinguished examples. Rich local cuisine, traditional products, viticulture activities are the cultural values and activities of the area.

However, as Savur Site Management Plan area not located on the major intercity transport links, tourism potential is not fully used yet. When on-going construction of the new Mardin-Savur road completed distance between Mardin and Savur will be reduced 15 km.

By shortening this distance, travel time of current Mardin-Midyat and Mardin-Savur-Midyat routes will be approximately the same. Therefore, the tours going to the direction of Mardin-Midyat will prefer Mardin- Savur - Midyat direction more because of the natural and historical beauties of this route. On this route, in Savur the cut-stone built houses and mansions can be visited and wooden ceilings walls and windows decorated as embroidery can be seen. Going towards the direction of Midyat from Savur 10 km away Dereiçi (Killit village) will be reached and yellow gold stone houses with iwan by the mountain and church bells will invite visitors to see them. After visiting Dereiçi (Killit) village, it could be possible to move towards Midyat or again Savur.

1.3.2. Dereiçi (Kılıt) Village Assessment

Located on the route of Savur - Midyat, Dereiçi (Kılıt) village is candidate being a major tourism destination with regard to transportation, faith and healing tourism and visibility of current historical buildings which are still standing tall. Therefore, works and applications done in order to use civil monumental buildings of aforementioned village for tourism purposes will make a great contribution to the development of tourism.

Dereiçi village, with its two-storey stone houses with iwan, churches and monasteries looks like a museum village. There is no other construction against the original tissue except a newly built single-storey house in the village. There is no registration of cultural assets which have survived from about 1500 years before. Individual registration of each real estate should be made one by one by determining the aforementioned village conservation area.

After preparation of projects for the restitution and restoration of Dereiçi village houses, changes in functions should take place by converting the usage to serve tourism purposes such as boutique hotels, cafeterias etc. In addition, Mor Abay Monastery, Mor Abay Chapel and Dimet Monastery conservation and restoration projects should be prepared and maintenance and restoration should be done in accordance with the decision of Diyarbakır Regional Council for the Conservation of Cultural Property.

Three churches and two monasteries located in Dereiçi village should be considered for faith tourism.

1.3.3. Tourism Potential of the Area

Prominent tourism types of Savur and Junction Point Dereici village 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, laundries, mills, masonry, viticulture etc. generate a significant potential in terms of history and culture tourism.

A large part of Dereici village is presently discharged and only three families residing. The village has also a unique architectural structure and market area. In order to increase the attractiveness of Savur, restoration of Dereici village for touristic purposes and conversion of old bazaar into an outdoor wine sold cafe will provide a significant contribution to tourism development (UNCU, 2013).

Faith Tourism: Activities done for visiting places regarding as religiously holy or common significant and/or worshiping (fka.org.tr).

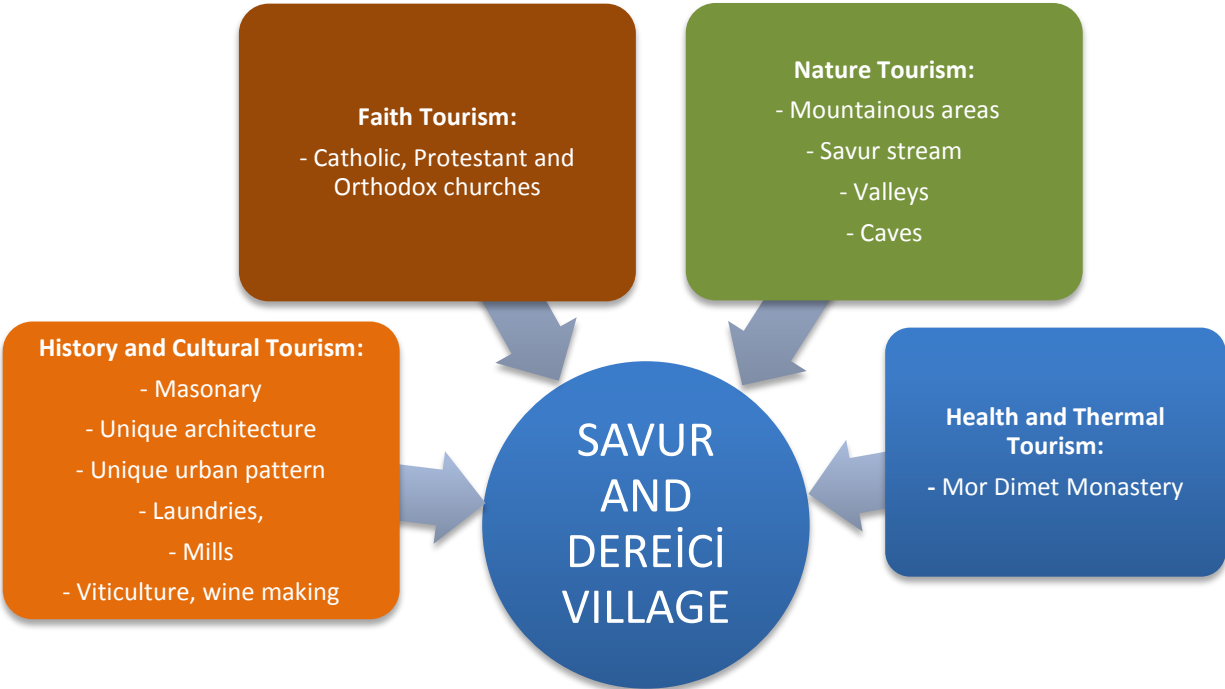
Dereici village has a unique structure containing a combination of the three Christian denominations' churches.

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, Savur stream and its environs, poplars, mountainous areas, valleys and caves around Dereici generate an important potential for nature tourism.

Health and Thermal Tourism: Health tourism is a kind of tourism done in order to improve the physical wellbeing of people who travel for health treatment (fka.org.tr). Dimet

Monastery today abandoned and partially demolished. Among the people it is also known as rheumatism monastery. Although it is abandoned rheumatism patients frequently visit monastery to heal. In this context, Dimet Monastery will be considered primarily in terms of health 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 Savur Site Management Plan preparation process, compiled and submitted to the participants by requesting their suggestions for solving the problems of Savur 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 Savur and Junction Point Dereici, but also determining the orientation and approaches of local stakeholders and enabling to get important information for revealing the future of fiction. At stakeholders workshop the answers given to the question of "How would you like to see Savur 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 Savur Site Management Plan vision statement determination work has been carried out.

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

"With its cultural heritage and natural beauty, protecting its authenticity, producing, living star; green Savur".

The vision statement underlines; protection of cultural and natural assets of Savur with their authenticity; considering production and productivity in all areas of life to be the main target; being able to be one of the green areas preserved its nature within the region with protecting, life giving and enlightening aspect of the "star" image as mentioned Savur's historical and cultural landmark.

Savur Site Management Plan Principles

It is possible to compile the principles and policies, which are identified as a result of evaluations done in the light of information; views and recommendations, obtained during the Management Plan preparation process and are also leading the development of objectives and activities of Management Plan under eight thematic headings:

1. Cultural Assets, Conservation and Planning

- Preservation of cultural values in Savur, ensuring the spatial coherence and harmony and transferring it to the future generations
- Protection of cultural heritage in its original state in Savur and improve the quality of life
- The continuation of the cultural heritage as an integral component of social life in Savur
- 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 Savur
- Raising awareness of especially the new generation for protection of tangible and intangible cultural heritage and ensuring the sustainable conservation and utilization of them in Savur

2. Accessibility, Physical and Technical Infrastructure

- Limiting vehicle traffic Savur and Dereiçi, resolving parking needs at the city entrances, conducting pedestrianization and street rehabilitation work in urban residential areas
- In conservation activities considering Savur and Dereici as a whole spatial area

3. Tourism Oriented Promotion and Branding

- Highlighting the identity of "green city " and "cittaslow" in Savur
- Promotion of history, culture, nature and faith tourism in Savur
- The maintenance of traditional production methods, lifestyles and crafts in Savur and Dereici.

4. Tourism Service Infrastructure and Effective Visitor Management

- The use of original building materials and techniques Savur and Dereçi
- Ensuring the public health and safety conditions at Savur and Dereçi
- Contributing to the region's economic development by increasing visitor capacity
- Increasing the number of visitors with annual programs and activities

5. Social - Economic - Environmental Life Quality

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

6. Education, Awareness and Participation

- Raising awareness and consciousness on conservation issues
- Preparation and implementation of public information and awareness programs

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. Savur Site Management Plan Policy, Objectives and Activities

In order to reach the Savur Site 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 8 thematic areas, 8 main 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 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 and management of an independent audit, monitoring and evaluation structure

To achieve defined policies, 23 objectives have been identified.

POLICIES AND OBJECTIVES

POLICIES	OBJECTIVES
P1. Preparations of plans for cultural values with a holistic approach by observing by observing conservation and utilization equilibrium	1.1. Preparation of landscaping projects for the development of tourism in Savur and Dereici
	1.2. Acquisition of cultural heritage to tourism in Savur and Dereici 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. Strengthening urban transport and infrastructure quality
	2.3. Strengthening the position of Savur and Dereici on Mardin-Savur-Midyat and Batman highway routes
P3. Promotion and branding of the Area's cultural values at national and international level	3.1. Turning Savur and Dereici 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 Savur and Dereici
	3.4. Strengthening the brand values of Savur and Dereici by national and international innovative methods
	3.5. Evaluation of Savur and Dereici as visit and accommodation points on trip itineraries
P4. Improving the service capacity of the area, effective visitor management issues that promotes the conservation and utilization equilibrium	4.1. Strengthening visitor 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. Development of social and cultural activities in Savur and Dereici
	5.3. Ensuring the sustainability of 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 level 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 site management; establishment 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 in the region to the site management processes
	8.3. Establishment and operation of the site management plan, public information, monitoring and evaluation structure

To achieve the objectives 83 activities have been identified.

OBJECTIVES AND ACTIVITIES

OBJECTIVES	ACTIVITIES
1.1. Preparation of landscaping projects for the development of tourism in Savur and Dereici	1.1.1. Preparation of landscape and street rehabilitation projects by disclosing the local originality of Savur
	1.1.2. Determining camping, viewpoints, horse riding, cycling, hiking areas and the routes
1.2. Acquisition of cultural heritage to tourism in Savur and Dereici through excavation and restoration projects and implementations that will be in line with international criteria	1.2.1. Conducting fixation, registration 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
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. Strengthening urban transport and infrastructure quality	2.2.1. Preparing/updating and implementing of infrastructure projects for water, solid waste and wastewater in Savur and Dereici
	2.2.2. Preparing/updating and implementing of infrastructure projects for energy, lighting and communications in Savur and Dereici
	2.2.3. Improving the quality of urban transport infrastructure and services
	2.2.4. Planning and executing regular and qualified public transport journeys among Mardin, Midyat and Savur

2.3. Strengthening the position of Savur and Dereici on Mardin-Savur-Midyat and Batman highway routes	2.3.1. Developing transport infrastructure associated with Mardin-Savur-Midyat and Batman highway routes
3.1. Turning Savur and Dereici into an attraction point for visitors by branding their rich cultural and natural values	3.1.1. Determining the tourism potential of Savur and Dereici
	3.1.2. Determining the tourism products of Savur and Dereici
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 Savur and Dereici	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 their production and conducting branding work
3.4. Strengthening the brand values of Savur and Dereici by national and international innovative methods	3.4.1. Preparation of promotion and communication strategy for Savur and Dereici
	3.4.2. Preparation and organization of calendar events that will highlight unique features of Savur and Dereici
	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. Preparing and implementing Savur Art Village Project
	3.4.7. Organizing national and international events in the framework of the themes determined and participate in national and international events in order to promote Savur and to Dereici
	3.4.8. Establishment of the program of Introducing volunteers
	3.4.9. Organizing campaigns for promotion and support
	3.4.10. To be included in the international cooperation, brand and registration network
	3.4.11. Preparation and submission of the UNESCO

	nomination file
3.5. Evaluation of Savur and Dereici as visit and accommodation points on trip itineraries	3.5.1. Provision of inclusion of Savur and Dereici in the current trip programs of tourism and travel companies
	3.5.2. Carrying out the revitalization work of Savur route of the Silk Road
4.1. Strengthening visitor services infrastructure	4.1.1. Setting out principles of utilization, maintenance and operation for facility services such as 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 Savur and Dereici
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 Savur
	4.3.5. Establishment of a city museum for visitors of Savur

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 Savur and Dereici	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 training programs for local governments and NGOs on the protection of natural and cultural assets, 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 which will be held in the neighbourhoods of Savur
	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 training 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
	6.1.7. Organizing information sessions for local people about excavation works and visit the excavation sites
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
	7.2.4. Transferring emergency-risk action plans into all scales of spatial and strategic plans
	7.2.5. Creating expert and volunteer emergency 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 Savur and Dereici
	8.1.3. Organizing capacity building programs for the public sector
8.2. Ensuring the participation of the people in the region to 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 and operation of the site 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
	8.3.2. Creating Site Management Plan online database, monitoring and impact assessment system and ensure the access of stakeholders

2.2.1. Cultural Assets, Conservation and Planning

“Preparation of plans for cultural assets with a holistic approach by observing conservation and utilization equilibrium” determined as the main policy for Cultural Assets, 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 Savur and Dereici”* and *“Acquisition of cultural heritage to tourism in Savur and Dereici 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 Savur and Dereici

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

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

Objective 1.2. Acquisition of cultural heritage to tourism in Savur and Dereici 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 Savur is critically important and considered under this target.

The use of appropriate technology with the original and the right material in restoration work of cultural assets, laundry, mill and the mansions that constituting civil architecture samples in the area, and gaining function to serve mansions for tourism is included under

this objective. Making the excavation and restoration work in Savur castle and Mor Abay monastery are also considered under this objective.

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

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

Thematic Area-1 CULTURAL ASSESTS, 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 Savur and Dereici	1.1.1. Preparation of landscape and street rehabilitation projects by disclosing the local originality of Savur	Savur Municipality, Mardin Metropolitan Municipality, Diyarbakır Regional Council for the Conservation of Cultural Property	GAP RDA, Provincial Directorate of Culture and Tourism, Dicle Development Agency	Medium Term (3 years)	– The number of implemented projects about landscaping and street rehabilitation
	1.1.2. Determining camping, horse riding, cycling, hiking areas and routes	Ministry of Youth and Sports, Savur Municipality, Mardin Metropolitan Municipality, Ministry of Culture and Tourism	Mardin Provincial Directorate of Youth and Sports, Provincial Directorate of Culture and Tourism, GAP RDA, NGOs	Medium Term (2 years)	– The number and size of the areas identified for camping activity – The routes defined for biking, riding and hiking
1.2. Acquisition of cultural heritage to tourism in Savur and Dereici 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, Diyarbakır Regional Council for the Conservation of Cultural Property	GAP RDA, Savur Municipality, Dicle Development Agency, Mardin Artuklu University	Medium Term (3 years)	– Fixated and registered archaeological areas – Number of launched excavation
	1.2.2. Ensuring the use of original and right material with appropriate technology	Provincial Directorate of Culture and Tourism	Savur Municipality, Dicle Development	Medium Term (3 years)	– The number of places restoration work

	in the restoration work		Agency, GAP RDA		completed
	1.2.3. Doing research for funds to ensure the continuity of excavation and restoration work	Provincial Directorate of Culture and Tourism	Savur Municipality	Long Term (5 years)	<ul style="list-style-type: none"> – The amount of special budget and local funds developed for excavations – The amount of financial support provided from the private sector and NGOs
	1.2.4. Conducting excavation work at archaeological protected areas	Provincial Directorate of Culture and Tourism, Museum Directorate, Diyarbakir Regional Council for the Conservation of Cultural Property	Savur Municipality, Mardin Artuklu University	Long Term (5 years)	– Findings from areas that excavation work performed (Savur Castle, Mor Abay Monastery)
	1.2.5. Carrying out restoration and functionalizing work of proprietary structures	Provincial Directorate of Culture and Tourism, Diyarbakir Regional Council for the Conservation of Cultural Property, Directorate General of Foundations	Savur Municipality, Mardin Artuklu University	Long Term (5 years)	<ul style="list-style-type: none"> – Number of houses, mansions, laundry facilities and mills that restoration work completed – Number of houses, mansions, laundry facilities and mills that are functionalized for tourism purposes (culture houses, museums, restaurants, exhibition halls, etc.).

2.2.2. Accessibility, Physical and Technical Infrastructure

Under Accessibility, Physical and Technical Infrastructure Thematic Area "Provision of "visitor circulation" in tourism points and improving transport and physical infrastructure" determined as the main policy. In order to implement this policy following 3 objectives have been defined; *"Facilitation of visitor circulation in the area"*, *"Strengthening urban transport and infrastructure quality"* and *"Strengthening the position of Savur and Dereici on Mardin-Savur-Midyat and Batman highway routes"*.

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 Savur and Dereici 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 etc. 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. Strengthening urban transport and infrastructure quality

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

Objective 2.3. Strengthening the position of Savur and Dereici on Mardin-Savur-Midyat and Batman highway routes

This objective includes the works of strengthening transport infrastructure conducted with Mardin-Savur-Midyat and Batman highway routes in such a way as to cover Savur and Dereici.

9 activities have been identified for the above mentioned 3 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	Savur Municipality, Mardin Metropolitan Municipality	Provincial Directorate of Culture and Tourism	Short Term (2 years)	– Effective functioning transport routes, and parking implementations made in accordance with adequate standards
	2.1.2. For circulation of visitors and their access to important touristic spots, designing transport network systems of pedestrian, cycling etc.	Savur Municipality, Mardin Metropolitan Municipality	Provincial Directorate of Culture and Tourism, Mardin Artuklu University, Dicle Development Agency	Short Term (2 years)	– Pedestrian and bicycle network system working effectively in Savur
	2.1.3. Increasing the accessibility of disadvantaged groups in the area (disabled, elderly, pregnant women visitors and so on.)	Savur Municipality, Mardin Metropolitan Municipality, Ministry of Family and Social Policies	Provincial Directorate of Culture and Tourism, NGOs	Medium Term (3 years)	– Disabled access maps and signs – Disabled ramp and elevators – The establishment of the signalling system for disabled
	2.1.4. Preparing special marking and orientation signage on the transport network of vehicle,	Savur Municipality, Mardin Metropolitan Municipality	GAP RDA, Mardin Artuklu University, Dicle	Short Term (2 years)	– Pedestrian and bicycle network system working effectively in Savur

	pedestrian and bicycle		Development Agency		
2.2. Strengthening urban transport and infrastructure quality	2.2.1. Preparing/updating and implementing of infrastructure projects for water, solid waste and wastewater in Savur and Dereici	Savur Municipality, Mardin Metropolitan Municipality	İlbank A.Ş., Provincial Directorate of Environment and Urbanization, Provincial Directorate of Health, İŞKUR	Medium Term (3 years)	<ul style="list-style-type: none"> – Number of placed waste containers – Number of implemented water and wastewater projects – Number of implemented solid waste management plan
	2.2.2. Preparing/updating and implementing of infrastructure projects for energy, lighting and communications in Savur and Dereici	Savur Municipality, Ministry of Energy and Natural Resources	Mardin Metropolitan Municipality, Provincial Directorate of Culture and Tourism, İlbank A.Ş.	Medium Term (3 years)	<ul style="list-style-type: none"> – The increase in renewable and efficient energy use – Lightening of the priority areas
	2.2.3. Improving the quality of urban transport infrastructure and services	Mardin Metropolitan Municipality, Savur Municipality	Provincial Directorate of Culture and Tourism, General Directorate of Highways, İlbank A.Ş.	Medium Term (3 years)	<ul style="list-style-type: none"> – Increase in the qualifications of the city road network – Increase in the quality of public transport and services
	2.2.4. Planning and executing regular and quality public transport journey among Mardin, Midyat and Savur	Mardin Metropolitan Municipality, Savur Municipality	Provincial Directorate of Culture and Tourism, General Directorate of Highways, İlbank A.Ş.	Medium Term (3 years)	<ul style="list-style-type: none"> – The start of regular and quality public transport journeys among Mardin Midyat and Savur
2.3. Strengthening the position of Savur and Dereici on Mardin-Savur-Midyat and Batman highway routes	2.3.1. Developing transport infrastructure associated with Mardin-Savur-Midyat and Batman highway routes	General Directorate of Highways, Mardin Metropolitan Municipality	Savur Municipality, Provincial Directorate of Culture and Tourism	Medium Term (3 years)	<ul style="list-style-type: none"> – Increasing the quality of road transportation among Mardin-Savur-Midyat and Savur-Batman

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 Savur and Dereici into an attraction point for visitors by branding their rich cultural and natural values

Primarily unique value of historical and cultural tourism potential of Savur and Dereici will be determined because of their location and establishment in a region called the Northern part of Mesopotamia at the intersection and interaction of very important cultures, religions and languages.

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; the masonry, original architecture, unique urban pattern, Savur Fortress, laundries (Haci Abdullah Bey Square, Necmettin Kaya, Omer Bey Hamza Aga Mehmet Tevfik), Mills (Asim Fidan, Besim Bey, Hüsnu Pir İsa, Temur Bey), Traditional Houses (Abdullatif Uzbek House, Hacı Bey Mansion, Bahattin Erdem House, Enver Aras House, Asim Fidan House, Ismail Kaymaz House, Hakkı Aytac House, Necmettin Kaya House, Adnan Kaya House) and Square Fountain etc. along with the values of Dereici village such as historically hosted many civilizations and religions and three Christian churches existing with original unique structure can be used for promotion and branding of Savur 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 Savur and Dereici, 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 Savur and Dereici specific oral literature and oral history products as promotional products will be carried out under this objective.

Objective 3.3. Increasing the visibility of brand values that will be created for Savur and Dereici

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 the production and branding studies by determining local products to be used for tourism and promotional purposes.

Objective 3.4. Strengthening the brand values of Savur and Dereici by national and international innovative methods

Under this objective the following activities will be carried out;

- Preparing the promotion and communication strategy for Savur and Dereici
- Preparation and organization of calendar events that will highlight unique features of Savur and Dereici
- 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
- Preparing and implementing Savur Art Village Project
- Organizing national and international events in the framework of the themes determined and participate in national and international events in order to promote Savur and to Dereici
- Establishment of the program of promotion volunteers
- Organizing campaigns for promotion and support
- To be included in the international cooperation, brand and registration networks
- Preparation and submission of the UNESCO nomination file

Objective 3.5. Evaluation of Savur and Dereici as visit and accommodation points on trip itineraries

Inclusion of the provision of Savur and Dereici into existing trip programs of tourism and travel companies and revitalization of the Savur 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 21 activities have been identified. These objectives and additional information related to the activities are given in Table 3.

Table 3. Objectives and Activities of 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 Savur and Dereici into an attraction point for visitors by branding their rich cultural and natural values	3.1.1. Determining the tourism potential of Savur and Dereici	Provincial Directorate of Culture and Tourism	GAP RDA, Savur Municipality, NGOs, Dicle Development Agency	Short Term (2 years)	– Number of printed book/brochure in different languages
	3.1.2. Determining the tourism products of Savur and Dereici	Provincial Directorate of Culture and Tourism, Savur Municipality	Savur 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, Savur Municipality, Mardin Metropolitan Municipality, NGOs, Mardin Artuklu 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, Savur Municipality, NGOs, Private Sector	Short Term (2 years)	– Number of narrated historical event, people and cultural values
3.3. Increasing the visibility of brand values that will be created for Savur and	3.3.1. Making site-specific logo/corporate identity design	GAP RDA, Savur Municipality	Provincial Directorate of Culture and Tourism, NGOs, Private	Medium Term (3years)	– The widespread use of the logo and corporate identity by local institutions and

Dereici			Sector		organizations
	3.3.2. Preparation and dissemination of site-specific audio-visual and printed promotional products (Clip, advertising film, brochures, souvenirs, etc.)	Savur Municipality	Provincial Directorate of Culture and Tourism, NGOs, Private Sector	Medium Term (3years)	– The number of visual and promotional films produced
	3.3.3. Preparing and disseminating the tourism web portal and mobile applications	Savur Municipality	Provincial Directorate of Culture and Tourism, NGOs, Private Sector	Medium Term (3years)	– The number of users who visited Internet portal,
	3.3.4. Identifying local products that will be used for tourism and promotional purposes, supporting their production and conducting branding work	Savur Municipality	Provincial Directorate of Culture and Tourism, NGOs, Private Sector	Medium Term (3years)	– The number of souvenirs designed and manufactured – Number of agricultural brand products determined, registered and geographical indications received
3.4. Strengthening the brand values of Savur and Dereici by national and international innovative methods	3.4.1. Preparing the promotion and communication strategy of Savur and Dereici	Savur Municipality, Savur 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 calendar events that will highlight unique features of Savur and Dereici	Savur Municipality, Savur 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 media and written representatives	Savur Municipality, Savur District Governorship	Provincial Directorate of Culture and Tourism, GAP RDA, NGOs, Private Sector	Medium Term (4 years)	– Organized trips for the written and visual media representatives, – The number of members of the press attended to this trips and the number of establishments
	3.4.4. Performing and sharing traditional life activities with	Savur Municipality, Savur District Governorship	Provincial Directorate of Culture and Tourism, GAP	Medium Term (4years)	– The number of events held in conjunction with the visitors

	visitors, and establish "experimental experience workshops"		RDA, NGOs, Private Sector		
	3.4.5. Organizing hiking, bike tours, riding activities	Savur Municipality, Savur District Governorship	Provincial Directorate of Culture and Tourism, GAP RDA, NGOs, Private Sector	Medium Term (4 years)	– Organized hiking, cycling, riding events and the number of participants
	3.4.6. Preparing and implementing Savur Art Village Project	Savur Municipality, Savur District Governorship	Provincial Directorate of Culture and Tourism, GAP RDA, NGOs, Private Sector	Medium Term (4 years)	– The number of events and participants held in the Art Village
	3.4.7. Organizing national and international events in the framework of the themes determined and participate in national and international events in order to promote Savur and to Dereici	Savur Municipality, Savur District Governorship	Provincial Directorate of Culture and Tourism, GAP RDA, NGOs, Private Sector	Medium Term (3 years)	– The number of events and meetings attended
	3.4.8. Establishment of the program of Introducing volunteers	Savur Municipality, Savur 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
	3.4.9. Organizing campaigns for promotion and support	Savur Municipality, Savur District Governorship	Provincial Directorate of Culture and Tourism, GAP RDA, NGOs, Private Sector	Medium Term (4 years)	– Number of organized campaigns and provided financial / in-kind support
	3.4.10. To be included in the international cooperation, brand and registration network	Savur Municipality, Savur District Governorship	Provincial Directorate of Culture and Tourism, GAP RDA, NGOs, Private Sector	Medium Term (3 years)	– The number of international meetings attended – The number of new membership of initiatives
	3.4.11. Preparation and submission of the UNESCO nomination file	Savur Municipality, Savur District Governorship	Provincial Directorate of Culture and Tourism, GAP RDA, NGOs, Private Sector	Medium Term (3 years)	– Inclusion of Savur into UNESCO's World Heritage List

3.5. Evaluation of Savur and Dereici as visit and accommodation points on trip itineraries	3.5.1. Provision of inclusion of Savur and Dereici in the current trip programs of tourism and travel companies	Savur Municipality, Savur District Governorship	Provincial Directorate of Culture and Tourism, GAP RDA	Medium Term (3 years)	<ul style="list-style-type: none"> - Inclusion of Savur to GAP Region tour programs - The increase in the number of tours coming to Savur
	3.5.2. Carrying out the revitalisation work of Savur route of the Silk Road	Savur Municipality, Savur District Governorship	Provincial Directorate of Culture and Tourism, GAP RDA	Medium Term (3 years)	<ul style="list-style-type: none"> - Inclusion of Savur to GAP Region tour programs - The increase in the number of tours coming to Savur

2.2.4. Tourism Service Infrastructure and Effective Visitor Management

Under the title of Tourism Services Infrastructure and Effective Visitor Management; "The development of the service quality of field, the creation of an effective visitor management structure 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 issues that promotes the conservation and utilization equilibrium

Objective 4.1. Strengthening visitor services infrastructure

Under these objective;

- Strengthening 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 units etc. to highlight the local originalities
- Boarding house implementations in Savur and Dereici 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 business 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 Plans 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 Savur
- Establishment of a city museum for visitors of Savur.

Under the title of Tourism Infrastructure and Effective Visitor Management Service 3 objectives and depending on these a total of 13 activities have been identified. These objectives and additional information related to the activities are given in Table 4.

Table 4. Objectives and Activities of 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 issues that promotes the conservation and utilization equilibrium					
Objectives	Activities	Responsible Institution(s)	Supporting Institution(s)	Target Date	Performance Indicators
4.1. Strengthening visitor services infrastructure	4.1.1. Setting out principles of utilization, maintenance and operation for facility services such as accommodation, catering and souvenir sales unit and so on.	Savur Municipality, Savur 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	Savur Municipality, Savur District Governorship	Provincial Directorate of Culture and Tourism, GAP RDA	Long Term (5 years)	– The number of renovated and functionalized buildings in accordance with the principles set out
	4.1.3. Development of the boarding house implementations in Savur and Dereici	Savur Municipality, Savur District Governorship	Provincial Directorate of Culture and Tourism, GAP RDA	Long Term (5 years)	– Number of people trained on the subject of 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, Savur District Governorship	GAP RDA, Savur Municipality, Governorship of Mardin, Dicle Development Agency, KOSGEB	Long Term (5 years-continuous)	– The number of trained tourism business owners and staff

	4.2.2. Training certified and qualified local guides	Provincial Directorate of Culture and Tourism, Savur District Governorship	GAP RDA, Savur Municipality, Governorship of Mardin, Dicle Development Agency, KOSGEB	Long Term (5 years-continuous)	– The number of certified local guides
	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, Savur District Governorship	GAP RDA, Savur Municipality, Governorship of Mardin, Dicle Development Agency, KOSGEB	Long Term (5 years-continuous)	– Number of training seminars and participants – The number of business license application
	4.2.4. Providing training, financial and technical support to improve the quality of business administrators	Provincial Directorate of Culture and Tourism, Savur District Governorship	GAP RDA, Savur Municipality, Governorship of Mardin, Dicle Development Agency, KOSGEB	Long Term (5 years)	– The number of enterprises benefiting from national and international financial supports
4.3. Implementation of an effective visitor management	4.3.1. Preparing a comprehensive and applicable "visitor management issues plan" including risk management by a team comprising of relevant field experts	Savur Municipality, Savur District Governorship	Provincial Directorate of Culture and Tourism, NGOs, GAP RDA	Medium Term (3 years)	– The number of institutions contributed to the preparation of visitor management plan
	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	Savur Municipality, Savur District Governorship	Provincial Directorate of Culture and Tourism, GAP RDA, NGOs, Private Sector	Long Term (5 years)	– The number of institutions which included the visitor management plan into their corporate strategy and contributed to the implementation

	4.3.3. Conducting periodic visitor request and satisfaction surveys and in accordance with their results update the visitor management plan	Savur Municipality, Savur District Governorship	Provincial Directorate of Culture and Tourism, GAP RDA, NGOs, Private Sector	Long Term (5 years)	<ul style="list-style-type: none"> – The number of on-going research – The number of visitors reached by the research – Realization level of visitor management plan activities
	4.3.4. Establishment of a visitor centre that will meet the needs of visitors of Savur	Savur Municipality, Savur District Governorship	Provincial Directorate of Culture and Tourism, GAP RDA, NGOs, Private Sector	Long Term (5 years)	<ul style="list-style-type: none"> – The number of visitors benefited from the visitor centre
	4.3.5. Establishment of a city museum for visitors of Savur	Savur Municipality, Savur District Governorship	Provincial Directorate of Culture and Tourism, GAP RDA, NGOs, Private Sector	Long Term (5 years)	<ul style="list-style-type: none"> – 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 Savur and Dereici

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 service delivery quality

Under this objective;

- Prevention of environmental pollution in the area
- Work of resolving the lack of social reinforcement in the area such as street furniture, health cabin, security checkpoints, baby care unit and so on 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 of 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	Mardin Metropolitan Municipality, Ministry of Education, Ministry of Health, Ministry of Youth and Sports	GAP RDA, Savur District Governorship, Savur 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 Savur and Dereici	5.2.1. Promotion of social and cultural activities	Provincial Directorate of Culture and Tourism, Savur Municipality, Savur District Governorship	GAP RDA, Provincial Directorate of National Education, Provincial Directorate of Youth and Sports Mardin Artuklu 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	Mardin Chamber of Commerce, Savur Municipality	Savur District Governorship, Dicle Development Agency, NGOs	Long Term (5 years)	– The number of enterprises 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	Mardin Chamber of Commerce, Savur Municipality	Savur District Governorship, Dicle 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	5.4.1. Prevention of environmental pollution in the	Savur Municipality, Savur District	Mardin Metropolitan Municipality,	Medium Term (3 years)	– Reduction in the number of

service delivery quality	area	Governorship	Mardin Artuklu University, NGOs		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.	Savur Municipality, Savur District Governorship	Mardin Metropolitan Municipality, Mardin Artuklu 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 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 training programs 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 Savur
- Organizing thematic training 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 training 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 visits 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 of 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 their conservation terms	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, Mardin Museum Directorate, Savur District Governorship, Savur Municipality	GAP RDA, Savur Municipality, Governorship of Mardin, Provincial Directorate of National Education, Mardin Artuklu University, NGOs	Long Term (5 years)	<ul style="list-style-type: none"> – The number of seminar and trip participants – The number of female entrepreneurs attempt to establish an enterprise as a result of seminars – The number of issued certificates
	6.1.2. Organizing training programs 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, Savur Municipality, Savur District Governorship	GAP RDA, Savur Municipality, Governorship of Mardin, Provincial Directorate of National Education, Mardin Artuklu University, NGOs	Long Term (5 years)	<ul style="list-style-type: none"> – Organized trainings and number of participants
	6.1.3. Sharing information with public regarding preservation of natural and cultural heritage, relevant legal framework of public administration and implementation of management plan through public meetings which will be held in the	Provincial Directorate of Culture and Tourism, Mardin Museum Directorate, Savur District Governorship, Savur Municipality	GAP RDA, Savur Municipality, Governorship of Mardin, Provincial Directorate of National Education, Mardin Artuklu University, NGOs	Medium Term (3 years)	<ul style="list-style-type: none"> – The number of meetings and presentations made to neighbourhood administrations and residents

	neighbourhoods of Savur				
	6.1.4. Organizing thematic trainings and practical seminar programs for local women the promotion of female entrepreneurship	Provincial Directorate of Culture and Tourism, Savur District Governorship	Savur Municipality, Governorship of Mardin, GAP RDA, Mardin Artuklu University, Neighbourhood Administrations, NGOs	Long Term (5 years)	<ul style="list-style-type: none"> – The number of female entrepreneurs attempt to establish an enterprise 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, Savur Municipality, Savur District Governorship, Provincial Directorate of Food, Agriculture and Livestock	GAP RDA, Savur Municipality, Governorship of Mardin, Directorate of National Education, Mardin Artuklu University, NGOs	Medium Term (3 years)	<ul style="list-style-type: none"> – Organized trainings and number of participants
	6.1.6. 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	Provincial Directorate of Culture and Tourism, Savur Municipality, Savur District Governorship	GAP RDA, Savur Municipality, Governorship of Mardin, Directorate of National Education, Mardin Artuklu University, NGOs	Long Term (5 years)	<ul style="list-style-type: none"> – The number of people participated in training programs and seminars
	6.1.7. Organizing information sessions for local people about excavation works and visit the excavation site	Provincial Directorate of Culture and Tourism, Savur Municipality, Savur District Governorship	GAP RDA, Savur Municipality, Governorship of Mardin, Directorate of National Education, Mardin Artuklu University, NGOs	Long Term (5 years-continuous)	<ul style="list-style-type: none"> – The number of trip and participant 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 plans and strategies the relevant regional and local authorities
- Organizing disaster and emergency (action plan) seminar programs for local people, local institutions and NGOs
- Transferring emergency-risk action plans into all scales of spatial and strategic plans
- Creating expert and volunteer emergency 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 of Disaster, Emergency State and Risk Management Thematic Area

Thematic Area-7		DISASTER, EMERGENCY 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	Savur Municipality, Savur District Governorship	Provincial Directorate of Environment and Urbanization, Mardin Metropolitan Municipality, Provincial Directorate of Culture and Tourism, Neighbourhood Administrations, NGOs and professional organizations, AFAD	Short Term (2 years)	<ul style="list-style-type: none"> - The number of institutions contributed to the preparation of database - The amount of data collected in the database
	7.1.2. Conducting the risk analysis studies	Savur Municipality, Savur District Governorship	Provincial Directorate of Environment and Urbanization, Mardin Metropolitan Municipality, Provincial Directorate of Culture and Tourism, Neighbourhood Administrations, NGOs and professional organizations, AFAD	Short Term (2 years)	<ul style="list-style-type: none"> - 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 experts	Savur Municipality, Savur District Governorship	Mardin Metropolitan Municipality, Provincial Directorate of Culture and Tourism, Provincial Directorate of	Short Term (2 years)	<ul style="list-style-type: none"> - The number of institutions contributed to the preparation of action plans

			Environment and Urbanization, 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	Savur Municipality, Savur District Governorship	Mardin Metropolitan Municipality, Provincial Directorate of Culture and Tourism, Provincial Directorate of Environment and Urbanization, 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 disaster and emergency (action plan) seminar programs for local people, local institutions and NGOs	Savur Municipality, Savur District Governorship	Mardin Metropolitan Municipality, Provincial Directorate of Culture and Tourism, Provincial Directorate of Environment and Urbanization, 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-risk action plans into all scales of spatial and strategic plans	Savur Municipality, Savur District Governorship	Mardin Metropolitan Municipality, Provincial Directorate of Culture and Tourism, Provincial Directorate of	Medium Term (3 years)	– The spatial and strategic plans that the Action Plan conditions are included in

			Environment and Urbanization, Neighbourhood Administrations, NGOs and professional organizations, AFAD		
	7.2.5. Creating expert and volunteer emergency and disaster response teams within the framework of risk analysis	Savur Municipality, Savur District Governorship	Mardin Metropolitan Municipality, Provincial Directorate of Culture and Tourism, Provincial Directorate of Environment and Urbanization, Neighbourhood Administrations, NGOs and professional organizations, AFAD	Medium Term (3 years)	– The number of employed members of emergency 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 management

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

Under this objective conduction of following studies are foreseen;

- Ensuring the contribution and participation of local civil initiatives, NGOs and professional organizations to the works done by Coordination and Audit Board
- Strengthening capacity of local NGOs and create local civil initiatives for promotion and protection of Savur and Dereici
- Organizing capacity building programs for the public sector.

Objective 8.2. Ensuring the participation of the people in the region to the site management processes

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

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

Under this objective;

- Preparing and implementing a monitoring and evaluation plan for Site 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 of 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 site management	8.1.1. Ensuring the contribution and participation of local civil initiatives, NGOs and professional organizations in the coordination and audit board	Savur Municipality, Savur District Governorship	Savur Municipality, Savur District Governorship, Governorship of Mardin, Mardin Metropolitan Municipality, Mardin Artuklu University, NGOs and professional organizations, GAP RDA	Medium Term (3 years)	– The number of institutions participated in activities and meetings of Site Management Plan and contributed to its implementation
	8.1.2. Strengthening capacity of local NGOs and create local civil initiatives for promotion and protection of Savur and Dereici	Savur Municipality, Savur District Governorship	Savur Municipality, Savur District Governorship, Governorship of Mardin, Mardin Metropolitan Municipality, Mardin Artuklu University, NGOs and professional organizations, GAP RDA	Medium Term (3 years)	– The number of organized seminar programs and participants – The number of informational materials distributed – The number of established local initiatives/NGOs as a result of seminars
	8.1.3. Organizing capacity building programs for the public sector	Savur Municipality, Savur District Governorship	Savur Municipality, Savur District Governorship, Governorship of Mardin, Mardin Metropolitan Municipality, Mardin Artuklu University, NGOs and professional organizations, GAP RDA	Medium Term (3 years)	– The number of seminar participants – The number of informational materials distributed
8.2. Ensuring the participation of the people in the region to the site management processes	8.2.1. Organizing training seminars for Neighbourhood Administrations on site management	Savur Municipality, Savur District Governorship, Provincial Directorate of Culture and Tourism	Provincial/District Education Directorate, Savur Municipality, Savur District Governorship, Governorship of Mardin, Mardin Metropolitan Municipality,	Medium Term (3 years)	– The number of organized seminars – The number of seminar participants – The number of informational materials distributed

			Mardin Artuklu University		
	8.2.2. Organizing training seminars on site management for business owners	Savur Municipality, Savur District Governorship, Provincial Directorate of Culture and Tourism	Provincial/District Education Directorate, Savur Municipality, Savur District Governorship, Governorship of Mardin, Mardin Metropolitan Municipality, Mardin Artuklu University	Medium Term (3 years)	<ul style="list-style-type: none"> - The number of seminar participants - The number of informational materials distributed
	8.2.3. Organizing capacity building programs for teachers	Savur Municipality, Savur District Governorship, Provincial Directorate of Culture and Tourism	Provincial/District Education Directorate, Savur Municipality, Savur District Governorship, Governorship of Mardin, Mardin Metropolitan Municipality, Mardin Artuklu University	Medium Term (3 years)	<ul style="list-style-type: none"> - The number of seminar participants - The number of informational materials distributed
8.3. Establishment and operation of the site 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	Savur Municipality, Provincial Directorate of Culture and Tourism	GAP RDA, Savur District Governorship, Governorship of Mardin, Mardin Metropolitan Municipality, Mardin Artuklu University, NGOs and professional organizations	Medium Term (3 years)	<ul style="list-style-type: none"> - The number of institutions contributed to the preparation of the monitoring plan - The number of public information sharings/publications including development of implementation
	8.3.2. Creating Site Management Plan online database, monitoring and impact assessment system and ensure the access of stakeholders	Savur Municipality, Provincial Directorate of Culture and Tourism	GAP RDA, Savur District Governorship, Governorship of Mardin, Mardin Metropolitan Municipality, Mardin Artuklu University, NGOs and professional organizations	Medium Term (3 years)	<ul style="list-style-type: none"> - The number of Institutions contributed to the creation of an online database and tracking system - The number of institutions benefited, entered and contributed to the monitoring system

3. Formulation of the Action Plan

3.1. Savur Site Management Plan Projects

Savur Site Management Plan projects were created under eight thematic areas. Creation of the *projects based on the* policies, objectives and practice-oriented activities which were determined in the context of Savur 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

Thematic Area	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 PROJECT NUMBER: It represents the Project number constituted under the thematic areas. Exp: T1-P1-1
Policy	This is the main policy which will be taken into account in the studies of each thematic area
Objective/s	Subheadings developed under each policy areas which are necessary for policy implementation
Relevant Activity/ies	Applications that need to be done to achieve the objectives.
Project Name	Title describing each activity or group of activities.
Project Scope/Description	It involves explanatory information about which subject will be discussed and find solution, where it will be implemented and which method will be used.
Responsible Institution	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.
Supporting Institution	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, non-governmental organizations, universities and private sector institutions.
Estimated Implementation Period	It indicates estimated period of time in which the related project can be completed. 1-2 years corresponds to short (S), 3-4 years - medium (M) and 5 years - long (L) of project terms. However these terms are estimated.
Resources	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.
Output	It defines concrete outputs will be achieved by implementation of project.
Performance Indicators	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.

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 Savur and Dereici

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

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

Objective 1.2. Acquisition of cultural heritage to tourism in Savur and Dereici 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

For implementation of the activities 10 projects developed and given below.

Thematic Area - 1	CULTURAL VALUES, CONSERVATION AND PLANNING - T1/P1-1
Policy	1. Preparations of plans for cultural values with a holistic approach by observing conservation and utilization equilibrium
Objective/s	1.1. Preparation of landscaping projects for the development of tourism in Savur and Dereici
Relevant Activity/ies	1.1.1. Preparation of landscape and street rehabilitation projects by disclosing the local originality of Savur
Project Name	Landscape and Street Rehabilitation Projects of Savur and Dereici
Project Scope/Description	<p>With landscaping and street rehabilitation projects of Savur and Dereici local specificities will be revealed.</p> <p>With this project urban design and street rehabilitation work being compatible with the priorities of Conservation Oriented Zoning Plan will be launched in Old Mosque Environment, Abdullah Ozturk Mansion Environment, Grand Bazaar Mosque Square and in the Square located at the intersection of Vatan Street - Hanimeli Street.</p> <p>In the scope of Conservation Oriented Zoning Plan; required studies in coordination with relevant agencies and organizations within the context of the following proposals stated in the "Structural Assessment and Protection Proposal" plan layout will be launched;</p> <ul style="list-style-type: none"> – Facade rehabilitation – Holistic rehabilitation of buildings – Removal of additional floor or wing – Removal of additional floor or wing and facade improvements – Practice of traditional facade – Collapse of the upper floor or pulled back <p>In addition, ensuring coordination between the relevant institutions in accordance with the decision of Conservation Oriented Zoning Plan the dominant point of the hill where Abdullah Ozturk mansion located will be organized as "viewpoint and terrace". There will not be allowed any use except removable small-scale commercial kiosks in this area.</p>
Responsible Institution	Savur Municipality, Mardin Mardin Metropolitan Municipality, Diyarbakır Regional Council for the Conservation of Cultural Property
Supporting Institution	GAP RDA, Provincial Directorate of Culture and Tourism, Dicle Development Agency
Estimated Implementation Period	Medium Term (3years)
Resources	Ministry of Culture and Tourism, Savur Municipality, NGOs, Private Sector
Output	Landscaping and street rehabilitation projects
Performance Indicators	– The number of implemented projects in landscaping and street rehabilitation

Thematic Area - 1	CULTURAL VALUES, CONSERVATION AND PLANNING - T1/P1-2
Policy	1. Preparations of plans for cultural values with a holistic approach by observing conservation and utilization equilibrium
Objective/s	1.1. Preparation of landscaping projects for the development of tourism in Savur and Dereici
Relevant Activity/ies	1.1.2. Determining camping areas, viewpoints, horse riding, cycling, hiking areas and the routes
Project Name	Determination project of camping areas and horse riding, cycling, hiking routes in Savur and Dereici
Project Scope/Description	With this project, work for determination of known and potential areas and routes for camping, horse riding, biking and hiking will be carried out. In this context, Savur Stream and surroundings, Savur Castle and its surroundings, the caves in northern slope of Dereici village and so on areas will be evaluated.
Responsible Institution	Ministry of Youth and Sports, Savur Municipality, Mardin Metropolitan Municipality, Ministry of Culture and Tourism
Supporting Institution	Mardin Provincial Directorate of Youth and Sports, Provincial Directorate of Culture and Tourism, GAP RDA, NGOs
Estimated Implementation Period	Medium Term (2 years)
Resources	NGOs, Private Sector, Ministry of Youth and Sports, Savur Municipality, Mardin Metropolitan Municipality
Output	Camping areas and the routes defined for cycling, riding and hiking
Performance Indicators	<ul style="list-style-type: none"> – The number and size of the areas identified for camping – Routes defined for biking, riding and hiking

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

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

Thematic Area - 1	CULTURAL VALUES, CONSERVATION AND PLANNING - T1/P1-5
Policy	1. Preparations of plans for cultural values with a holistic approach by observing conservation and utilization equilibrium
Objective/s	1.2. Acquisition of cultural heritage to tourism in Savur and Dereici through excavation and restoration projects and implementations that will be in line with international criteria
Relevant Activity/ies	1.2.3. Doing research for funds to ensure the continuity of excavation and restoration work
Project Name	Resource Development Project for the excavation and restoration work
Project Scope/Description	<p>With regard to excavation and restoration work; due to the problems arising from the allocation of adequate funds and personnel emerges 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 the NGO and private sector will be investigated.</p>
Responsible Institution	Provincial Directorate of Culture and Tourism
Supporting Institution	Savur Municipality
Estimated Implementation Period	Long Term (5 years)
Resources	Ministry of Culture and Tourism, NGOs, Private Sector, Dicle Development Agency
Output	– Excavations presents continuity
Performance Indicators	<ul style="list-style-type: none"> – Special budget and local fund amount developed for excavations – The amount of financial support provided from the private sector and NGOs

Thematic Area - 1	CULTURAL VALUES, CONSERVATION AND PLANNING - T1/P1-6
Policy	1. Preparations of plans for cultural values with a holistic approach by observing conservation and utilization equilibrium
Objective/s	1.2. Acquisition of cultural heritage to tourism in Savur and Dereici through excavation and restoration projects and implementations that will be in line with international criteria
Relevant Activity/ies	1.2.4. Conducting excavation work at archaeological protected areas
Project Name	Savur Castle Excavation Project
Project Scope/Description	<p>Savur Castle was built by the Byzantines to protect against the Sassanid's, it is in ruins today.</p> <p>The plain area bounded by the sprawling castle in the north – south direction, is believed to be the first residential area. But none of these buildings reached today.</p> <p>Today walls forming the castle consist in remnants also. A rock tomb chamber in the Southeast, and its west the south gate located in its west. The barrel-vaulted upper cover of the door which is widely in ruins is partially standing tall. The ruins of eastern, western and northern walls of the castle can be seen on the rocks.</p> <p>Savur Castle layout will be revealed and unknown questions will be illuminated by the excavation to be conducted in the scope of this project.</p>
Responsible Institution	Provincial Directorate of Culture and Tourism, Museum Directorate, Diyarbakır Regional Council for the Conservation of Cultural Property
Supporting Institution	Savur Municipality, Mardin Artuklu University
Estimated Implementation Period	Long Term (5 years)
Resources	Ministry of Culture and Tourism, İŞKUR , NGOs, Private Sector
Output	– Savur Castle excavation work
Performance Indicators	– Findings of Savur Castle

Thematic Area - 1	CULTURAL VALUES, CONSERVATION AND PLANNING - T1/P1-7
Policy	1. Preparations of plans for cultural values with a holistic approach by observing conservation and utilization equilibrium
Objective/s	1.2. Acquisition of cultural heritage to tourism in Savur and Dereici through excavation and restoration projects and implementations that will be in line with international criteria
Relevant Activity/ies	1.2.4. Conducting excavation work at archaeological protected areas
Project Name	Mor Abay Monastery Excavation Project
Project Scope/Description	<p>Mor Abay Monastery partly collapsed, only the walls and some parts survived. Monasteries in Dereici village have been shaped according to the location where they have been built in the steep and rocky terrain.</p> <p>In this project, by the excavation work; remaining parts of the Mor Abay Monastery under the ground will be revealed, restoration work will be conducted and opened for tourism.</p>
Responsible Institution	Provincial Directorate of Culture and Tourism, Museum Directorate, Diyarbakır Regional Council for the Conservation of Cultural Property
Supporting Institution	Savur Municipality, Mardin Artuklu University
Estimated Implementation Period	Long Term (5 years)
Resources	Provincial Directorate of Culture and Tourism, Savur Municipality, İŞKUR, NGOs, Private Sector
Output	– Mor Abay Monastery excavation work
Performance Indicators	– Findings of Mor Abay Monastery

Thematic Area - 1	CULTURAL VALUES, CONSERVATION AND PLANNING - T1/P1-8
Policy	1. Preparations of plans for cultural values with a holistic approach by observing conservation and utilization equilibrium
Objective/s	1.2. Acquisition of cultural heritage to tourism in Savur and Dereici through excavation and restoration projects and implementations that will be in line with international criteria
Relevant Activity/ies	1.2.5. Carrying out restoration and functionalizing work of proprietary structure
Project Name	Restoration and Functionalizing Project for the Proprietary Structure in Savur and Dereici
Project Scope/Description	<p>Savur traditional houses and mansions could not keep pace with today's changing requirements in terms of comfort and handling. Therefore, these structures made primarily for residential housing purposes were abandoned and reinforced concrete buildings constructed.</p> <p>Functions of some buildings have been changed and used as house hostels. Such a transformation is a positive development in terms of the protection of traditional civil architecture. This usage reflecting the history and lifestyle of Savur is an important factor in reviving the tourism potential. The transformation of the traditional houses and mansions of Savur and use for tourism purposes will be discussed and detailed work will be done with this project.</p> <p>In this context, primarily below listed houses and mansions will be restored and will be submitted to tourism services.</p> <p>The Board approved: Haci Abdullah Bey Mansion</p> <p>Pending approval of the Board: Bahattin Demir, Sefik Demir and Zeki Ayaz house</p> <p>Surveying and restitution approved but restoration project is incomplete: Edip Ozturk House, Irfan Fidan House, Şevki Turgay House</p> <p>Dereici village has a view of museum village with its two-story stone houses with porch, churches and monasteries. There is no settlement except a newly built single-storey house in the village. Since about 1500 years, there is no extant works has been registered. With this project primarily conservation zone of the village will be determined and the registration work of immovable property will be conducted.</p> <p>After preparation of projects and completion of the restitution and restoration work Dereici village houses will be converted into hostels, boutique hotels, cafeterias, etc. by going to changes in function.</p> <p>In addition, the conservation and restoration projects will be prepared for Mor Abay Monastery, Mor Abay Chapel, Mor Dimet Monastery and maintenance and restoration work will be done in accordance with the decision of Diyarbakır Regional Council for the Conservation of Cultural Property.</p>
Responsible Institution	Provincial Directorate of Culture and Tourism, Diyarbakır Regional Council for

	the Conservation of Cultural Property, Directorate General of Foundations
Supporting Institution	Savur Municipality, Mardin Artuklu University
Estimated Implementation Period	Long Term (5 years)
Resources	Ministry of Culture and Tourism, Savur Municipality, Directorate General of Foundations, NGOs, Private Sector
Output	– Traditional houses and mansions diversified for the purpose of tourism
Performance Indicators	<ul style="list-style-type: none"> – Number of houses and mansions that converted to be used for tourism purposes – Number of functions of traditional houses, mansions (culture houses, museums, restaurants, exhibition halls, etc.).

Thematic Area - 1	CULTURAL VALUES, CONSERVATION AND PLANNING - T1/P1-9
Policy	1. Preparations of plans for cultural values with a holistic approach by observing conservation and utilization equilibrium
Objective/s	1.2. Acquisition of cultural heritage to tourism in Savur and Dereici through excavation and restoration projects and implementations that will be in line with international criteria
Relevant Activity/ies	1.2.5. Carrying out restoration and functionalizing work of proprietary structure
Project Name	Savur Laundries Restoration Project
Project Scope/Description	<p>Laundries unique architectural structures of Savur. These structures have been formed and shaped under the influence of geographical features. These structures constructed on the arms of Savur Stream or near by the stream were used both bathroom and laundry purposes in the past.</p> <p>With this project restoration work of the laundries located in Savur will be conducted and be presented to the service of tourism by the use of different functions such as museum, animation and show venues and so on.</p>
Responsible Institution	Provincial Directorate of Culture and Tourism, Diyarbakır Regional Council for the Conservation of Cultural Property
Supporting Institution	Savur Municipality, Mardin Artuklu University
Estimated Implementation Period	Medium Term (3 years)
Resources	Ministry of Culture and Tourism, NGOs, Private Sector
Output	– Restoration work completed Laundries
Performance Indicators	<ul style="list-style-type: none"> – Number of laundries that restoration work completed – Number of laundries that are functionalized for tourism purposes

Thematic Area - 1	CULTURAL VALUES, CONSERVATION AND PLANNING - T1/P1-10
Policy	1. Preparations of plans for cultural values with a holistic approach by observing conservation and utilization equilibrium
Objective/s	1.2. Acquisition of cultural heritage to tourism in Savur and Dereici through excavation and restoration projects and implementations that will be in line with international criteria
Relevant Activity/ies	1.2.5. Carrying out restoration and functionalizing work of proprietary structure
Project Name	Savur Mills Restoration Project
Project Scope/Description	<p>Mills are architectural structures that were constructed by utilizing the excess of the tributaries in Savur. Many of the mills constructed to grind the grain of people and especially of the seigniors have survived.</p> <p>With this project restoration work of the mills located in Savur will be conducted and be presented to the service of tourism by the use of different functions such as museum, animation and show venues and so on.</p>
Responsible Institution	Provincial Directorate of Culture and Tourism, Diyarbakır Regional Council for the Conservation of Cultural Property
Supporting Institution	Savur Municipality, Mardin Artuklu University
Estimated Implementation Period	Medium Term (3 years)
Resources	Ministry of Culture and Tourism, NGOs, Private Sector
Output	– Restoration work completed Mills
Performance Indicators	<ul style="list-style-type: none"> – Number of mills that restoration work completed – Number of mills that are functionalized for tourism purposes

3.1.2. Accessibility, Physical and Technical Infrastructure Projects

Under this Thematic Area “Provision of visitor circulation in tourism points and improving transport and physical infrastructure” is defined as the main policy. Under 3 objectives of this policy there are 9 activities determined.

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 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. Strengthening urban transport and infrastructure quality

2.2.1. Preparing/updating and implementing of infrastructure projects for water, solid waste and wastewater in Savur and Dereici

2.2.2. Preparing/updating and implementing of infrastructure projects for energy, lighting and communications in Savur and Dereici

2.2.3. Improving the quality of urban transport infrastructure and services

2.2.4. Planning and executing regular and qualified public transport journeys among Mardin, Midyat and Savur

2.3. Strengthening the position of Savur and Dereici on Mardin-Savur-Midyat and Batman highway routes

2.3.1. Developing transport infrastructure associated with Mardin-Savur-Midyat and Batman highway routes

For the implementation of the activities 7 projects developed and given below.

Thematic Area - 2	ACCESSIBILITY, PHYSICAL AND TECHNICAL INFRASTRUCTURE - T2/P2-1
Policy	2. Provision of "visitor circulation" in tourism points and improving transport and physical infrastructure
Objective/s	2.1. Facilitation of visitor circulation in the area
Relevant Activity/ies	2.1.1. Identifying vehicle transportation routes and parking areas and making their implementation projects
Project Name	Determination and Implementation Project of Vehicle Transport Routes and Parking Areas
Project Scope/Description	<p>With this project, the applications related with the transport routes and parking areas defined by the current planning studies will be made in such a way as to be consistent with the Site Management Plan priorities and visitors' circulation will be facilitated.</p> <p>Traffic slow down operation that is carried out for the purpose of providing circulation by slowing down vehicle traffic especially in dense urban residential and commercial zones with high pedestrian movement, will be practiced on Cumhuriyet Street consistent with COZP decisions.</p> <p>Operation of slowing down the traffic will be implemented by using curves and applying different types of flooring on the platform separated for transport and designing and using a number of items and materials in order to reduce traffic speed.</p> <p>Parking areas for private cars and tour buses shall be designed in the entrance of Savur and Dereci in such a way as not to disrupt the comfort and peace. These parking areas will be located close to the starting point of walking routes and daily shopping points.</p>
Responsible Institution	Savur Municipality, Mardin Metropolitan Municipality
Supporting Institution	Provincial Directorate of Culture and Tourism
Estimated Implementation Period	Short Term (2 years)
Resources	Mardin Metropolitan Municipality, Savur Municipality, Dicle Development Agency, NGOs
Output	Vehicle Transport Routes and Parking Areas
Performance Indicators	Effective functioning transport routes, parking implementations made in accordance with adequate standards

Thematic Area - 2	ACCESSIBILITY, PHYSICAL AND TECHNICAL INFRASTRUCTURE - T2/P2-2
Policy	2. Provision of "visitor circulation" in tourism points and improving transport and physical infrastructure
Objective/s	2.1. Facilitation of visitor circulation in the area
Relevant Activity/ies	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
Project Name	Transportation Network Project for Pedestrians and Cyclists
Project Scope/Description	With this project visitors' easy access will be provided to services offered in important tourism 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 signage.
Responsible Institution	Savur Municipality, Mardin Metropolitan Municipality
Supporting Institution	Provincial Directorate of Culture and Tourism, Mardin Artuklu University, Dicle Development Agency
Estimated Implementation Period	Short Terms (2 years)
Resources	Mardin Metropolitan Municipality, Savur Municipality, NGOs, Dicle Development Agency, Ministry of Environment and Urbanization
Output	Pedestrian and bicycle networks
Performance Indicators	Pedestrian and bicycle network system working effectively in Savur

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

Thematic Area - 2	ACCESSIBILITY, PHYSICAL AND TECHNICAL INFRASTRUCTURE - T2/P2-4
Policy	2. Provision of "visitor circulation" in tourism points and improving transport and physical infrastructure
Objective/s	2.2. Strengthening urban transport and infrastructure quality
Relevant Activity/ies	2.2.1. Preparing/updating and implementing of infrastructure projects for water, solid waste and wastewater in Savur and Dereici
Project Name	Savur and Dereici Water, Solid Waste and Waste Water Infrastructure Project
Project Scope/Description	<p>With the Project, by reviewing existing water and wastewater infrastructure conditions in Savur and Dereici, activities of repair-alterations, designing projects and construction activities will be conducted.</p> <p>In this context, integrated water and wastewater management approaches like artificial/sowed wetland area purification, reuse will be evaluated.</p> <p>Presence of garbage accumulation in Historical Texture and urban protected areas and inadequate possibilities and staff of municipality about the garbage collection brings some drawbacks.</p> <p>In this context, for garbage collection in sufficient numbers and size of garbage containers will be placed on the determined points. Especially in tourism and summer season, the garbage collection crew will be increased by taking the necessary measures.</p> <p>In Savur and Dereici, beside environmental pollution in order to solve health and hygiene problems necessary precautions will also be taken.</p>
Responsible Institution	Savur Municipality, Mardin Metropolitan Municipality
Supporting Institution	İlbank A.Ş., Provincial Directorate of Environment and Urbanization, Provincial Directorate of Health, İŞKUR
Estimated Implementation Period	Medium Term (3 years)
Resources	GAP RDA, Mardin Metropolitan Municipality, Savur Municipality, Dicle Development Agency, İlbank A.Ş.,
Output	<ul style="list-style-type: none"> – Water and wastewater infrastructure completed Dereici and Savur – Regular garbage collection system established Savur and Dereici
Performance Indicators	<ul style="list-style-type: none"> – Number of placed waste containers – Number of implemented water and wastewater projects – Number of implemented solid waste management plan

Thematic Area - 2	ACCESSIBILITY, PHYSICAL AND TECHNICAL INFRASTRUCTURE - T2/P2-5
Policy	2. Provision of "visitor circulation" in tourism points and improving transport and physical infrastructure
Objective/s	2.2. Strengthening urban transport and infrastructure quality
Relevant Activity/ies	2.2.2. Preparing/updating and implementing of infrastructure projects for energy, lighting and communications in Savur and Dereici
Project Name	Savur and Dereici Energy, Lighting and Communications Infrastructure Project
Project Scope/Description	<p>With the project, repairs and modification, project design, construction activities will be carried out by reviewing the status of the current energy, lighting and communication infrastructure in Savur and Dereici.</p> <p>In this context, renewable energy applications like solar panels, biogas, etc. will be promoted. Applications such as LED lighting and the use of energy-efficient products, development of integrated energy management practices of the facility and so on will be considered as a priority.</p> <p>Savur castle lighting project is completed and approved by Diyarbakır Regional Council for the Conservation of Cultural Property on 18/03/2015.</p> <p>However, because all commercial activities located on the Cumhuriyet Avenue in Savur, the street will be primarily lightened.</p>
Responsible Institution	Savur Municipality, Ministry of Energy and Natural Resources
Supporting Institution	Mardin Metropolitan Municipality, Provincial Directorate of Culture and Tourism, İlbank A.Ş.
Estimated Implementation Period	Medium Term (3 years)
Resources	Mardin Metropolitan Municipality, Savur Municipality, İlbank A.Ş.
Output	– Widespread usage of efficient energy in Savur and Dereici
Performance Indicators	<ul style="list-style-type: none"> – The increase in renewable and efficient energy usage – Lightening of the priority areas

Thematic Area - 2	ACCESSIBILITY, PHYSICAL AND TECHNICAL INFRASTRUCTURE - T2/P2-6
Policy	2. Provision of "visitor circulation" in tourism points and improving transport and physical infrastructure
Objective/s	2.2. Strengthening urban transport and infrastructure quality
Relevant Activity/ies	2.2.3. Improving the quality of urban transport infrastructure and services 2.2.4. Planning and executing regular and qualified public transport journey among Mardin, Midyat and Savur
Project Name	Urban Transport Infrastructure Project
Project Scope/Description	With the project, in Savur and Dereici, public transport possibilities will be developed, visitor tours, scope and quality of infrastructure and services will be increased. By providing regular and high quality public transport trips among Mardin, Midyat and Savur, transport possibilities and the scope and quality of services will be increased.
Responsible Institution	Mardin Metropolitan Municipality, Savur Municipality
Supporting Institution	Provincial Directorate of Culture and Tourism, General Directorate of Highways, İlbank A.Ş.
Estimated Implementation Period	Medium Term (3 years)
Resources	Mardin Metropolitan Municipality, Savur Municipality, İlbank A.Ş.
Output	– Increased number of public transport services
Performance Indicators	– Increase in the qualifications of the city road network – Increase in the quality of public transport vehicles and services – The start of regular and qualified public transport journeys among Mardin Midyat and Savur

Thematic Area - 2	ACCESSIBILITY, PHYSICAL AND TECHNICAL INFRASTRUCTURE - T2/P2-7
Policy	2. Provision of "visitor circulation" in tourism points and improving transport and physical infrastructure
Objective/s	2.3. Strengthening the position of Savur and Dereici on Mardin-Savur-Midyat and Batman highway routes
Relevant Activity/ies	2.3.1. Developing transport infrastructure associated with Mardin-Savur-Midyat and Batman highway routes
Project Name	Project for Strengthening the Transport Infrastructure in Savur
Project Scope/Description	<p>With the project, in transportation Master Plan carried out by Mardin MM, arrangements for increasing accessibility of Savur will be provided.</p> <p>Taking into account Site Management Plan recommendations about accelerating of on-going Mardin-Savur road work, the construction of route of Mardin and Batman over Savur, and preparation of transportation master plan will be provided.</p>
Responsible Institution	General Directorate of Highways, Mardin MM
Supporting Institution	Savur Municipality, Provincial Directorate of Culture and Tourism
Estimated Implementation Period	Medium Term (3 years)
Resources	General Directorate of Highways
Output	– The completion of the road work of Mardin-Savur
Performance Indicators	– Increasing the quality of road transportation among Mardin-Savur-Midyat and Savur-Batman

3.1.3. Tourism Oriented Promotion and Branding Projects

Under this Thematic Area "Promotion and branding of the Area's cultural values at national and international level" is determined as the main policy. There are 21 activities under 5 objectives of this policy.

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

3.1. Turning Savur and Dereici into an attraction point for visitors by branding their rich cultural and natural values

3.1.1. Determining the tourism potential of Savur and Dereici

3.1.2. Determining the tourism products of Savur and Dereici

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 Savur and Dereici

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 their production and conducting branding work

3.4. Strengthening the brand values of Savur and Dereici by national and international innovative methods

3.4.1. Preparing the promotion and communication strategy of Savur and Dereici

3.4.2. Preparing and organizing calendar events that will highlight unique features of Savur and Dereici

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 Preparing and implementing Savur Art Village Project

3.4.7. Organizing national and international events in the framework of the determined and participate in national and international events in order to promote Savur and Dereici

3.4.8. Establishment of the program of introducing volunteers

3.4.9. Organizing campaigns for promotion and support

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

3.4.11. Preparation and submission of the UNESCO nomination file

3.5. Evaluation of Savur and Dereici as visit and accommodation points on trip itineraries

3.5.1. Provision of inclusion of Savur and Dereici in the current trip programs of tourism and travel companies

3.5.2. Carrying out the revitalisation work of Savur route of the Silk Road

For implementation of the activities 9 projects developed and given below.

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 Savur and Dereici 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 Savur and Dereici
Project Name	Tourism Potential Determination Project in Savur and Dereici
Project Scope/Description	<p>With the project, tourism potential of Savur and Dereici established in the North of the Mesopotamia region and in a geography in which very important cultures, religions and languages intersect and affect each other will be investigated extensively in terms of different types of tourism and will be printed.</p> <p>History and cultural tourism possibilities definition study; History and cultural tourism consists of activities with purposes of seeing works of art, historical buildings, and ruins of ancient civilizations like ancient cities and investigation of local culture.</p> <p>Historical and cultural tourism potential of Savur and Dereici is in a very high level because of their historical and cultural values. In this context, areas could be evaluated for historical and cultural tourism that have potential and could be brand value will be considered extensively in order to increase visit possibilities and number of visitors.</p> <p>Primarily areas will be considered and become brand value;</p> <ul style="list-style-type: none"> - Masonary - The original architecture - The original urban pattern - Savur Castle - Laundries (Haci Abdullah Bey, Square, Necmettin Kaya, Omer Bey, Hamza Aga, Mehmet Tevfik) - Mills (Asim Fidan, Besim Bey. Husnu, Pir İsa, Temur Bey) - Traditional Houses (Abdullatif Ozbek House, Haci Bey Mansion, Bahattin Erdem House, Enver Aras House, Asim Fidan House, Ismail Kaymaz House, Hakki Aytac House, Necmettin Kaya House, Adnan Kaya House) - Square Fountain <p>Nature tourism possibilities definition study; Nature tourism is including activities of 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.</p> <p>In this context, Savur River, mountainous areas, valleys, caves around the south and south-western of Savur and in Dereici (Killit) village will be evaluated. Declaration of Savur River as a natural protected area is important in this regard.</p> <p>Faith tourism possibilities definition study; Religious tourism is activities in order to see holy or important places in terms of religion and/or for worship. Savur and Dereici have historically been home to many civilizations and religions. Dereici village has a unique structure because it keeps the three Christian sects churches (Catholic, Orthodox and Protestant churches) together. A large part of the village discharged, only three families</p>

	<p>reside in the village.</p> <p>Primarily areas being considered and able to become brand value in Savur and Dereici;</p> <ul style="list-style-type: none"> – Savur Old Mosque – Savur Grand Mosque – Sitti Legliye Tomb – The Tomb of Sheikh Mohammad Bahaddin – Tomb of Sheikh Abdulhalim – Mor John Church – Mor Mete Church – Dereici Village Protestant Church – Mor Abay Chapel – Mor Abay Monastery – Mor Dimet Monastery – Mor Theoduto Monastery <p>Health tourism possibilities definition study;</p> <p>Health tourism is defined as travels from residence to elsewhere at home or abroad to receive any health care services.</p> <p>In this context, in Savur and Dereici, a comprehensive field study for determination of potential and known areas of health tourism, evaluation of visit possibilities, and visitors’ potential will be conducted. Mor Dimet Monastery will be evaluated as a priority in terms of health tourism.</p>
Responsible Institution	Provincial Directorate of Culture and Tourism
Supporting Institution	GAP RDA, Savur Municipality, NGOs, Dicle Development Agency
Estimated Implementation Period	Short Term (2 years)
Resources	GAP RDA, Savur Municipality, Provincial Directorate of Culture and Tourism
Output	Savur and Dereici Tourism Potentials Book, Brochure
Performance Indicators	Number of printed book/brochure in different languages

Thematic Area - 3	TOURISM ORIENTED PROMOTION AND BRANDING - T3/P3-2
Policy	3. Promotion and branding of the Area's cultural values at national and international level
Objective/s	3.1. Turning Savur and Dereici into an attraction point for visitors by branding their rich cultural and natural values
Relevant Activity/ies	3.1.2. Determining the tourism products of Savur and Dereici
Project Name	Determination Project of Tourism Products
Project Scope/Description	<p>With the project, the original values used for branding and promotion of Site Management Area will be examined in detail, transformed into tourism products and printed. These values are listed below:</p> <ul style="list-style-type: none"> - Laundry and Fountains - Mills, - Churches, - Monasteries, - Mosques, - Savur Castle - Central inn - Graves - Intangible Cultural Assets (e.g. masonry, village bread, etc.)
Responsible Institution	Provincial Directorate of Culture and Tourism, Savur Municipality
Supporting Institution	Savur Municipality, GAP RDA, NGOs, Private Sector
Estimated Implementation Period	Short Term (2 years)
Resources	Ministry of Culture and Tourism, NGOs, Private Sector
Output	Savur and Dereici Tourism Products Book
Performance Indicators	Number of values brought into tourism product

Thematic Area - 3	TOURISM ORIENTED PROMOTION AND BRANDING - T3/P3-3
Policy	3. Promotion and branding of the Area's cultural values at national and international level
Objective/s	3.2. Acquisition of intangible cultural heritage to tourism by detecting and protecting
Relevant Activity/ies	3.2.1. Conducting intangible cultural heritage inventory work
Project Name	Carrying out Project of Intangible Cultural Heritage Inventory in Savur and Dereici
Project Scope/Description	<p>With this Project, a comprehensive inventory work about intangible cultural heritage in Savur and Dereici 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>Identified intangible cultural heritage values will be presented to the attention of visitors with signboard, voiced and video applications, representations on site and exhibits.</p> <p>The issues to be examined primarily in terms of the intangible cultural values in the area are Assyrian culture, stone and wood carving, traditional production, mill culture, laundry culture, wedding tradition, the local food culture.</p>
Responsible Institution	Provincial Directorate of Culture and Tourism
Supporting Institution	GAP RDA, Savur Municipality, Mardin Metropolitan Municipality, Mardin Artuklu University
Estimated Implementation Period	Short Term (2 years)
Resources	Ministry of Culture and Tourism, NGOs, Private Sector
Output	Intangible cultural heritage inventory
Performance Indicators	The number of detected intangible cultural heritage

Thematic Area - 3	TOURISM ORIENTED PROMOTION AND BRANDING - T3/P3-4
Policy	3. Promotion and branding of the Area's cultural values at national and international level
Objective/s	3.2. Acquisition of intangible cultural heritage to tourism by detecting and protecting
Relevant Activity/ies	3.2.2. Narrating the cultural values of the area
Project Name	Narrating Project of Cultural Values in Savur and Dereici
Project Scope/Description	Oral literature and oral history products specific to Savur and Dereici will be determined, their compilation and print as promotional items will be provided. In this context, local legends, stories, will be recorded by benefiting from the experiences of "elderly" people of Savur.
Responsible Institution	Provincial Directorate of Culture and Tourism
Supporting Institution	GAP RDA, Savur Municipality, NGOs, Private Sector
Estimated Implementation Period	Short Term (2 years)
Resources	Ministry of Culture and Tourism, Savur Municipality
Output	Storybook of cultural values
Performance Indicators	Number of narrated historical event, person and cultural values

Thematic Area - 3	TOURISM ORIENTED PROMOTION AND BRANDING - T3/P3-5
Policy	3. Promotion and branding of the Area's cultural values at national and international level
Objective/s	3.3. Increasing the visibility of brand values that will be created for Savur and Dereici
Relevant Activity/ies	<p>3.3.1. Making site-specific logo/corporate identity design</p> <p>3.3.2. Preparation and dissemination of site-specific audio-visual and printed promotional products (Clip, advertising film, brochures, souvenirs, etc.)</p> <p>3.3.3. Preparing and disseminating the tourism web portal and mobile applications</p> <p>3.3.4. Identifying local products that will be used for tourism and promotional purposes, supporting their production and conducting branding work</p>
Project Name	Project of Increasing the Visibility of Brand Values in Savur and Dereici
Project Scope/Description	<p>With the Project, the following activities will be carried out in order to promote and increase visibility of brand values of the area.</p> <p>3.3.1. Site-specific logo and corporate identity design used for promotion of Savur 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. As indicated in the stakeholder analysis, in the logo designed for Savur, poplar tree, Savur Castle, daisy and eagle form can be used as figure. In written and visual material prepared for promotion of Savur, colour of cream, beige yellow and green will be paid attention to choice.</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 and spread by using press tools and opportunities. Promotion film is being prepared by Savur Municipality. Informing of film directors by Area Directorate will be beneficial in order not to determine frame in series and movies against Site Management Plan objectives, socio-cultural structure of the area and promotion principles. In order to gift to visitors who participate various activities (festival, art activity, so on) in the area, products emphasizing originality of the area will be prepared and serviced.</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 Savur and Dereici, 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 Savur and Dereici 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>
Responsible Institution	Savur Municipality

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

Thematic Area - 3	TOURISM ORIENTED PROMOTION AND BRANDING - T3/P3-6
Policy	3. Promotion and branding of the Area's cultural values at national and international level
Objective/s	3.4. Strengthening the brand values of Savur and Dereici by national and international innovative methods
Relevant Activity/ies	3.4.1. Preparing the promotion and communication strategy of Savur and Dereici 3.4.2. Preparing and organizing calendar events that will highlight unique features of Savur and Dereici
Project Name	Preparation of Promotion and Communication Strategy Project of Savur and Dereici
Project Scope/Description	<p>3.4.1. With the Project, promotion and communication strategy and implementation plan which provide promotion and branding of Savur and Dereici 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 Savur and Dereici 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>In this context,</p> <ul style="list-style-type: none"> – Activity of "let's meet at Savur" providing stay overnight will be organized in cooperation with SAVDER from the stakeholders; – In activities organized in regional level, representation of Savur and Dereici will be provided, and special sessions and presentations will be organized; – 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; – Summer schools will be organized by collaborating with related departments of universities. Obtained data and results of this work will be exhibited in Mardin and Savur, recognition of the area through periodical student activities like scientific researches and summer school in youth and higher education institutions will be provided; – Green, water, peace, laundries and so on themed events will be held, – Washing festival, animation work with mannequins in laundries will be carried out; – Traditional plum peeling and drying activity (September); – Activities establishing and enriching the connection of nature and cultural tourism will be organized.
Responsible Institution	Savur Municipality, Savur District Governorship
Supporting Institution	GAP RDA, Provincial Directorate of Culture and Tourism, NGOs, Private Sector
Estimated Implementation Period	Short Term (2 years)
Resources	GAP RDA, Savur Municipality
Output	<ul style="list-style-type: none"> – Savur and Dereici promotion and communication strategy – Tourism and promotion-oriented events calendar
Performance Indicators	<ul style="list-style-type: none"> – Implementation of promotion and communication strategy – Number of activities carried out

Thematic Area - 3	TOURISM ORIENTED PROMOTION AND BRANDING - T3/P3-7
Policy	3. Promotion and branding of the Area's cultural values at national and international level
Objective/s	3.4. Strengthening the brand values of Savur and Dereici by national and international innovative methods
Relevant Activity/ies	<p>3.4.3. Organizing promotional and informational trips for visual media and written representatives</p> <p>3.4.4. Performing and sharing traditional life activities with visitors, and establish "experimental experience workshops"</p> <p>3.4.5. Organizing hiking, bike tours, riding activities</p> <p>3.4.6. Preparing and implementing Savur Art Village Project</p> <p>3.4.9. Organizing campaigns for promotion and support</p>
Project Name	Promotion Project of Savur and Dereici
Project Scope/Description	<p>3.4.3. In order to provide promotion and branding of Savur and Dereici 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 issues will be provided to visit Savur in certain periods and to be shared this travels in media.</p> <p>3.4.4. Atmosphere which provides with visitors experience of life culture, tradition, and custom of the area even for short time period will be constituted, daily activities of local people made together with visitors will be provided. For this activities, some examples are given below:</p> <ul style="list-style-type: none"> – Participation of visitors to collective activities like folk dance and washing in laundries by wearing local clothes; – Establishing workshops for promotion of activities specific to the area and manufacturing together with visitors and organizing activities in these workshops – Ensuring participation of visitors in activities such as stonemasonry, wood processing, agricultural activities, vine-harvest - picking grapes, picking plums, poplar planting, and so on. – Ensuring participation of visitors in the activities like agricultural activities, plantation, harvest, etc. <p>3.4.5. Hiking, bike tours, riding activities will be organized systematically in determined routes in Savur and Dereici.</p> <p>3.4.6. Preparations of Savur Art Village Project whose development works already carried out by Savur Municipality will be completed and implemented.</p> <p>3.4.7. 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 Savur support fund works including businessmen from Savur will</p>

	be held.
Responsible Institution	Savur Municipality, Savur District Governorship
Supporting Institution	Provincial Directorate of Culture and Tourism, GAP RDA, NGOs, Private Sector
Estimated Implementation Period	Medium Term (4 years)
Resources	Savur Municipality, NGOs, Private Sector
Output	– Tourism and promotion-oriented event calendar
Performance Indicators	<ul style="list-style-type: none"> – Organized trips for the written and visual media representatives, members of the press members attended to this trips and the number of establishments – The number of events held in conjunction with the visitors – Organized hiking, cycling, riding events and the number of participants – The number of events and participants held in the Art Village – Number of organized campaigns and provided financial / in-kind support

Thematic Area - 3	TOURISM ORIENTED PROMOTION AND BRANDING - T3/P3-8
Policy	3. Promotion and branding of the Area's cultural values at national and international level
Objective/s	3.4. Strengthening the brand values of Savur and Dereici by national and international innovative methods
Relevant Activity/ies	<p>3.4.7. Organizing national and international events in the framework of the themes determined and participate in national and international events in order to promote Savur and to Dereici</p> <p>3.4.8. Establishment of the program of Introducing volunteers</p> <p>3.4.10. To be included in the international cooperation, brand and registration network</p> <p>3.4.11. Preparation and submission of the UNESCO nomination file</p>
Project Name	Project for Inclusion of Savur and Dereici in International Networks
Project Scope/Description	<p>3.4.7. Scientific meetings, festivals, national and international workshops supporting educational activities conducted in the area integrated with activities highlighting cultural and natural values of the area will be organized.</p> <p>In the process of promotion and branding at national and international level, relevant activities like mainly fairs and scientific activities that could provide contribution and support especially in terms of recognition will be followed and participated.</p> <p>In this context,</p> <ul style="list-style-type: none"> – In the scope of the GAP Action Plan; International Brotherhood of Civilization festival will be organized; – In the scope of regional promotional activities, Savur activities will be held; – In the activities at the regional level, the representation of Savur and Dereici will be ensured and special sessions and presentations will be held. – Savur activities at Mardin Biennial will be organized, attempt to include themes defining Savur like water, stars etc. in thematic scope of the next biennial will be made, making and exhibiting some works of artists in Savur will be provided. – Competitions like short film and photography workshops, photo safari etc. will be organized. – Activities like short film and photography workshops, photo safari etc. that will contribute and support to promotion and branding process in terms of production of visual and audio materials will be organized. – Summer schools will be organized by collaborating with related departments of universities. Obtained data and results of work will be exhibited in the area. Through periodical student activities like scientific researches and summer school, recognition of the Area in youth and higher education institutions will be provided. – Measure drawing work executed by Mardin Artuklu University in 2015 in the village Dereici and the summer school of ITU Faculty of Architecture were conducted in the area. In this context, similar activities will be developed in consultation with other universities. Moreover, attempt to establish Mardin Artuklu University Savur Vocational School including

	<p>appropriate departments for conditions and priorities of the area in order to conduct scientific and practical work in the site.</p> <p>3.4.8. Information, promotion and travel programs for people and institutions voluntarily contributing and supporting to the processes of promotion and branding will be prepared and effective participation and contribution of volunteers to these activities will be provided.</p> <p>3.4.10. Membership process for various organizations and initiatives which contribute and support to process of promotion and branding in terms of international recognition will be started and effective participation and contribution will be provided.</p> <p>Slow food, slow cities, World Historic Association, Ta-Tu-Ta, etc. membership and sister city initiative will be started. In the context of GAP Action Plan, Slow City Savur's presentation will be held.</p> <p>3.4.11. Necessary studies to include Savur in UNESCO World Heritage Tentative List by predicating its historical and cultural values will be made and the official application process will be carried out.</p>
Responsible Institution	Savur Municipality, Savur District Governorship
Supporting Institution	Provincial Directorate of Culture and Tourism, GAP RDA, NGOs, Private Sector
Estimated Implementation Period	Medium Term (3 years)
Resources	Ministry of Culture and Tourism, Savur Municipality, NGOs, Private Sector
Output	<ul style="list-style-type: none"> – International meetings organized for promotional purposes – Application file of Savur for UNESCO World Heritage List
Performance Indicators	<ul style="list-style-type: none"> – The number of events and meetings attended – The number of people involved in the volunteer program – The number of activities supported/organized by volunteers – Number of organized campaigns and provided financial / in-kind support – The number of international meetings attended – The number of new membership of initiatives – Inclusion of Savur into UNESCO's World Heritage List

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

3.1.4. Tourism Service Infrastructure and Effective Visitor Management Projects

Under this title "The development of the service quality of field, the creation of an effective visitor management structure 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 visitor 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 as accommodation, catering, souvenir sales unit and so on by highlighting local features
- 4.1.3. Development of the boarding house implementations in Savur and Dereici

4.2. Increasing the presentation capacity in Tourism Service Facilities

- 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 business 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 issues 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 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 center that will meet the needs of visitors of Savur
- 4.3.5. Establishment of a city museum for visitors of Savur

For implementation of the activities 5 projects developed and given below.

Thematic Area - 4	TOURISM SERVICE INFRASTRUCTURE AND EFFECTIVE VISITOR MANAGEMENT T4/P4-1
Policy	4. Improving the service capacity of the area, effective visitor management issues that promotes the conservation and utilization equilibrium
Objective/s	4.1. Strengthening visitor services infrastructure
Relevant Activity/ies	4.1.1. Setting out principles of utilization, repairs and operation for facility services such accommodation, catering and souvenir sales unit and so on.
Project Name	Determination of Principles for Tourism Business Project in Savur and Dereici
Project Scope/Description	<p>With the Project, service quality with conditions and needs specific to the area will be adapted to national and international standards. Principles determining promotion with right information and methods, provision of 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.</p> <p>Compatible with the Conservation Oriented Zoning Plan decisions, incongruous structures that do not fit into the traditional character of the trade centre will be eliminated rather new buildings appropriate with the original locality and architectural character will be done in accordance with the same gabarite.</p> <p>For disabled, slope of disabled access ramp in archaeological protected areas and district centre should be 8%. In this context, washbasins and toilets and pavements in Savur and Dereici will be provided to service for this goal.</p>
Responsible Institution	Savur Municipality, Savur District Governorship
Supporting Institution	Provincial Directorate of Culture and Tourism, GAP RDA, NGOs, Private Sector
Estimated Implementation Period	Medium Term (3 years)
Resources	Savur Municipality, Provincial Directorate of Culture and Tourism
Output	– Principles Book for Tourism Enterprises
Performance Indicators	– The number of enterprises that make the tourism service quality in line with the principles set

Thematic Area - 4	TOURISM SERVICE INFRASTRUCTURE AND EFFECTIVE VISITOR MANAGEMENT T4/P4-2
Policy	4. Improving the service capacity of the area, effective visitor management issues that promotes the conservation and utilization equilibrium
Objective/s	4.1. Strengthening visitor services infrastructure
Relevant Activity/ies	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 Savur and Dereici
Project Name	Strengthening Tourism Services Infrastructure Project in Savur and Dereici
Project Scope/Description	<p>4.1.2. By determining primarily local originality of buildings like their architectural structure, functions and so on in Savur and Dereici, appropriate buildings will be arranged as boarding house, restaurant, exhibition hall etc. and will be brought into use.</p> <p>While these studies are conducted following statements will be taken into account as specified in the Conservation Oriented Zoning Plan; <i>"In some residential areas function changes for tourism purposes can take place without causing any deterioration of traditional building features. In this context, in compliance with housing construction conditions the buildings can be functionalized as guesthouses, boutique hotels, restaurants, cafes, souvenir sales and so on. Changes in function require complying with the settlement terms in the plan and planning implementation provisions. However, the decision to change the registered structure function in this area with neighbouring parcels registered in one of the structures given by the Conservation Council "will comply with the decision.</i></p> <p><i>However, the decision to change the function of a registered structure in this area with neighbouring parcels is given by the Diyarbakır Regional Council for the Conservation of Cultural Property.</i></p> <p>Caves under the proprietary buildings will be considered in this regard. In this context, as cited in the Conservation Oriented Zoning Plan note "Caves: Due to the geological formation can be easily processed and were dug by hand, from ancient times until today they used as living space, stables, warehouses, cisterns, etc. It is essential to protect the caves in case of repair of the structures, or demolishing and reconstruction. When it is needed to change the intended use of the caves or to re-open, caves may not be taken outside of the parcel boundaries and disruptive excavation done on the building's structural systems.</p> <p>4.1.3. With the Project, house-owners willing to operate boarding house and houses appropriate for this goal will be determined. Necessary training will be given to the house-owners about operation of boarding houses and design of houses.</p> <p>Abdullah Bey Mansion is already being used for this purpose and it constitutes an example for the development of the boarding houses in Savur.</p>

Responsible Institution	Savur Municipality, Savur District Governorship
Supporting Institution	Provincial Directorate of Culture and Tourism, GAP RDA
Estimated Implementation Period	Medium Term (3 years)
Resources	Ministry of Culture and Tourism, Savur Municipality
Output	– Functionalized buildings for tourism service provision
Performance Indicators	<ul style="list-style-type: none"> – Number of functionalized and renovated buildings in accordance with the principles set out – The number of trained people about boarding housing

Thematic Area - 4	TOURISM SERVICE INFRASTRUCTURE AND EFFECTIVE VISITOR MANAGEMENT T4/P4-3
Policy	4. Improving the service capacity of the area, effective visitor management issues that promotes the conservation and utilization equilibrium
Objective/s	4.2. Increasing the presentation capacity in Tourism Service Facilities
Relevant Activity/ies	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 business administrators or who want to work in this field 4.2.4. Providing training, financial and technical support to improve the quality of businesses
Project Name	Increasing Services Provision Capacity of Tourism Facilities Project in Savur and Dereici
Project Scope/Description	4.2.1. For tourism business administrators and employees in the area, comprehensive and continuous training programs will be organized in order for promotion of history, nature and culture of the area and giving qualified service. By organizing visits to the enterprises which service in tourism sector and are good example, contribution to increase service quality in Savur and Dereici will be provided. 4.2.2. Certificated and qualified local guides will be trained and employed in order to give to visitors right and qualified information about historical, cultural and natural values of the area. 4.2.3. For promotion of history, nature and culture of the area and providing qualified service, comprehensive and continuous training programs to local entrepreneurs and managers needed for giving service in targeted standards will be organized. 4.2.4. In order to increase service quality of enterprises to international standards, to increase their information and experience and to support strengthening of their promotion-communication network, trainings will be given about financial and technical support opportunities. In this context, research about loans and grant supports, incentives, travels to domestic and international good practice fields and so on will be done and transferred to the stakeholders.
Responsible Institution	Provincial Directorate of Culture and Tourism, Savur District Governorship
Supporting Institution	GAP RDA, Savur Municipality, Governorship of Mardin, Dicle Development Agency, KOSGEB
Estimated Implementation Period	Long Term (5 years, permanently)
Resources	Ministry of Culture and Tourism, Savur Municipality, Governorship of Mardin, Dicle Development Agency, KOSGEB
Output	– Increase in the Services Provision Capacity of Tourism Facilities
Performance Indicators	<ul style="list-style-type: none"> – Number of trained tourism business owners and employees – Number of certified local guides – Number of training seminars and participants – Number of enterprises license application – Number of businesses that benefit from national and international financial support

Thematic Area - 4	TOURISM SERVICE INFRASTRUCTURE AND EFFECTIVE VISITOR MANAGEMENT T4/P4-4
Policy	4. Improving the service capacity of the area, effective visitor management issues that promotes the conservation and utilization equilibrium
Objective/s	4. 3. Implementation of an effective visitor management
Relevant Activity/ies	4.3.1. Preparing a comprehensive and applicable “visitor management issues plan” including risk management by a team comprising of relevant field experts
Project Name	"Visitor Management Plan" Preparation Project for Savur and Dereici
Project Scope/Description	<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>
Responsible Institution	Savur Municipality, Savur District Governorship
Supporting Institution	Provincial Directorate of Culture and Tourism, NGOs, GAP RDA
Estimated Implementation Period	Medium Term (3years)
Resources	Ministry of Culture and Tourism, Savur Municipality, GAP RDA
Output	– Visitor Management Plan
Performance Indicators	– The number of institutions-organization contributing to the visitor management plan

Thematic Area - 4	TOURISM SERVICE INFRASTRUCTURE AND EFFECTIVE VISITOR MANAGEMENT T4/P4-5
Policy	4. Improving the service capacity of the area, effective visitor management issues that promotes the conservation and utilization equilibrium
Objective/s	4. 3. Implementation of an effective visitor management
Relevant Activity/ies	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 center that will meet the needs of visitors of Savur
Project Name	Visitor Management Plan Implementation Project
Project Scope/Description	<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. For an effective and applicable visitor management, taking part of visitor management plan in all relevant private, public and non-governmental organizations corporate strategy and action plan will be provided.</p> <p>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 conducted in the area. In Visitor Management Plan researches and surveys for “visitor mobility”, “visitor satisfaction and expectation” will be conducted and the results will be transferred into the Plan.</p> <p>4.3.4. A visitor centre will be established in order to explain settlement pattern, culture and history of the district to the visitors. In this centre, not only promotion places but also there will be spaces for informative meetings. 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 products.</p>
Responsible Institution	Savur Municipality, Savur District Governorship
Supporting Institution	Provincial Directorate of Culture and Tourism, GAP RDA, NGOs, Private Sector
Estimated Implementation Period	Medium Term (3 years)
Resources	Provincial Directorate of Culture and Tourism, Savur Municipality
Output	<ul style="list-style-type: none"> – Visitor satisfaction surveys – Visitor centre
Performance Indicators	<ul style="list-style-type: none"> – The number of institutions-organization which included visitor management plan in their corporate strategy and contribute to the implementation – Number of conducted research – The number of visitors reached by research – Realization level of visitor management plan activities – The number of visitors benefited from the visitor centre

Thematic Area - 4	TOURISM SERVICE INFRASTRUCTURE AND EFFECTIVE VISITOR MANAGEMENT - T4/P4-6
Policy	4. Improving the service capacity of the area, effective visitor management issues that promotes the conservation and utilization equilibrium
Objective/s	4. 3. Implementation of an effective visitor management
Relevant Activity/ies	4.3.5. Establishment of a city museum for visitors of Savur
Project Name	Establishment of City Museum Project in Savur
Project Scope/Description	A city museum will be established in order to explain the texture, culture and history of the district to tourists coming to Savur. These studies will be conducted in coordination with Savur City Museum/House of Culture (DİKA Financial Assistance Program, 2013-2014) supported by Dicle Development Agency. In this context, in order to use Abdullah Bey and Hamdullah Bey Mansions as museum is currently being studied.
Responsible Institution	Savur Municipality, Savur District Governorship
Supporting Institution	Provincial Directorate of Culture and Tourism, GAP RDA, NGOs, Private Sector
Estimated Implementation Period	Medium Term (3 years)
Resources	Savur Municipality, Private Sector
Output	– City Museum
Performance Indicators	– 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 Savur and Dereici

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.

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

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

Thematic Area - 5	SOCIAL-ECONOMIC-ENVIRONMENTAL QUALITY OF LIFE – T5/P5-3
Policy	5. Improving the social-economic-environmental quality of life
Objective/s	5.3. Ensuring the sustainability of traditional trade
Relevant Activity/ies	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
Project Name	Project to Ensure the Sustainability of Traditional Businesses
Project Scope/Description	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 online sales at national and international level will be made.
Responsible Institution	Mardin Chamber of Commerce, Savur Municipality
Supporting Institution	Savur District Governorship, Dicle Development Agency, NGOs
Estimated Implementation Period	Long Term (5 years)
Resources	İŞKUR, KOSGEB, Dicle Development Agency, Private Sector
Output	– Traditional enterprises continuing their activities
Performance Indicators	– Number of enterprises continuing to their activities and started operating again – Number of enterprises engaged in e-commerce sales

Thematic Area - 5	SOCIAL-ECONOMIC-ENVIRONMENTAL QUALITY OF LIFE – T5/P5-4
Policy	5. Improving the social-economic-environmental quality of life
Objective/s	5.4. Improving the environmental quality of life and service delivery quality
Relevant Activity/ies	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.
Project Name	Improving the Environmental Quality of Life and Service Delivery Quality Project
Project Scope/Description	In this context, in Savur and Dereici, by searching reasons causing environmental pollution and affecting tourism sector negatively such as irregular garbage collection, air pollution, construction etc., precautions for prevention of pollution will be taken and implemented. Moreover, by considering visual and esthetical priorities in order to meet urban necessities, social equipment like urban furniture, health cabin, security checkpoints, baby care unit and so on will be determined and located in pre-defined points.
Responsible Institution	Savur Municipality, Savur District Governorship
Supporting Institution	Mardin Metropolitan Municipality, Mardin Artuklu University, NGOs
Estimated Implementation Period	Medium Term (3 years)
Resources	Savur Municipality, Dicle Development Agency, NGOs, Private Sector
Output	– The quality of life increased areas
Performance Indicators	– 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 and 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 7 activities under 1 objective of this policy.

6. Increasing the tourism capacity of local stakeholders

6.1. Increasing the knowledge and awareness level of local stakeholders on cultural assets and their 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 training programs for local governments and NGOs on the protection of natural and cultural assets, related legal framework, tourism, advertising and branding

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

6.1.4. Organizing thematic training 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 training 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

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

There are 3 projects developed for the implementation of the activities given below.

Thematic Area - 6	EDUCATION, AWARENESS AND PARTICIPATION - T6/P6-1
Policy	6. Increasing the tourism capacity of local stakeholders
Objective/s	6.1. Increasing the knowledge and awareness of local stakeholders on cultural assets and their conservation terms
Relevant Activity/ies	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 6.1.3. Sharing information with public regarding preservation of natural and cultural heritage, relevant legal framework of public administration and implementation of management plan through public meetings which will be held in the neighbourhoods of Savur 6.1.4. Organizing thematic training and practical seminar programs for local women the promotion of female entrepreneurship
Project Name	Project for Increasing the knowledge and awareness level of local stakeholders on cultural assets and their conservation terms and Promotion of Women's Entrepreneurship
Project Scope/Description	With this Project, training programs given below will be conducted; 6.1.1. Participation of students in Dereici and Savur in training programs organized by Mardin Museum regularly and seminars given by museum staff in Savur 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, Site Management Plan objectives and activities to Neighbourhood Administrators 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 to provide women participation in activities held in the area, variable activities and practical seminars will be organized. In order for women participation in life, production and service activities of traditional products to be performed by women will be supported. In this context, necessary works for the establishment of a woman cafeteria in Savur will be conducted.
Responsible Institution	Provincial Directorate of Culture and Tourism, Mardin Museum Directorate, Savur District Governorship, Savur Municipality
Supporting Institution	GAP RDA, Savur Municipality, Governorship of Mardin, Provincial Directorate of National Education, Mardin Artuklu University, NGOs
Estimated Implementation Period	Long Term (5 years-continuous)
Resources	Provincial Directorate of Culture and Tourism, Savur Municipality, Savur District Governorship, İŞKUR, KOSGEB
Output	– Seminar programs
Performance Indicators	– The number of seminars and trip participants – The number of presentation/meeting done for neighbourhood administrators and residents – The number of female entrepreneurs attempts to establish a business as a result of seminars – The number of issued certificates

Thematic Area - 6	EDUCATION, AWARENESS AND PARTICIPATION - T6/P6-2
Policy	6. Increasing the tourism capacity of local stakeholders
Objective/s	6.1. Increasing the knowledge and awareness level of local stakeholders on cultural assets and their conservation terms
Relevant Activity/ies	6.1.6. 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 6.1.7. Organizing information sessions for local people about excavation works and visit the excavation site
Project Name	Project for Increasing Awareness and Knowledge Level of Local Stakeholders About Excavation and Restoration issues
Project Scope/Description	With this project; 6.1.6. For prevention of damage to the cultural values of the area and carry out the restoration and excavation work in accordance with the technical terms and conditions, practical trainings and seminars to increase the quality and level of knowledge of experts and the support staff who will take part at each location in this work will be held. 6.1.7. In order to raise knowledge and awareness of Neighbourhood Administrators and neighbourhood residents about historical and archaeological values of Savur and Dereici and promotion of the area, by holding trips in excavation and restoration sites and experiencing of conduction of these activities will be provided.
Responsible Institution	Provincial Directorate of Culture and Tourism, Savur Municipality, Savur District Governorship, Directorate of Museum
Supporting Institution	GAP RDA, Savur Municipality, Governorship of Mardin, Directorate of National Education, Mardin Artuklu University, NGOs
Estimated Implementation Period	Long Term (5 years-continuous)
Resources	Ministry of Culture and Tourism, NGOs, Savur Municipality
Output	– Training programs
Performance Indicators	– The number of participants in seminars and training programs – The number of trips and participants held in excavation and restoration sites

Thematic Area - 6	EDUCATION, AWARENESS AND PARTICIPATION - T6/P6-3
Policy	6. Increasing the tourism capacity of local stakeholders
Objective/s	6.1. Increasing the knowledge and awareness of local stakeholders on cultural assets and their conservation terms
Relevant Activity/ies	6.1.2. Organizing training programs for local governments and NGOs on the protection of natural and cultural assets, related 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
Project Name	Project for Raising Knowledge and Awareness level of Local Stakeholders on Conservation of Cultural Heritage and Branding
Project Scope/Description	With this project training programs listed below will be carried out; 6.1.2. In order to effective and timely implementation of the Site Management Plan activities and increase ownership and effectiveness at corporate level, site management plan training seminars about promotion and branding for Mardin and Savur local administrators will be organized. 6.1.5. Training activities for the establishment of infrastructure of production, presentation and marketing of cultural and agricultural products which are traditionally and historically belong to the region and reflecting the cultural and historical specificities of Savur and Dereici, by the local people will be organized. In this context, gift stone works, viticulture, local food, wood and silver embroidery (filigree), art, etc. will be evaluated; certified training programs will be organized.
Responsible Institution	Provincial Directorate of Culture and Tourism, Savur Municipality, Savur District Governorship, Provincial Directorate of Food, Agriculture and Livestock
Supporting Institution	GAP RDA, Savur Municipality, Governorship of Mardin, Directorate of National Education, Mardin Artuklu University, NGOs
Estimated Implementation Period	Long Term (5 years-continuous)
Resources	Savur Municipality, Ministry of Culture and Tourism, Provincial Directorate of Food, Agriculture and Livestock
Output	– Training programs
Performance Indicators	– The number of organized training programs and participants

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 disaster and emergency state (action plan) seminar programs for local people, local institutions and NGOs

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

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

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

Thematic Area - 7	DISASTER, EMERGENCY STATE AND RISK MANAGEMENT – T7/P7-1
Policy	7. Preparation of an integrated and coordinated disaster, emergency state and risk management action plan
Objective/s	7.1. Preparation of a comprehensive risk analysis
Relevant Activity/ies	7.1.1. Creating a detailed database by the relevant institutions 7.1.2. Conducting the risk analysis studies
Project Name	Project for Creation of Disaster, Emergency State and Risk Management Infrastructure
Project Scope/Description	7.1.1. With this project, within the preparation of disaster, emergency state and risk management action plan with the participation of relevant agencies and institutions a detail database 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"> – Possible negative effects of war in Syria such as migration around Savur – Issues such as unstable political conditions in the region will be especially considered.
Responsible Institution	Savur Municipality, Savur District Governorship
Supporting Institution	Provincial Directorate of Environment and Urbanization, Mardin Metropolitan Municipality, Provincial Directorate of Culture and Tourism, Neighbourhood Administrations, NGOs and professional organizations, AFAD
Estimated Implementation Period	Short Term (2 years)
Resources	Savur Municipality
Output	<ul style="list-style-type: none"> – Disaster, emergency state and risk management database – Risk analysis report
Performance Indicators	<ul style="list-style-type: none"> – The number of institutions-organizations contributing to the preparation of the database – The amount of data collected in the database – The number of institutions-organizations contributing to the preparation of risk analysis

Thematic Area - 7	DISASTER, EMERGENCY STATE AND RISK MANAGEMENT – T7/P7-2
Policy	7. Preparation of an integrated and coordinated disaster, emergency state and risk management action plan
Objective/s	7.2. Preparation of an integrated disaster, emergency state and risk management action plan
Relevant Activity/ies	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 (action plan) seminar programs for local people, local institutions and NGOs 7.2.4. Transferring emergency-risk action plans into all scales of spatial and strategic plans 7.2.5. Creating expert and volunteer emergency and disaster response teams within the framework of risk analysis
Project Name	Project for Preparation of Disaster, Emergency state and risk management Action Plan
Project Scope/Description	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 action plans will be organized. 7.2.4. Emergency-risk action plan will be transferred to the spatial and strategic plans at all scales. 7.2.5. Within the framework of risk analysis, experts and volunteer emergency and disaster response teams will be created.
Responsible Institution	Savur Municipality, Savur District Governorship
Supporting Institution	Directorate of Environment and Urbanization, Mardin Metropolitan Municipality, Provincial Directorate of Culture and Tourism, Neighbourhood Administrations, NGOs and professional organizations, GAP RDA, AFAD
Estimated Implementation Period	3 yıl (0)
Resources	Savur Municipality
Output	– Disaster, emergency state and risk management action plan
Performance Indicators	– 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 response team 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 audit board

8.1.2. Strengthening capacity of local NGOs and create local civil initiatives for promotion and protection of Savur and Dereici

8.1.3. Organizing capacity building programs for the public sector

8.2. Ensuring the participation of the people in the region to 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 and operation of the site 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

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

Thematic Area - 8	GOVERNANCE, MONITORING AND EVALUATION – T8/P8-1
Policy	8. A participatory and collaborative area management; establishment of an independent audit, monitoring and evaluation structure and management of this structure
Objective/s	8.1. Ensuring the active participation and contribution of regional and local NGOs, professional organizations and initiatives in area management
Relevant Activity/ies	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 Savur and Dereici 8.1.3. Organizing capacity building programs for the public sector
Project Name	Project for Ensuring Active Participation of Regional-local NGOs, Professional Organizations and Initiatives in Site Management
Project Scope/Description	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 Coordination And Audit Board and Advisory Board which are the main components of the Savur Site 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 Savur and Dereici 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.
Responsible Institution	Savur Municipality, Savur District Governorship, Provincial Directorate of Culture and Tourism
Supporting Institution	Savur Municipality, Savur District Governorship, Governorship of Mardin, Mardin Metropolitan Municipality, Mardin Artuklu University, NGOs and professional organizations, GAP RDA
Estimated Implementation Period	Medium Term (3 years)
Resources	Savur Municipality, Savur District Governorship, Governorship of Mardin
Output	– Site Management Plan capacity building seminar file and training program
Performance Indicators	– The number of institutions participated in activities and meetings of Site Management Plan and contributed to its implementation – The seminar programs and number of participants – The number of informational materials distributed – Number of established local initiatives/NGOs as a result of seminars

Thematic Area - 8	GOVERNANCE, MONITORING AND EVALUATION – T8/P8-2
Policy	8. A participatory and collaborative area management; establishment of an independent audit, monitoring and evaluation structure and management of this structure
Objective/s	8.2. Ensuring the participation of the people in the region to the site management processes
Relevant Activity/ies	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
Project Name	Project for Ensuring Effective Participation of Neighbourhood Administrators, Business Owners and Teachers in Site Management
Project Scope/Description	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.
Responsible Institution	Savur Municipality, Savur District Governorship, Provincial Directorate of Culture and Tourism
Supporting Institution	Provincial/District Education Directorate, Savur Municipality, Savur District Governorship, Governorship of Mardin, Mardin Metropolitan Municipality, Mardin Artuklu University
Estimated Implementation Period	Medium Term (3 years)
Resources	Savur Municipality, Provincial/District Education Directorate
Output	– Active involvement of neighbourhood administrations, business owners and teachers in site management
Performance Indicators	– The number of organized seminars – The number of seminar participants – The number of informational materials distributed

Thematic Area - 8	GOVERNANCE, MONITORING AND EVALUATION – T8/P8-3
Policy	8. A participatory and collaborative area management; establishment of an independent audit, monitoring and evaluation structure and management of this structure
Objective/s	8.3. Establishment and operation of the site management plan public information, monitoring and evaluation structure
Relevant Activity/ies	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
Project Name	Project for Establishment of Site Management Plan Public Information, Monitoring and Evaluation Structure and Operation
Project Scope/Description	With this project in order to provide accurate information for public regarding management plan practices and stages a monitoring and evaluation system will be established. 8.3.1. A monitoring and evaluation plan will be prepared to share the information related to the implementation of the site 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.
Responsible Institution	Savur Municipality, Provincial Directorate of Culture and Tourism
Supporting Institution	GAP RDA, Savur District Governorship, Governorship of Mardin, Mardin Metropolitan Municipality, Mardin Artuklu University, NGOs and professional organizations
Estimated Implementation Period	Medium Term (3 years)
Resources	Savur Municipality
Output	<ul style="list-style-type: none"> – Management plan online database – Management Plan monitoring and evaluation system
Performance Indicators	<ul style="list-style-type: none"> – The number of institutions contributed to the preparation of the monitoring plan – The number of public information sharing/publications of application development – The number of Institutions contributed to creation of an online database and tracking system – The number of institutions benefited, entered and contributed to the monitoring system

4. Forming Management Model by Defining Monitoring, Evaluation and Educational Processes

4.1. Savur Site Management Plan Implementation Process

With the approval of Savur Site 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 Savur Site 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 Savur 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 this 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 Savur Site Management Plan are listed below:

- National financial resources: Central government and the local authorities resources
- International resources: United Nations, EU funds etc.
- Non-Governmental Organizations 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 Dicle Development Agency, TÜBİTAK R&D Support, İŞKUR 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 Savur Site 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 operation costs

7.1.4. Working Program, Schedule (Phasing)

Savur Site 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 Savur Site 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 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 Savur Site 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. 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

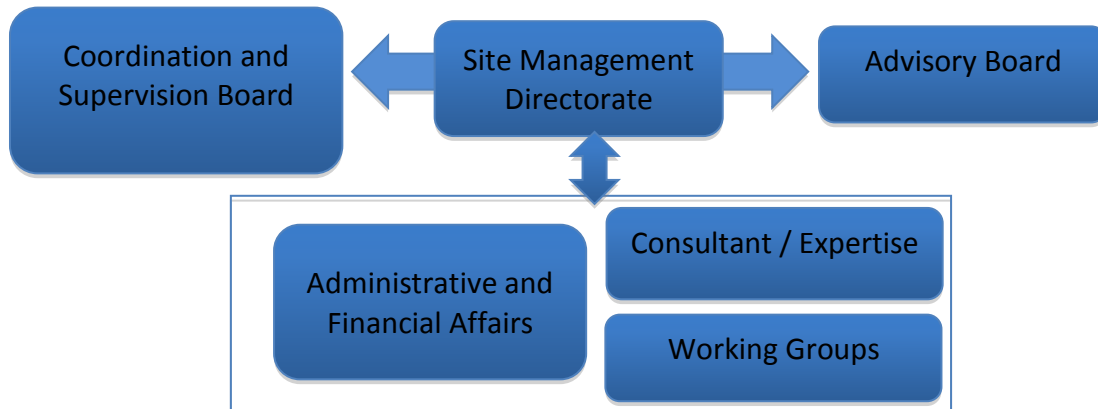
For the implementation of the activities determined in the management plan, responsible institutions and organizations must adopt the projects grouped under eight thematic headings and take the necessary steps by creating inter-agency cooperation agreements.

Site Management Model required for the implementation of Savur Site 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 Savur 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.

Savur Site Management Organization Model is given below (Figure 4).

Figure 4. Savur Site Management Organization Model

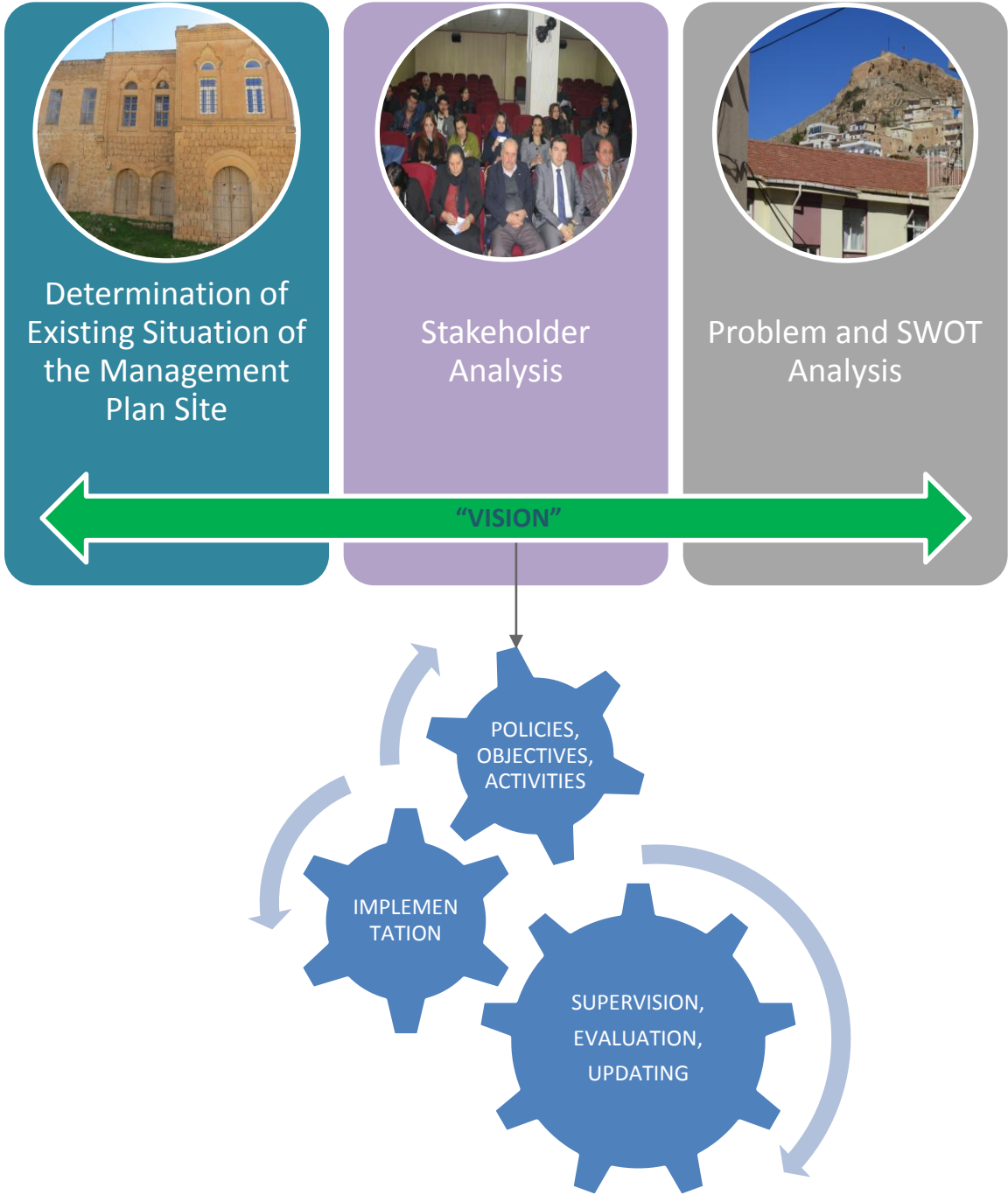


For realisation of Savur Site Management Plan, general structure of the governance model should be based on the policies listed below.

- 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

Operation scheme of management plan process that will be implementation based on Savur Site Management Organization Model is given below (Figure 5).

Figure 5. Management Plan Process



4.2. Savur Site Management Plan Monitoring and Evaluation Process

Savur Site 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. Savur Site Management Plan Performance Indicators and Monitoring Periods

PROJECTS	PROJECT IMPLEMENTATION PERIOD (S, M, L) ³	PERFORMANCE INDICATOR	MONITORING PERIOD
T1 CULTURAL VALUES, CONSERVATION AND PLANNING			
P1-1. Landscape and Street Rehabilitation Projects of Savur and Dereici	M	– The number of implemented projects in landscaping and street rehabilitation	4 years (6 months, 8 periods)
P1-2. Determination project of camping areas and riding, cycling, hiking routes in Savur and Dereici	M	– The number and size of the areas identified for camping and routes defined for biking, riding and hiking	4 years (6 months, 8 periods)
P1-3. Project of fixation, registering and inventory work in archaeological and urban sites	L	– Fixated and registered archaeological areas – 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	– The number of places restoration work completed	4 years (6 months, 8 periods)
P1-5. Resource Development Project for	L	– Special budget and local funds amount developed	5 years (6 months, 10 periods)

³ S - Short: 2 years

O – Medium: 3-4 years

U - Long: 5 years

the excavation and restoration work		for excavations – The amount of financial support provided from the private sector and NGOs	periods)
P1-6. Savur Castle Excavation Project	L	– Findings of Savur Castle	5 years (6 months, 10 periods)
P1-7. Mor Abay Monastery Excavation Project	L	– Findings of Mor Abay Monastery	5 years (6 months, 10 periods)
P1-8. Restoration and Functionalizing Project for the Proprietary Structure in Savur and Dereici	L	– Number of houses, mansions that restoration work completed – Number of houses, mansions that are functionalized for tourism purposes (culture houses, museums, restaurants, exhibition halls, etc.).	5 years (6 months, 10 periods)
P1-9. Savur Laundries Restoration Project	L	– Number of laundries that restoration work completed – Number of laundries that are functionalized for tourism purposes	5 years (6 months, 10 periods)
P1-10 Savur Mills Restoration Project	L	– Number of mills that restoration work completed – Number of mills that are functionalized for tourism purposes	5 years (6 months, 10 periods)
T2 ACCESSIBILITY, PHYSICAL AND TECHNICAL INFRASTRUCTURE			
P2-1. Determination and Implementation Project of Vehicle Transport Routes and Parking Areas	S	– Effective functioning transport routes, and parking implementations made in accordance with adequate standards	2 years (6 months, 4 periods)
P2-2. Transportation Network Project for Pedestrians and Cyclists	S	– Pedestrian and bicycle network system working effectively in Savur	2 years (6 months, 4 periods)
P2-3. Project for Increasing Access Facilities of Disadvantaged Groups in Savur and Dereici	M	– Disabled access maps and signs – Disabled ramp and elevators – The establishment of the signalling system for disabled	4 years (6 months, 8 periods)

P2-4. Savur and Dereici Water, Solid Waste and Waste Water Infrastructure Project	M	<ul style="list-style-type: none"> – Number of placed waste containers – Number of implemented water and wastewater projects – Number of implemented solid waste management plan 	4 years (6 months, 8 periods)
P2-5. Savur and Dereici Energy, Lighting and Communications Infrastructure Project	M	<ul style="list-style-type: none"> – The increase in renewable and efficient energy use – Lightening of the priority areas 	4 years (6 months, 8 periods)
P2-6. Urban Transport Infrastructure Project	M	<ul style="list-style-type: none"> – Increase in the qualifications of the city road network – Increase in the quality of public transport and services – The start of regular and quality public transport journeys among Mardin Midyat and Savur 	4 years (6 months, 8 periods)
P2-7 Project for Strengthening the Transport Infrastructure in Savur	L	<ul style="list-style-type: none"> – Increasing the quality of road transportation among Mardin-Savur-Midyat and Savur-Batman 	5 years (6 months, 10 periods)
T3. TOURISM ORIENTED PROMOTION AND BRANDING			
P3-1. Determination Project of Tourism Potential in Savur and Dereici	S	<ul style="list-style-type: none"> – Number of printed book/brochure in different languages 	2 years (6 months, 4 periods)
P3-2. Determination Project of Tourism Products	S	<ul style="list-style-type: none"> – Number of values brought into tourism product 	2 years (6 months, 4 periods)
P3-3. Carrying out Project of Intangible Cultural Heritage Inventory in Savur and Dereici	S	<ul style="list-style-type: none"> – The number of detected intangible cultural heritage 	2 years (6 months, 4 periods)
P3-4. Narrating Project of Cultural Values in Savur and Dereici	S	<ul style="list-style-type: none"> – Number of narrated historical event, people and cultural values 	2 years (6 months, 4 periods)
P3-5. Increasing the Visibility Project of Brand Values in Savur and Dereici	M	<ul style="list-style-type: none"> – The widespread use of the logo and corporate identity by local institutions and organizations – The number of visual and promotional films produced – The number of users who visited Internet portal 	4 years (6 months, 8 periods)

		<ul style="list-style-type: none"> – The number of gift products designed and manufactured – Number of agricultural brand products determined, registered and geographical indications received 	
P3-6 Preparation of Promotion and Communication Strategy Project of Savur and Dereici	L	<ul style="list-style-type: none"> – Implementation of promotion and communication strategy – Number of activities carried out 	5 years (6 months, 10 periods)
P3-7. Promotion Project of Savur and Dereici	L	<ul style="list-style-type: none"> – Organized trips for the written and visual media representatives, members of the press attended to this trips and the number of establishments – The number of events held in conjunction with the visitors – Organized hiking, cycling, riding events and the number of participants – The number of events and participants held in the Art Village – Number of organized campaigns and provided financial / in-kind support 	5 years (6 months, 10 periods)
P3-8. Project for Inclusion of Savur and Dereici in International Networks	M	<ul style="list-style-type: none"> – The number of events and meetings attended – The number of people involved in the volunteer program – The number of activities supported/organized by volunteers – Number of organized campaigns and provided financial / in-kind support – The number of international meetings attended – The number of new membership of initiatives – Inclusion of Savur into UNESCO's World Heritage List 	4 years (6 months, 8 periods)
P3-9. Project for Inclusion of Savur and Dereici in Current Trip Programs	M	<ul style="list-style-type: none"> – Inclusion of Savur to GAP Region tour programs – The increase in the number of tours coming to Savur 	4 years (6 months, 8 periods)

T4. TOURISM SERVICE INFRASTRUCTURE AND EFFECTIVE VISITOR MANAGEMENT			
P4-1. Determination of Principles Project for Tourism Businesses in Savur and Dereici	M	<ul style="list-style-type: none"> – The number of enterprises that make the tourism service quality in line with the principles set 	4 years (6 months, 8 periods)
P4-2 Strengthening of Tourism Services Infrastructure Project in Savur and Dereici	L	<ul style="list-style-type: none"> – Number of functionalized and renovated buildings in accordance with the principles set out – The number of trained people about boarding house 	5 years (6 months, 10 periods)
P4-3. Increasing Services Provision Capacity Project of Tourism Facilities in Savur and Dereici	L	<ul style="list-style-type: none"> – Number trained tourism business owners and employees – Number of certified local guides – Number of training seminars and participants – Number of business license application – Number of businesses that benefit from national and international 	5 years (6 months, 10 periods)
P4-4. "Visitor Management Plan" Preparation Project for Savur and Dereici	L	<ul style="list-style-type: none"> – The number of institutions-organization contributing to the visitor management plan 	4 years (6 months, 8 periods)
P4-5. Visitor Management Plan Implementation Project	L	<ul style="list-style-type: none"> – The number of institutions-organization which included visitor management plan in their corporate strategy and contribute to the implementation – Number of conducted research – The number of visitors reached by research – Realization level of visitor management plan activities 	5 years (6 months, 10 periods)
P4-6. Establishment of City Museum Project in Savur	L	<ul style="list-style-type: none"> – The number of visitors benefited from the city museum 	5 years (6 months, 10 periods)
T5. SOCIAL-ECONOMIC-ENVIRONMENTAL QUALITY OF LIFE			
P5-1. Strengthening of Social Infrastructure Services Project	L	<ul style="list-style-type: none"> – Physical conditions and number of employees of social infrastructure 	3 years (6 months, 6 periods)

		services	
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 for Ensuring 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)
T6. EDUCATION, AWARENESS AND PARTICIPATION			
P6-1. Project for Increasing the knowledge and awareness of local stakeholders on cultural assets and their conservation terms, and Promotion of Women's Entrepreneurship	L	– The number of seminars and trip participants – 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 Increasing Awareness and Knowledge Level of Local Stakeholders About Excavation and Restoration	L	– The number of participants in seminars and trainings – The number of trips and participants held in excavation and restoration sites	5 years (6 months, 10 periods)
P6-3. 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)
T7. DISASTER, EMERGENCY STATE AND RISK MANAGEMENT			
P7-1. Project for Creation of Disaster, Emergency state and risk management Infrastructure	M	– The number of institutions-organizations contributing to the preparation of the database – The amount of data collected in the database – The number of institutions-organizations contributing	4 years (6 months, 8 periods)

		to the preparation of risk analysis	
P7-2. Project for Preparation of Disaster, Emergency state and risk management Action Plan	M	<ul style="list-style-type: none"> – 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 response teams members employed in relevant institutions 	4 years (6 months, 8 periods)
T8. DISASTER, EMERGENCY STATE AND RISK MANAGEMENT			
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"> – The number of institutions participated in activities and meetings of Management Plan and contributed to its implementation – The seminars programs and number of participants – The number of informational materials distributed – Number of established local initiatives/NGOs as a result of seminars 	4 years (6 months, 8 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"> – The number of organized seminars – The number of seminar participants – The number of informational materials distributed 	4 years (6 months, 8 periods)
P8-3. Project for Establishment of Management Plan Public Information, Monitoring and Evaluation Structure and Operation	M	<ul style="list-style-type: none"> – The number of institutions contributed to the preparation of the monitoring plan – The number of public information 	4 years (6 months, 8 periods)

		sharing's/publications of application development <ul style="list-style-type: none"> - The number of Institutions contributed to creation of an online database and tracking system - The number of institutions benefited, entered and contributed to the monitoring system 	
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4.3. Savur Site Management Plan Evaluation, Revision and Updating Process

Savur Site 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 Savur Site Management Plan vision, policies and objectives will be reviewed and necessary updates of the plan will be made accordingly.

5. Final Assessment

Savur 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.

Savur must be protected in terms of historical, geographical, social and cultural wealth and should be transferred intact to future generations. Kurds, Arabs, Assyrians peoples are important components of the region. Again, Muslims, Christians (the three denominations, Catholic, Orthodox and Protestant Churches are in the Killit-Dereici) live together in tolerance of faith is a good example of civilization of our age.

On the other hand, being host of a wealth of architecture and traditional culture has a different value. Abundance and originality of the Mosques, Churches, Water Mills, Laundries, Visits, Castles and Fountains is a priceless visual and technical beauty.

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.

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 Savur have been identified. The management plan 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.