



## Analysis of the Increase in Russian Tourist Visits to Turkey in the Implementation of Policies and Programs to Achieve Turkey's Tourism Targets Namely by 2023

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### **Abstract**

This study aims to analyze the increase in Russian tourist visits to Turkey in the implementation of policies and programs to achieve turkey's tourism target, namely by 2023. The author uses a descriptive research method with secondary data types obtained through library research and analyzed using qualitative data analysis techniques. The results showed that the strategy carried out by the Turkish was with nation branding and public diplomacy aimed at changing the perception and image of turkey in the eyes of Russians. The strategy includes, the naming in the nation branding turkey: discover the potential becomes important in building brand awareness and identity of a country to be better known by foreign tourists, advertising to promote Turkish tourism, digital marketing by utilizing digital technology to reach tourists using the internet, publishing short films containing information about important tourist attractions in Turkey and event promotions and festivals by organizing festivals that can promote Turkish tourism such as music festivals and cultural festivals. The results of the research are expected to provide reference benefits for other researchers who have similar problems and are relevant to research problems and are expected to be studies and inputs for related parties both directly and indirectly in the development of tourism activities.

**Keywords:** *Turkish Strategy; Nation Branding; Public Diplomacy; Russian Tourists*

### **Introduction**

Turkey is one of the countries that relies on tourism as its country's foreign exchange income. Turkey has been working on developing the tourism sector since 1982, and in 2008 it set a target of 50 million tourist visits by 2019 and as a country in the top five position with a target of 75 million tourist visits by 2023. From year-to-year Turkey's tourism revenue is increasing, in 2010 the revenue generated from Turkish tourism amounted to \$24.93 billion, in 2011 it was \$28.11 billion, in 2012 it was \$29 billion, in 2013 it was \$32.3 billion and in 2014 it reached \$34.3 billion. Turkey is a country in the European Mediterranean region that is active in tourism development, based on a UNWTO report in 2016 Turkey is in the tenth position of the most tourist visits in the world.

Turkey has a variety of tourist destinations that attract foreign tourists, Turkey offers stunning natural beauty, buildings rich in historical value and indigenous culture. The main tourist destinations that are in demand by foreign tourists are historical and cultural places. One of the most visited cities is Istanbul, known as a cultural center and there are various interesting tourist attractions, some of the favorite destinations of tourists are the Grand Bazar, the Hagia Sophia house of worship and the Sultan Ahmed Mosque.

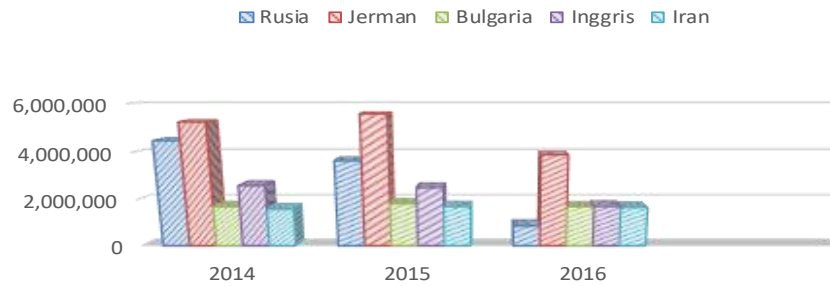
In addition to historical and cultural destinations located in Istanbul, the city that is visited a lot is Antalya which is famous for its beaches on the coast, resorts and historical sites. In addition, the city of Cappadocia is also one of the favorite destinations for tourists who are famous for their Hot Air Balloon tours with beautiful views of stone settlements. In addition to cultural and historical tourism, Turkey has other types of tourist destinations as alternative choices for foreign tourists, such as SPA tours, medical tours, adventure sports, golf tours, ecotourism and marine tourism. Various choices of Turkish tourist destinations are one of the factors for the large number of foreign tourists who are interested in coming to Turkey. This can be seen from the table below.

Table 1.1 Foreign Tourist Visits to Turkey in 2010-2013

Country	2010	2011	2012	2013
German	4.385.263	4.826.315	5.028.745	5.041.323
Russia	3.107.043	3.468.214	3.599.925	4.269.306
Bulgarian	1.433.970	1.491.561	1.492.073	1.582.912
English	2.673.605	2.582.054	2.456.519	2.509.357
Iran	1.885.097	1.879.304	1.186.343	1.196.801

Based on the table above, it can be seen that the trend of foreign tourist visits to Turkey in 2010-2013 continues to increase. The most tourists from 2010-2013 were Germany. Russia became the second largest tourist to visit Turkey after Germany, then the UK, Bulgaria and Iran. However, in 2015 there was a decrease in Russian tourist visits by 800 thousand inhabitants. This is due to an incident of shooting down an unidentified aircraft entering Turkish airspace. The aircraft was a Russian-owned Sukhoi SU-24 fighter that was shot down by a Turkish air force F-16 Jet on November 24, 2015 for encroaching on Turkish airspace, where Russia stated that Russian aircraft were flying in Syrian airspace. After the shooting incident occurred a lot of anti-Turkish sentiments emerged that dominated the Russian media. So that the shooting incident then broke up the good relations between the two countries.

This condition was further aggravated when the Russian government then issued a policy of massive economic sanctions in response to the shooting incident. One form of economic sanctions by the Russian government is the restriction of tourism. Tourism restrictions carried out by Russia include a ban on tour permits of Turkish operators in Russia, a ban on the sale of holiday packages, a ban on flights and stopping visa-free travel for Turkish citizens traveling to Russia. Tourism restrictions began to be imposed by Russia in January 2016, after the enactment of restrictions on Russian tourist tourism decreased drastically, in 2015 Russian tourist visits reached 3.6 million while in 2016 it dropped to 866 thousand tourists.



Source: MCT Turkey Statistic  
Graphic 1. Data on Foreign Tourist Visits to Turkey 2014-2016

From the chart above, it can be seen that the trend of Russian tourist visits is declining from 2015-2016. The drastic slump in tourist visits puts pressure on the state of Turkey's tourism sector, given that Russia is one of the main markets in the tourism sector. Total spending generated through Russian tourists decreased from \$2.6 billion to \$570 million in 2016 which saw Turkey lose \$2 billion just from Russian tourists.

Russian tourists spend more on the purchase of luxury goods, excursion tours (short tourist trips made less than 24 hours), city transport, entertainment and souvenirs. Of the many choices of tourist destinations offered by Turkey, resorts and beaches are the most sought-after destinations by Russian tourists. One of the popular places for Russian tourists is the Delphin Imperial Hotel and the private beach in Antalya. In addition, nightclubs in Antalya have also become a popular place for Russian tourists to spend time, such as in the Inferno Club or Aura Club.

The decrease in the number of Visits of Russian tourists resulted in losses for Turkey because Russian tourists were among the most tourists visiting Turkey. In addition, Russian tourists are one of the royal tourists, so the decrease in Russian tourist visits also has an impact on Turkey's tourism income.

The significant decline in the number of Russian tourist visits to Turkey has affected Turkey's tourism sector, so it is a consideration for Turkey to carry out strategies to increase Russian tourist visits to Turkey. The decline in Russian tourist visits to Turkey and the strategic efforts made to increase the visit of Russian tourists to Turkey are something interesting to research.

Based on the background of the problems that have been raised, the formulation of this research problem is how Turkey's strategy in increasing Russian tourist visits to Turkey after the 2016 tourism restrictions. This study aims to analyze the increase in Russian tourist visits to Turkey in the implementation of policies and programs to achieve turkey's tourism target, namely by 2023. The results of the research are expected to provide reference benefits for other researchers who have similar problems and are relevant to research problems and are expected to be studies and inputs for related parties both directly and indirectly in the development of tourism activities.

## **Research Methods**

### **Types of Research**

This study uses a descriptive type of research, which describes the decline in Russian tourist visits to Turkey and describes the results of research on Turkish tourism strategies in increasing Russian tourist visits to Turkey in the 2017-2020 period.

## **Research Focus**

In order for this research not to be biased and focus on the substance of the research problem, it is considered necessary that this research be focused on the decline in Russian tourist visits to Turkey after the tourism restrictions imposed by the Russian government on Turkey in 2016. Where after tourism restrictions the Turkish government began to implement the strategy carried out after the normalization of Turkish and Russian relations, namely in 2017-2020.

## **Data Types and Sources**

The type of data used in this study is secondary data sourced from books, scientific journals, articles, theses and research results as well as information published via the internet.

## **Data Collection Techniques**

The data collection technique used in this study was to use a literature study obtained from secondary data collection. Secondary data is obtained by studying literature studies through official documents, journals, e-data bases to books related to research problems.

## **Data Analysis Techniques**

The data analysis technique used in this study is a qualitative data analysis technique, which is an analysis technique that connects one data with other data that is considered to have an interrelated relationship and is relevant to the research problem.

## **Research Results**

### **Turkey's Strategy in Increasing Russian Tourist Visits to Turkey**

Due to the decrease in Russian tourist visits to Turkey caused by tourism restrictions in 2016 the Turkish government then formulated a strategy to increase Russian tourist visits to Turkey. In this study to describe the strategy carried out by Turkey, the author uses the concept of nation branding and public diplomacy. The use of nation branding is used to increase tourism competitiveness. Turkey's strategy is based on the Existence of the Turkey Tourism Strategy 2023, where the Turkish government has a target of 75 million tourist visits by 2023.

Turkey's tourism sector strategy based on the Turkey Tourism Strategy 2023 is, (1) planning strategy, which includes Turkish destination planning; (2) investment strategies, namely through tourism diversification, new development projects, development of promotion and marketing policies; (3) development strategies, by launching new tourism products and cooperation in the tourism sector together with the public, private sector and NGOs; (4) Marketing and promotion, namely by marketing and promoting national, regional and local branding campaigns through the use of technology to be invested by the public and private sector. Promotional activities through the development of social media and digital strategies, namely through social media and digital platforms, international tourism exhibitions, and special events; (5) service quality, namely with the existence of Total Quality Management in each tourism industry; (6) city branding, namely by managing a city rich in cultural and natural heritage, becomes an attraction for tourists.

Turkey has a long-term development planning program implemented every five years which includes programs to be developed for the tourism sector. The program is called the 10th Five Year Development Plan (2014-2018) and the 11th Five Year Development Plan (2019-2023). In addition, there is a short-term program called the Medium-Term Programme 2017-2019 which is designed for more competitive and stable Turkish economic growth.

Based on the short-term program there is a program created to increase Turkish tourism, which contains; (1) that the tourism sector will build structures that can improve the quality of services, target high-income groups through diversification of marketing channels, and emphasize the types of tourism that have comparative advantages; (2) tourism investment is diversified to diversify and focus to developed regions, and will adopt policies to create tourism-oriented activities throughout the year; (3) develop tourist destinations such as health tourism, thermal tourism, winter tourism, golf, congress, ecotourism and tourism exhibitions.

## Turkish State Brand (Nation Branding)

Nation branding is used to build the image of the country, seen through how the country forms a good image in the eyes of the public. The goal is to attract consumers to immediately recognize and remember a brand both from colors, logos and images that depict the identity of a brand.

In this case Turkey builds its country identity through the naming of the nation branding "Turkey: Discover the Potential", the naming of the branding wants to invite foreign tourists to come to Turkey and discover the diverse beauty of Turkish history and potential. Previously Turkey had built nation branding in 2004 under the name "Go with the Rhythm, Enjoy Turkey", in 2005 it changed to "Turkey Welcomes You", in 2006 under the name "Mediterranean and More", in 2007 "What a Feeling", in 2008 "Turkey; Open for Everyone" and in 2015 became "Turkey: Discover the Potential".

Turkey built its country's unique identity under the name "Turkey: Discover the Potential" to promote its tourism. This new identity was formed to be able to contribute to Turkey's branding process in the global market in accordance with the vision of the Turkey Tourism Strategy 2023. The establishment of this nation branding was supported by the Prime Minister and under the auspices of the Turkish economy ministry, the Turkish Exporters' Assembly and the Exporters' Union. The goal to be achieved by Turkey is to form a competitive advantage that Turkey represents in an international context and is able to improve the positive image of the country.

The campaign from Turkey: Discover the Potential is to launch advertisements that are published online and offline on a national and international scale. The logo of the branding is inspired by the kufi design, which is a design that can be found on traditional Turkish carpets. in national and international channels.



Source: Nation Brand of Turkey – Discover the Potential, Senat.me  
Figure 1 Turkish Nation Branding Logo and Symbol

The logo is a combination of bright colors, namely turquoise, gold and blue, which makes the eyes fall on the logo. The color selection is used as a form of nation branding identity that represents the diversity of Turkish heritage and culture. It can be seen from the logo above on the words "Turkey" using a combination of several motifs that have meaning. The motifs are a combination that represents a blend of culture and innovation. The meaning of these motifs describes growth, harmony, the merger of two continents, innovation, meeting, synergy, togetherness and the world.

## **Turkey Tourism Promotion**

Turkish tourism promotion is one of the nation branding strategies described by Keith Dinnie, namely brand advertising. Brand advertising is used to see the advertising strategies carried out by a country to attract tourists. Along with the development of technology, the role of media is needed in brand advertising, especially to make it easier for a country to disseminate information quickly through advertising campaigns.

Based on the policy of The Tenth Development Programme (2014-2018), namely to increase promotion and marketing with the participation of the private sector and increase the budget for promotional activities abroad. The private sector is also involved in Turkish marketing and promotional activities, especially industry and professional associations such as the Turkish Travel Agents Association, the Turkish Tourism Investors Association and the Turkish Hotel Association. To support the successful implementation of promotional activities in accordance with the Turkish strategy, the Turkish government increased the budget for promotion in 2018 by 18 million dollars, in 2019 by 72 million dollars and in 2020 by 180 million dollars.

In 2020 Turkey had an overseas marketing and promotion office coordinated by the Promotion Directorate within the Ministry of Culture and Tourism spread across 41 different countries. The promotion covers a wide range of activities and various channels including social and digital platforms. The focus of the Turkish Minister of Culture and Tourism is on supply and demand, namely by prioritizing cultural and historical assets, as well as improving the positive image and perception of the country to strengthen Turkey's value in the world. To support this focus, Turkey adopts a series of themes every year, in 2018 with the theme year of Troy and in 2019 as year of Göbeklitepe.

Advertising is divided into two channels, namely advertising carried out offline and online. The tourism ministry is more conservative in choosing advertising that is carried out offline. Offline advertising is an advertisement that is usually found on radio, television, print media and even advertising located outdoors such as billboards and bus stops. The budget of the funds that have been prepared by the Turkish government for investments in offline advertising in Russia in 2017 amounted to 197 thousand dollars. Meanwhile, online advertising is more widely used by the private sector such as tour operators or travel companies. Most companies prefer to promote tourism through television advertisements and billboard advertisements because the position of traditional media is still more dominant than digital media.

It is necessary to know the needs of Russian tourists that later make it possible to create effective and suitable advertising materials for Russian tourists. In addition, it is necessary to choose the right advertising media so that the advertising campaign can successfully reach the audience. Russian tourists tend to look for information traditionally, the main source of travel information is obtained from brochures and magazines.

The marketing and promotional activities carried out refer to the unique values of the country and emphasize the heritage and culture of Turkey. In promoting its country, Turkey used the slogan "Turkey Home" to conduct an advertising campaign with the concept of "Home" and added the tagline "Home of..." in each of its advertising. The advertising campaign and strategy to enter the Russian market is the



Turkish tourism advertisement with the title "Home of, where you are welcome the sultan's palaces". The advertising campaign found at the bus stop with the title "Home of, where you'll get unforgettable holiday", as well as an advertisement on a billboard with the title "home of, where the history is waiting for you".



Source: RMAA Travel

Figure 2 Turkish Tourism Advertising in Russia

It can be seen based on the advertising campaign using a product that reads "Turkey Home" which is a campaign to promote Turkish tourism, and there is a hashtag #HomeOf which is the tagline of the Turkish tourism campaign. In the advertisement, there is also a logo from Turkish tourism and the official website of Turkish tourism is listed. Which with these details can make it easier for tourists to receive campaign information clearly and build tourist knowledge about Turkish tourism.

Although most Russian tourists get tourism information through brochures and magazines, more and more Russian tourists are looking for their information and travel online. Travel bookings over the internet are growing by 40-50% per year. As many as 45% of Russian tourists use social media regularly, so it becomes one of the right strategies by conducting advertising campaigns over the Internet. The advertising campaign carried out by Turkey is through digital media and international tourism portals. The advertising is carried out online through YouTube by displaying videos about the diversity of Turkish tourist destinations.

In 2019 the government created a new advertising program by utilizing digital media. This advertising is made in the form of a video, namely by depicting elements of Turkish cultural wealth that were adapted into documentary films and series. One such program is "Visit Istanbul". This program is one of the city branding strategies based on the Turkey Tourism Strategy 2023 to encourage big cities in Turkey which are intended as tourist cities. Where every year there will be a variety of different tourism programs and will be aimed at target countries through digital platforms. The target countries are Russia, The United Kingdom, the United States, Germany, France, India and China.

The first program of "Visit Istanbul" is to make a short film with the theme of the history of the city of Istanbul. The short film is 1 minute 27 seconds long with the title "Meet with History of Your Dream City". The next short film is the theme of Istanbul gastronomy which will introduce Istanbul specialties with the title "Meet with Flavors of Your Dream City". In addition, there is also a short film with the theme of Istanbul culture with the title "Meet with Culture and Art of Your Dream City", where the short film was published on the Visit Istanbul YouTube page.

In 2020 Turkey's culture and tourism minister created an ad by showing a short video packaged as a film ad. This film depicts that Turkey is a family vacation destination and tourists get a unique and memorable experience while vacationing in Turkey. There are 19 short film commercials that are 10-15 seconds long which will be broadcast as a series of film advertisements on channels around the world as well as social media.

## **Customer Relationship Management**

Customer Relationship Management is a facility provided by the government through the official website to make it easier for tourists to access information about tourism. The development of new social media and digital strategies is one of the programs created by Turkey. This is based on Turkey's tourism policy in the eleventh development programme (2019-2023). The goal is to introduce tourism more effectively especially through internet-based applications as well as improving the visitor experience.

By utilizing digital technology Turkey provides an official website to provide tourism information to foreign tourists through GoTurkiye.com site. The GoTurkiye.com site not only displays Turkish language information, but also 10 other languages are available, namely English, Russian, Ukrainian, German, French, Spanish, Arabic, Persian and Chinese. The platform GoTurkiye.com as a guide to make it easier for tourists who want to visit Turkey, which includes information on Turkish products and tourism. The website is divided into six parts, namely the main page, Turkish experience, Turkish destinations, Go Turkiye TV, blog and branding & PR.

The "Turkish experience" page includes information about the activities that tourists can do during their visit to Turkey. There are various options that are distinguished based on several categories, such as destination choices, indoor activities, outdoor activities and other activities that can be carried out during a vacation to Turkey. Some options that offer a unique experience when on vacation to Turkey such as visiting Turkish museums, buildings that are included in the UNESCO list, Turkish gastronomy, cruise tours, golf, sports, shopping tours, festivals, four-season tours and others.

The "Turkish destinations" page displays information on travel options divided by cities in Turkey. In addition, the "Go Turkiye TV" page shows a short video depicting the diversity of Turkish tourist and gastronomic destinations. Meanwhile, the "blog" page contains a collection of writings related to Turkish tourism, such as recommendations for destinations to recommendations for Turkish specialties.

In addition to displaying tourist destinations and destinations on the website, GoTurkiye also has other social media. Turkey has a variety of active social media such as Facebook, Twitter, Instagram, and YouTube. Travelers can interact and submit complaints and suggestions easily through @GoTurkiye Instagram account.

## **Turkish Cultural Festival Program**

Turkish tourism can be a medium in carrying out public diplomacy. The Turkish government through the Turkish Ministry of Culture and Tourism then organized a major event in Russia, aimed at conveying the message indirectly regarding Turkish tourism in Russia. The events carried out by Turkey are in the form of festivals and exhibitions aimed at attracting Russian tourists to visit Turkey.

Activities carried out by Turkey to introduce culture and tourism potential through international events and forums. Based on the eleventh development programme (2019-2023) policy that Turkey will improve cultural relations with other countries and promote Turkish culture abroad. The coordination established between the government, the private sector and the public in the presentation of cultural and artistic activities. This activity represents classical and contemporary Turkish art that will be organized by the public and private sectors, as well as held in the country that is Turkey's main market. Cultural activities are carried out in order to form a positive perception of Turkey in the eyes of the world.



Turkey held the festival for the first time in Russia in 2019. The festival is organized by the Moscow Ministry of Culture, the Turkish Ministry of Culture and Tourism and the Turkish Embassy in Russia. The festival takes place in Moscow for three days, namely on June 16-18, 2017 in the park of Krasnaya Presnya Park. The festival is coordinated by Anadolu Agency. The festival will introduce visitors to Turkey's great history and traditions, arts, crafts, and the cultural and tourist potential of Turkey.



Source: Travel Portal Btet.ru  
Figure 3 Turkish Cultural Festival in Russia

The festival's series of events include a fashion parade, gastronomy show and an exhibition of Turkish handicrafts. In the festival, there are Turkish and Russian artists who will perform, besides that there are also performances from musicians such as the Ottoman band Janissary, Turkish folk dancing group, Maksim, Mitya Fomin and Vremya I Stekla band. In addition, there is a Grand Bazaar, where the Grand Bazaar is one of the popular places for tourists visiting Turkey. Any item located in the Grand Bazaar located in Krasnaya Presnya can be purchased by visitors, items sold such as handicrafts, handmade ceramics, household utensils with Turkish motifs, spices, high-quality textiles, souvenirs, calligraphy and others.

To attract tourists apart from a diverse series of events to get to know Turkish tourism more deeply, the festival distributed prizes to the participants. The prizes are in the form of a free trip to Turkey for 200 people and a flight using Turkey's best airline, Turkish Airlines.

In 2019 Turkey and Russia declared this year as a tourism year for both countries, where with this declaration it is expected to increase and expand cooperation on tourism schooners. Turkey – Russia cross year of culture and tourism the event was held on April 8, 2019 at the Russian Bolshoi theater, at the Yunus Emre Institute, Moscow. The event will be attended by the two leaders of the country, namely president Vladimir Putin and Recep Tayyip Erdogan. According to the Minister of Culture of Russia, Vladimir Medinsky, the program of this event is aimed at being able to promote the cultural heritage of Russia and Turkey and can strengthen relations between the two countries.

The series of activities of the event includes exhibitions, music performances and dramas. As the opening of the Cross Year of Culture and Tourism event, Ankara Opera and Ballet Theatre Head Murat Karahan performed a performance by combining opera and ballet. The performance was accompanied by the work of Turkish composer Bujor Hoinic on the stage of the Bolshoi theater.

As part of the Turkey – Russia cross year of culture and tourism at the film festival the 41st International Moscow Film Festival, Turkey was named the country's guest of honor. The film festival takes place on April 18-25, 2019. The festival will also screen Turkish films where there are also contributions of producers, directors and artists from Turkey who will join the festival.

Source: Russkiy Mir Foundation



Figure 4 Turkey – Russia cross year of culture and tourism at the film festival the 41st International Moscow Film Festival

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### **International Tourism Congress**

The tourism congress is one of the diversifications of Turkey's tourism products. Based on the tenth development programme (2014-2018) that the Turkish tourism market will be developed with alternative types of tourism that will be supported by improving infrastructure for tourism congresses, cruise tours, golf tours and health tourism.

In February 2019 the Association of Anatolian Media organized the International Congress of Culture, Tourism and Media in Hatay, a province in Turkey. The international congress was organized to celebrate cultural and historical heritage with the aim of improving the image of the province in the eyes of international and local media. The event was attended by important guests, namely Governor Hatay Rahmi Dogan and Numan Kurtulmu who is the deputy chairman of the justice and development party (AK party), who has also previously served as Turkey's minister of culture and tourism. It was also attended by various local and international journalists, one of which was the international journalist Daily Sabah who was invited to deliver an analysis of turkey's image in general in the view of Russians.

Reporting from the international media Daily Sabah that there are three tourism factors that shape Turkey's image in the eyes of Russians, namely the all-inclusive system, Turkish serials and charter flights with Turkish Airlines airlines.

- (1) all-inclusive system, is a pricing and marketing system that includes all tourism services and activities at one fixed package price. Such services include breakfast, lunch, dinner, transportation and accommodation. However, not all fixed price packages include transportation and accommodation, this depends on the offer that has been set at each hotel. The advantage of an all-inclusive system is that it can help tour operators in marketing lodging places easily, and can reduce tourist costs during vacations to be more efficient. Russian tourists spend less on Turkey than Japan and Australia. The average expenditure of Russian tourists amounted to 458 dollars. This is because Russian tourists mostly choose to use the services of an all-inclusive system, they prefer to stay in hotels and resorts. With the all-inclusive system, Russian employees save at least 28% of the possibility of spending outside the hotel.
- (2) Turkish series that are very popular in Russia. But not all Turkish series can be reached by mainstream TV channels in Russia, so there are many pirated sites that Russians use to watch Turkish series. Almost the entire Turkish series that was only a few days after it was played on Turkish television was translated into Russian. This proves the existence of a great interest in Turkish series in Russia and certainly contributes to the formation of a positive image of Turkey in the eyes of Russians;
- (3) direct flights from Turkish Airlines, which is one of the best airlines in the world and has direct flights to Russia.

In addition, the efforts made by the government through international-scale activities with these activities are the East Mediterranean International Tourism and Travel Exhibition (EMITT) which is one of the four largest tourism exhibitions in the world. EMITT is organized under the corporate sponsorship of the Ministry of Culture and Tourism of the Republic of Turkey, the Metropolitan City of Istanbul and Turkish Airlines with the support and business cooperation of the Turkish Hotel Federation (TÜROFED) and the Turkish Tourism Investors Association (TYD). In January 2018 EMITT was the 22nd event.

The exhibition lasted for two days with panels titled "The Future of Travel Agencies in Turkey" on the first day and "Local Development and Tourism" on the second day. The annual international EMITT exhibition was attended by 85 participating countries including Russia, 54,364 visitors, 600 tour operators and 7000+ business appointments. The 23rd EMITT was held on January 31 – February 3, 2019 with a total of 57,470 visitors from 94 countries. As well as the implementation of the 24th EMITT was held on January 30 – February 2, 2020. At the exhibition, there are 25 provinces in Turkey that will present their tourist assets, in addition to that there are also institutions and public organizations representing 22 districts to introduce local culture and food to the world.

## **Conclusion**

Based on the analysis that has been carried out in this study which is supported by data as described in the previous chapter, the conclusion that can be drawn by researchers is that the strategy carried out by Turkey is based on the existence of Turkish national policies as contained in the 10th Five Year Development Plan (2014-2018), the 11th Five Year Development Plan (2019-2023), turkey tourism strategy 2023 and medium-term programme (2017-2019). Where the implementation of these policies and programs to achieve Turkey's tourism target, namely by 2023 foreign tourist visits to Turkey will reach 70 million tourist visits. The strategy carried out by Turkey is with nation branding and public diplomacy aimed at changing the perception and image of Turkey in the eyes of Russians. These strategies include, the naming in the nation branding Turkey: Discover the Potential is important in building brand awareness and identity of a country to be better known by foreign tourists, advertising to promote Turkish tourism, digital marketing by utilizing digital technology to reach tourists using the internet, publishing short films containing information about important tourist attractions in Turkey and event promotions and festivals by organizing festivals that can promote Turkish tourism such as music festivals and cultural festivals.

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