

OKSIJEN LOCAL ACTION GROUP SEPTEMBER 2021

THE WINDOW FROM THE RURAL TO THE WORLD

IMPORTANCE OF PROMOTION IN TOURISM

Under the theme of "Development of rural tourism products", Oksijen Local Action Group (Ordu) has implemented a website project called "Come to Oksijen" to promote the tourism potential of the region.

The Oksijen LAG area, established by the Camaş, Gürgentepe and Persembe districts of Ordu, is a tourism paradise with its many natural and cultural assets. Moreover, the area is located in the middle of the Eastern Black Sea Region, which has a serious rural tourism potential, especially highland tourism. Many tour companies organize weekly tour programs for the region. However, since the tourism values of the region have not been fully explored yet, the region has not really benefited from this potential until today.

PROJECT INFO

BUDGET: 5.000 TRY

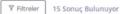
PROJECT PARTNERS:

Çamaş- Perşembe- Gürgentepe Municipalities Ordu Provincial Directorate of Culture and Tourism

PROJECT SUBJECT:

Web site building

LAG employees thought that the historical, natural and cultural tourism potential of all 3 districts should be revealed in detail for such a website. For this purpose, they received the opinions, suggestions and support of local administrations, the Provincial Directorate of Culture and Tourism, local tourism organizations, tourism companies operating in the region, volunteer organizations and individuals who are responsible for promoting the region, and tourists who have visited the region before. After the completion of these studies aimed at creating a kind of tourism database of the region, the process of establishing the website started.





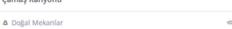






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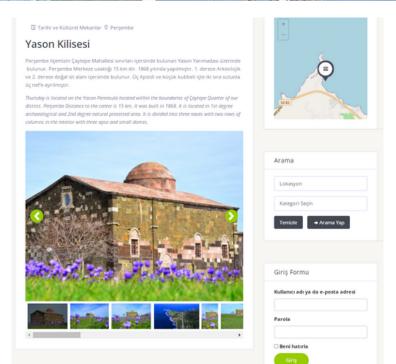


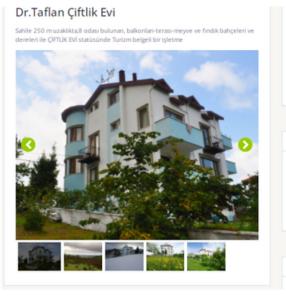
ANIMATION ON EACH SUBJECT

On the main page of the website, tourism locations are introduced in detail in different sections.

When the relevant sections are clicked, the venues and facilities under that heading are listed. When a place or facility is clicked, a page with detailed information, images and maps of that place appears on the screen.

On the page of each place to visit, there is a detailed information text such as the history of that place, the facilities offered in that place, and the geographical features of the place. In addition, thanks to the galleries consisting of many photographs of the place, visitors are also provided with the opportunity to recognize the place visually. In addition, applications that show how to reach the relevant location in the most convenient way are integrated into the website.







Giris Formu

Kullaner adı va da e-nos

In the "Where to Eat" section, you can see foods and beverages offered in eating and drinking places, detailed menus, photos of the place and contact information. In the "Places to Stay" section, information is given about the accommodation facilities serving in the region.

LAG representatives state that they plan to help potential tourists in planning their vacations as well as introducing the region to potential tourists.

LAG employees, who stated that they will continue to work on rural tourism, plan to create alternative tourism tracks and transfer these routes to their website.