

02

# POST CORONA MUTATION & CHANGE MANIFESTO

BY CEM KINAY  
EXPERIENCE DESIGN

*Dilek Uyar*

# POST CORONA DESIGN MANIFESTO NEW MUTATION & CHANGE

## Codes of the New Mutation and Change Design:

1. United Nations Sustainable Development Goals
2. Trade Off 2020
3. Turkish Care
4. Turkish Hospitality

## INTRODUCTION

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# "Design is functionality."

Steve Jobs

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**Post Corona**, a new age of hospitality will be on the rise with a careful design. The design of the environment, the design of the natural environment, the design of the social distance, new safety and hygiene design, the design of digitally supported services, the design of memories and the design of the new communication...

All of them aim to give unique new experiences to the guests..

Our aim will be to eliminate the fears and worries in their minds and to make them very happy in their journey.

Design is the act of creating a product or service to improve the human experience related to a particular problem. It is a conscious action carried out for a specific purpose.

“

Design is not to create something just to make it look nice.  
Design is a solution.  
The design is the strongest asset that a hotel and country brand can have.  
They are the main products and services that make a lasting impression in the minds of the guests.

The purpose of the design is to improve the human experience and to answer questions in the mind of a person. If the design has a significant effect on the guest, the feeling and experience that it will create will be unforgettable. The priority of the best design is human.

”



## POST CORONA MANIFESTO:

### 1. UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS

Travel is a long-term Mega Trend. People all over the world appreciate the added value of travelling for them. This is a valid fact for all cultures, geographies, religions, genders, and generations.

To design this mega trend as SUSTAINABLE should be the mega goal of our country from now on. To this end, the keystones of the post corona new generation conceptual design of Turkey and the world should be "United Nations Sustainable Development Goals for 2030".





Sustainable Development Goals came to the agenda in the United Nations Sustainable Development Conference that was held in Rio de Janeiro in 2012. The aim is to create a cluster of universal goals that address the urgent, environmental, political and economic problems that our world is facing. [The 2030 Agenda for Sustainable Development](#), adopted by all United Nations Member States in 2015, provides a shared blueprint for peace and prosperity for people and the planet, now and into the future. At its heart are the 17 Sustainable Development Goals (SDGs), which are an urgent call for action by all countries - developed and developing - in a global partnership. They recognize that ending poverty and other deprivations must go hand-in-hand with strategies that improve health and education, reduce inequality, and spur economic growth – all while tackling climate change and working to preserve our oceans and forests.



## UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS

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





Tourism should be SUSTAINABLE; today, tomorrow and far tomorrow!  
Each of these global goals is a universal call to eliminate poverty, protect our world and ensure that all people live in peace and prosperity.

It was one more time seen that the Development Goals provides us with a joint plan and agenda for us to analyse some of the severe challenges facing our world, such as poverty, outbreaks, climate changes and conflicts.

By nature, there can be no travel without a human being. For that reason, we have to design the tourism to be SUSTAINABLE and we should apply it with discipline and superior diligence.



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Post Corona will bring an absolute solution to the following three very important issues in terms of tourism with this new design manifesto:

- **Health & Safety (NEW HYGIENE)**
- **Social Distance**
- **Happiness**

For these, two separate certificates should be issued:

- **Health & Safety Certificate: “Turkish Care”**
- **Happiness Certificate: “Turkish Hospitality”**

**In order for us to ensure these, these are required:**

**1- “Creating new correct flows” for airport, transfer and hotel accommodations in terms of social distancing.**

**2-Finding new solutions for the lobby, restaurants, gyms, swimming pools, beach and spa regarding social distancing.**

## 2. TRADE OFF CONCEPT 2020



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In the next middle or maybe long term, accommodation and its complementary sectors will be performing to a certain extent rather than full capacity for a certain period of time. In other words, they will return to their economic lives with a certain capacity, instead of staying closed. The things to do for this process called "Trade-Off" will prove to reinstate the confidences of travellers as long as these things are performed in compliance with the rules.

- 1.** Bellows should not be used in airports; the transfers to the terminal building should be performed by buses, maintaining social distance.
- 2.** It should be mandatory to wear masks at airports and in the aircrafts.

**3.** The waiting areas/halls previously used in the airports for each take-off should be doubled and social distance markings should be applied in the waiting halls.

**4.** In airport-hotel transfers, social distance should be marked on the bus seats, one of two seats should be left blank.

**5.** Hotel capacities should be adapted to the social distance rule. Considering that the economy and travel movements will shrink, all capacity should be planned by 40-60%.

**6.** The number of personnel in the hotel should be doubled compared to the normal operating year, especially in the kitchen, service and housekeeping departments!

### 3. TURKISH CARE

In addition to the globally known Turkish hospitality concept, a Turkish Care concept is introduced. Turkish care is also a design in itself. If this design is applied in all hotels as a standard, Turkey will become the world's most important travel hub.

#### **Design is holistic!**

A good design not only appeals to the eye, it goes deeper, touches the soul, and makes the guest feel much more satisfied.







## TURKISH CARE

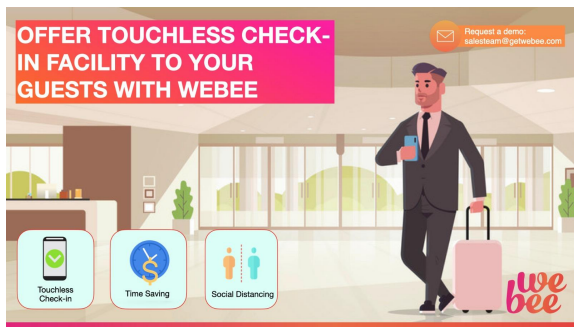
### Lobby:

The new generation lobby should be used for multiple purposes. If there is an outdoor space, it should be put into use after putting tables, chairs and coffee tables. If not, an external space should be designed if possible.

- The number of furniture should be reduced.
- Guest Experience App should be used for reception and guest relations. (Example: WeBee)
- Digital solutions that make mobile check-in restaurant, spa, sunbed and table reservations for should be used. (Example: WeBee)

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- The possibility of opening doors digitally without a key should be implemented. (Example: WeBee)
- The tables to be seated in restaurants for guests during the holiday should be determined during check-in. The guests would use the same table during all holiday. (Example: WeBee)
- The poolside and beach lounges to be used during the holiday should be determined during check-in. (Example: WeBee) Same lounges during the holiday



- Public toilets should be checked and cleaned every 15 minutes.
- There should be a permanent housekeeper on duty in the lobby.
- Need for masks should be met continuously.
- Doctors and nurses should be continuously present at hotels with more than 50 room capacity. The doctor's room should be close to the lobby and easily accessible.
- Mobile disinfection stations should be placed.
- Luggage should be taken to the luggage room by the hotel staff and taken to the rooms after disinfection.
- The carpets in the lobby should be removed.
- Social distance should be minimum 1.5 meters for the armchairs, chairs and coffee tables!



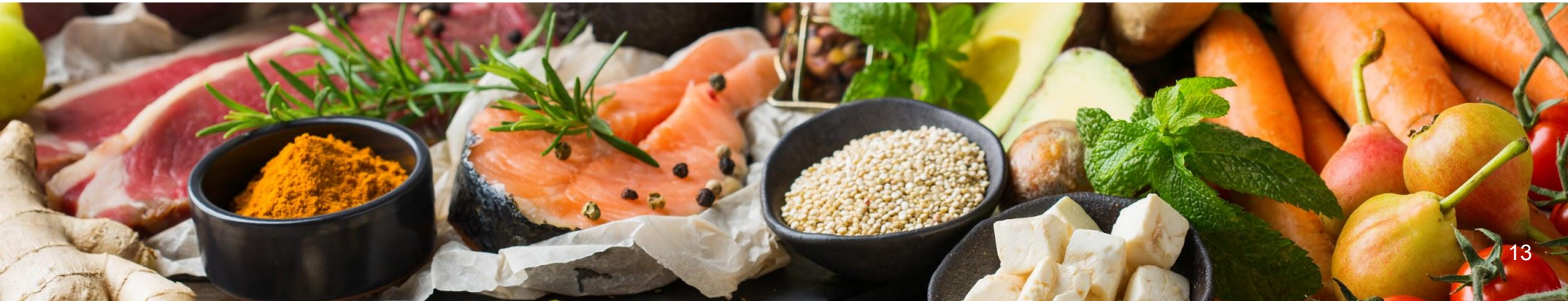


### **In Food and Beverage areas:**

- Open kitchen should be built in the main restaurant.
- In places where there is no open kitchen, work in the kitchen should be broadcast LIVE by putting screens on various places of the main restaurant.
- Open buffets should be revised with the station system and separated into many stations.

- Meals in open buffets should be presented with a transparent coverage system.
- Meals should be prepared and served instantly by the cooks and/or service staff.  
(A-la-minute/A-la-carte)
- Minimum social distance between buffets and stations should be set as 4-5 meters.  
-1.5 meters waiting sign should be applied in front of the buffets and stations.

- There should be a chef on duty at each station.
- Mostly “MEDITERRANEAN” cuisine and diet should be applied.
- VEGAN and AYURVEDIC menus should be highlighted.
- Only fresh and natural materials should be used.





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## “FROM FIELD TO TABLE” CONCEPT should be applied.

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- Only glass-bottled drinks should be used, and the bottles should be served unopened.
- The minimum social distance for tables and chairs should be 1.5 meters.
- Carpets should be removed.
- The tables should be numbered, tables should be reserved for guests and the guests should be asked to use the same table during all the holiday.
- There should be maximum number of tables outdoors, if necessary; tables should be placed in green areas.
- Each table would have QR facility with digital menus and touchless payments.
- Tables and chairs should be disinfected after each use.
- For station waste, intermediate stations in restaurant areas should be removed and waste should be taken directly to a waste collection area in the kitchen.
- HACCP rules should be permanently applied.
- Disinfection stations should be placed at appropriate intervals.
- Instead of saltshakers, pepper shakers etc., disposable packages should be used on the tables, solutions should be developed accordingly. Beret, gloves and mask should be made mandatory for the kitchen and service crew.

## BEACH DESIGN

- Sunbeds should be designed with at least 1.5 meters of intervals according to social distance rules.
- Sunbeds should be disinfected after each use.
- 2 to 4 sunbeds should be reserved per room, and guests should use the same sunbeds during their stay.

**CORONAVIRUS INFECTION IS NOT POSSIBLE IN THE SEA! PLEASE KEEP THE SOCIAL DISTANCING IN THE SEA TOO!**







## POOL RULES

- Sunbeds should be designed with at least 1.5 meters of intervals according to social distance rules.
- Sunbeds should be disinfected after each use.
- 2 to 4 sunbeds should be reserved per room, and guests should use the same sunbeds during their stay.
- It should not be allowed to enter the pool after 7.00 p.m. and such spaces should be disinfected and these places should be left until morning.
- Guests should take shower before and after entering the swimming pool.
- Pool measurements should be doubled.
- Disinfection rules should be doubled.

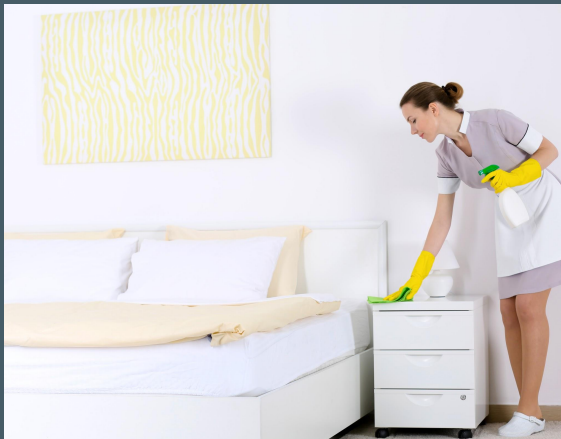
**CORONAVIRUS INFECTION IS NOT POSSIBLE IN THE POOLS! PLEASE KEEP SOCIAL DISTANCING**





## Rooms:

Room capacities should be planned at an occupancy of 40-60% in line with the trade-offs. The number of furniture in the rooms should be reduced. Only double-room family rooms should be used as family rooms. The use of extra beds should not be implemented in 2020.



## Housekeeping Services:

Main rules:

1. Every employee should think and act like a housekeeper. So, every employee should pay attention for cleaning and hygiene standards both instantly and continuously like a housekeeper. This concept should be a new and permanent standard.
2. When talking about cleaning, we are talking “DEEP CLEANING”

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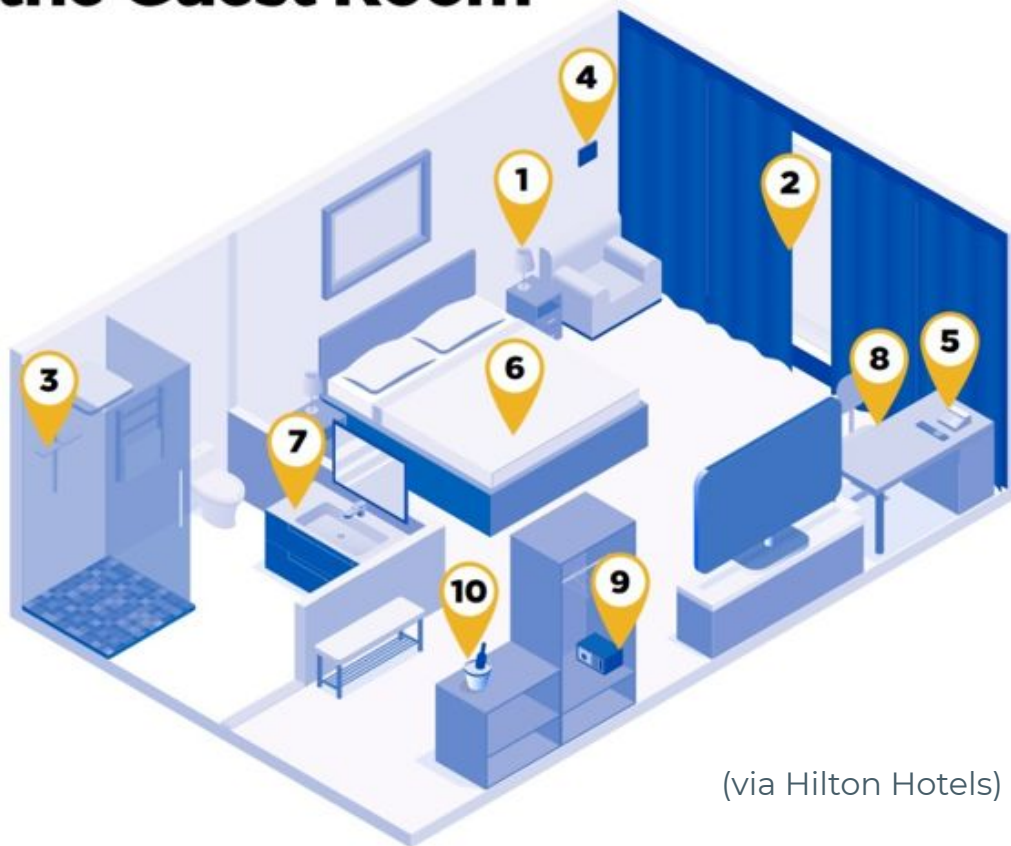
## Places where Deep Cleaning is Required:

### 10 TOP-CONTACT POINTS (Via Hilton Hotels)

- Lightings, sockets, plugs
- Door handles, cabinet handles, drawer handles
- Toilets, showers, bathtubs, fittings
- Air condition control panel
- Phone, clocks, Tv Remote Controls etc.
- All sheets, towels and pillows
- Shampoo, soap, shower gel etc.
- Table and coffee table surfaces
- Iron, ironing board
- Plates, glasses, coffee machine



# 10 High-Touch, Deep Clean Areas in the Guest Room



- 1 SWITCHES & ELECTRONIC CONTROLS**  
Lights, lamps, switches and electronic controls.
- 2 HANDLES & KNOBS**  
Doors, closets, drawers, furniture knobs and drapery pull handles.
- 3 MAJOR BATHROOM SURFACES**  
Toilet handles and seats, splash walls, shower/tub controls and sink faucets.
- 4 CLIMATE CONTROL PANELS**
- 5 TELEPHONES, REMOTE CONTROLS AND CLOCKS**  
Handsets, dial pads and function buttons.
- 6 BED & BEDDING**  
All bed linens including duvet covers, pillowcases and sheets.
- 7 BATH AMENITIES**  
Bulk dispensers, individual amenities, tissue boxes, soap dishes, amenity trays and hair dryer.
- 8 HARD SURFACES**  
Tables, desks and nightstands.
- 9 CLOSET GOODS**  
Iron, safe handle and keypad.
- 10 IN-ROOM FOOD & BEVERAGE**  
Cutlery, glassware, ice buckets, mini bars, kettle and coffeemaker.

- Materials in the rooms such as pens, papers, guides etc. should be removed.
- Housekeeping team should wear gloves, berets and masks.
- The rooms should be ventilated for a minimum of 3 hours every day.
- Rooms should not be used for 12 hours after check-out and should be completely disinfected for new guests.
- All textile products should be washed at minimum 75 degrees.
- Common and outdoors areas should be cleaned every 30 minutes.
- Elevators and stair railings should be cleaned every three hours.
- Antiviral disinfectants developed by well-known companies should be used.
- Textile products produced with EOC\* technology should be used.

\*EOC- Evolution of Cotton: It is a 100% cotton, sustainable, ecological, environment-friendly, internationally patented 100% domestic technology. EOC has been produced as a result of an 8-year R&D study, using nanocomposite materials made up of our country's precious minerals.

It is a new technological product that makes electromagnetic shielding in the tests made in international laboratories with anti-bacterial, antifungal, neutron holding capacity, that absorbs Radon gas, absorbing water less than 1 second, protecting from UV rays with UPF 50 +, having anti allergic properties with a PH level of 5.5. EOC, which can be washed at 40 °C, can be dried at high heat and can be ironed. At the same time, tests have good results at the Hohenstein institute in Germany.

- Common and outdoor areas, especially frequently contacted surfaces such as door handles and handrails should be cleaned every 30 minutes.
- Elevators and stair railings should be cleaned every three hours.
- Social distance marks should be placed in the elevators.





## SPA

- 50% occupancy should be applied when using massage, sauna, etc.
- 1.5-meter social distance marks should be placed and applied in sauna, pool, etc.
- Toilets and showers should be disinfected regularly every 15 minutes and after each use.
- All places should be ventilated for 1 hour every three hours during the day.
- Massage stations should be moved to outdoor and outer spaces as much as possible.
- The spa team should be obliged to wear beret, mask and gloves.

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## ENTERTAINMENT & SPORTS

- New playlists should be made with the motto of “Music heals the soul”.
- Live DJ performances at certain intervals
- Virtual Parties
- Silent Parties (with headphones)
- Virtual Fitness
- Solo sports such as surfing, single training, archery, water skiing should be planned.
- The tools in the fitness room should be placed according to social distance rules. (3 meters around here due to the nature of the sport)
- Outdoors cinema (maintaining social distance)
- Outdoor party (maintaining social distance)



## GENERAL RULES

**AIR CONDITIONS HAVE TO BE CONTROLLED PERMANENTLY.**

**WASTE SHOULD BE COLLECTED FROM THE HOTELS BY MUNICIPALITIES FOR TWO TIMES A DAY.**

**RECYCLE RULES SHOULD IMPLEMENTED IN ALL AREAS!**

**ZERO WASTE APPLICATION**



## Hotel Team

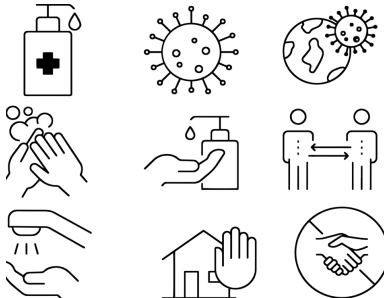
• The entire team must comply with the Hygiene Rules, and regular PCR tests must be carried out on the teams.

## ECOLAB RECOMMENDATIONS

• It is necessary to reduce the risk of contamination.

For this:

- Cleaning and disinfection should be done.
- We should stay home while sick.
- Close contact should be avoided (Social Distancing).
- Hands should be regularly washed with soap.
- Mouth and nose should be closed while sneezing and coughing.



**•Ecolab Hand Washing Technique, Hand Scrub Technique, Correct Glove Wearing Rules should be obeyed.**

**All hotels should supply and implement the Post-Covid 19 Handbook prepared by Ecolab. All teams should participate in Ecolab Free Online Training.**

[Ecolab.com](https://www.ecolab.com)

You can download the Ecolab Pre-Opening Handbook from [www.drcekinay.com](https://www.drcekinay.com) - Cem Kinay Reports section: <https://www.drcekinay.com/en/cem-kinay-reports/>

For Healthy Life Technologies, definitely visit <https://demogrup.com/>

# Companies Authorized To Verify

<https://www.tga.gov.tr/belgelendirmeye-yetkili-firmalar/>

## Criteria for Corporations and Companies to be Authorized for Accreditation:

Institutions that have been authorized to inspect accommodation facilities and food & beverage facilities based on international standards and criteria and issue Healthy Tourism Certificate have been determined after conferring with NGOs such as TUROB, TUROFED and TURYID. The qualifications and competencies of these institutions have also been approved by Turkish Accreditation Agency.

## The List Of Authorized Accreditation Institutions – Initial Phase

RoyalCert Belgelendirme ve Gözetim Hizmetleri A.Ş.

TÜV SÜD Teknik Güvenlik ve Kalite Denetim Tic. Ltd. Şti.

Llyod's Register Gözetim Ltd. Şti.

Türk Standardları Enstitüsü Sistem Belgelendirme Grup Başkanlığı

BV Inspektorate Uluslararası Gözetim Servisleri A.Ş.

İsa Denetim Belgelendirme ve Eğitim A.Ş.

## 4. TURKISH HOSPITALITY



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- The Turkish nation has always hosted its guests in the best way possible.

It allocates the best places for him, makes the best food, thinks of its smallest needs. It does not consider his guests as other than his own family; it is always ready to do the best for them.

- You can be a host anywhere in the world but we have unique hospitality .

- Welcoming the guest with a magic smiling face... Shortly before the arrival of the guests, the bustle reaches top level. Everyone is excited for the newcomer.

Respect and love are at the highest level.

- Guests are greeted with a Sofi salute, not a handshake.



- Greeting means heart, peace, healthiness and well-being. Slippers are offered to guests inside houses, although now in some house's slippers are replaced by shoe covers.

- A tea, coffee or cold drink is served immediately.

- Of course, a small cake, a pie and so on is also available on the table. Any objection to the offers is not accepted. If you only eat the cake, the pastry will be offended.

- For the sake of guests' comfort, the pillows on the seats are swelled, sugar and chocolate are offered.
- A hospitable person wants to serve a complete set of delicate, regardless of which meal of the day it is, and even tries to find bird milk. The pastries are prepared, stuffed dolma is cooked and baklava is made.
- Guest towels are embroidered, cotton and the most beautiful ones, that every Turkish woman is proud of.
- Plenty of cologne is served.
- The guest is always accompanied till the door, and greetings are said again.

- Some water is poured after the guest saying, "You came like water, go like water".
- Hands are shaken, eyes fill with tears, hospitality touches the heart of the guest. That's inevitable for us. Love floods, passes from generation to generation.

- This is what Turkish Hospitality is like. Turkish hospitality with its smell, taste, sound and touch. We Promise You!  
We will do the best cleaning. We will the best dishes. We take care of your health. We welcome you!  
We have prepared your "Happiness Certificate"!



# 41 POST-CORONA TRENDS

Some trends in recent years will gain a new meaning and become stronger in post corona period.

- 1- Nature / Green Holiday
- 2- Natural
- 3- Isolated places
- 4- Health
- 5- Locality
- 6- Digitalization
- 7- Social Distancing
- 8- Trade-off
- 9- Turkish Care
- 10- Turkish Hospitality
- 11- Boutique and Family Hotels
- 12- Boat Holiday
- 13- Camping/Glamping
- 14- Train Journey
- 15- Villas and Houses for Rent

- 16- Airbnb
- 17- Solo travel
- 18- Digital Nomads
- 19- Exploring Turkey
- 20- Micro Holiday
- 21- Detox Holiday
- 22- Resorts spread along broad areas, mega hotels with trade-offs and their villa sections
- 23- Branded hotels
- 24- Exploring National Parks
- 25- Black Sea Highlands, Maçahel, Şavşat, Çamlıhemşin
- 26- Assos, Bozcaada
- 27- Lycian Way
- 28- Cappadocia, Mardin, Bakı Museum

- 29- Ancient City Discovered, Patara, Myra, Assos, Troja, Sagalassos
- 30- Guide service
- 31- Butler service
- 32- Open Buffet to be revised and replaced by the Bazaar Concept (Show Cooking / A La Minute Stations)
- 33- Open Kitchen
- 34- Mediterranean Cuisine
- 35- Ayurvedic, Vegan menus
- 36- Home Made Foods
- 37- Fresh vegetables and fruits (From field to table)
- 38- Farming in Hotels
- 39- Semi-Mixed Breakfast
- 40- Zero Waste
- 41- Staying Home

# COMMUNICATION

**Design is the new marketing. It is the product itself, not the ads or slogans. Design is Patagonia's supply chain, Purple Carrot ethics and customer service at Union Square Cafe. It is the design, not advertising, that makes Apple the most valuable luxury brand (and most valuable company) in the world."**

**- Seth Godin**

**1-** Turkey should determine a new strategy for communication:

It should put the new designs, especially the ones on Security / Health / New Hygiene and Social Distancing as first priority and establish a strong communication that creates awareness of

**• Turkish Care**

Communication of Corona Free destinations and cities.

Communication of Certificates

Communication of hospitals.

Social Distance Communication

**• Turkish Hospitality**

**2-** It should diversify its communication about the sea-sand-sun and increase it to 360 degrees communication with following themes.

**Communication should be made through stories and legends.**

Example:

**•Every human will feel pretty good in Turkey**

**•Having a holiday in Turkey, Experiencing the richness of Turkey is a Universal Right.**

**•Turkey Opens All Civilizations Library to the World ...**

Following topics and people to be included in the communication:

## INTELLECTUAL COMMUNICATION:

• Ancient cities, Göbeklitepe, Patara (2020 Patara Year), Hattusas, Assos, Troy, Ephesus and legends related with these.

Museums

Mustafa Kemal Atatürk Revolutions

Legends of Istanbul

Designs of Mimar Sinan, Balyan Family, Architect Kemaleddin Bey, Fazıl Say

compositions, Osman Hamdi Bey's works

Philosophers born in Anatolia, Thales, Diogenes...

Healers and physicians in Anatolia such as Galen

Nobel Prize winner Turks: Orhan

Pamuk, Prof.Dr. Aziz Sancar

Underwater wrecks in Kekova, Alanya and Çanakkale.





## GASTRONOMY

- Mediterranean Cuisine and Diet, Ayurvedic Diet, Planet Diet Specialists:

Dilara Koçak <https://www.dilarakocak.com.tr/>

Prof.Dr. Mustafa Özdoğan [www.drozdogan.com](http://www.drozdogan.com)

Dr.Buğra Öktem <http://www.drbugraoktem.com/tr>

- Chefs:

Chats with Nusret Gökçe, Murat Bozok, Aydın Demir, Arda Türkmen, Sahrap Soysal, Mehmet Yalçinkaya, Ömür Akkor, Yunus Emre Akkor, Rafet İnce, Sinem Çapraz, Murat Deniz Temel, İsmet Saz, Erdem Dirbali, Bayram Özerk, Sedat Aslan, Mehmet Gürs, Osman Sezener, Şemsa Denizsel, Mehmet Akdağ and Süreyya Üzmez and videos with recipes.

### CINEMA

- Movie Directors:  
Nuri Bilge Ceylan, Fatih Akın,  
Ferzan Özpetek, Yüksel Aksu, Ezel  
Akay, Çağan Irmak, Semih  
Kaplanoğlu  
Cinema and TV series actors: Cem  
Yılmaz, Yılmaz Erdoğan, Kıvanç  
Tatlıtuğ, Tuba Büyüküstün, Beren  
Saat, Burak Özçivit, Fahriye Evcen,  
Halit Ergenç, Bergüzar Korel,  
Serenay Sarıkaya, Kenan  
İmirzalioğlu, Berat Efe Parlar,  
Demet Evgar, Birce Akalay, Bulut  
Aras İyinemli, Hazal Kaya, Çağatay  
Ulusoy, Sinem Kobal, Ata Demirer

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### PHOTOS

- Photographers:  
Such as İzzet Keribar, Dilek Uyar,  
Merve Çevik, Cuma Çevik, Nuri  
Çorbacioğlu, Faruk Akbaş, Erdal  
Kınacı, Ahmet Erdem, Mustafa  
Seven, Leyla Emektar, , Seyit  
Konyalı, Orhan Durgut

### TRAVEL

- Guides:  
Saffet Emre Tonguç, Şerif Yenen,  
Sedat Bornovalı, Neşe Aksoy,  
Hakan Eğinlioğlu, Zeki Apalı,  
Serhan Güngör

### BOOKS

- Authors:  
Buket Uzuner, Uğur Dündar,  
Ahmet Ümit, İskender Pala,  
Orhan Pamuk, İlber Ortaylı, Ayşe  
Kulin, Zülfü Livaneli, Gülse Birsal



## COMMUNICATION

### MUSIC

Tarkan, Sezen Aksu, Sıla, Hadise, Murat Boz, Ayleyna Tilki, DJ Suat Ateşdağlı, DJ Salih, Sertap Erener, Kenan Doğulu, Nil Karaibrahimgil, Mazhar Alanson

### SPORTS

• Spor Adamları: Fatih Terim, Ergin Ataman, Mesut Özil, Arda Turan

### BUSINESS

• Business People:  
Güler Sabancı, Tuncay Özilhan, Rahmi Koç, Ahmet Zorlu, Hüsnü Özyeğin  
•CEOs: Hakan Ateş, Temel Kotil, Sani Şener, Derya Matraş, Ümit Önal, Canan Özsoy, Pınar Abay, Serra Akçaoğlu

**Turks in the World:** Daron Acemoğlu, Canan Dağdeviren, Mehmet Öz, Muhtar Kent, Hikmet Ersek, Hamdi Ulukaya



## COMMUNICATION

### VIDEO STORIES SHOULD BE PRIORITIZED.

- Hotels should constantly communicate using team videos.
- For example, chefs can prepare a dinner recipe.
- Videos of housekeepers taken while cleaning the room, restaurant or lobby are shared on social media.
- Hotels should share the images and videos of the lobby, restaurant, pool and beach arrangements they have prepared according to social distance rules with their guests.

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### STRONG USE OF SOCIAL MEDIA

It should be used not only for information, but also for mutual communication. Content should be developed according to the character of each environment and continued without interruption.

### INSTA TALKS LIVE

Every day between 26.03.2020 and May 08, a conversation was made with a guest, especially for post corona post via Instagram @cemkinay.

Very valuable people who are experts in their fields attended these conversations.

Participants in the chats we started with WeBee so far:

Fatoş Karahasan, Ergin Ataman, Ömer Şengüler, Ebru Cinek, Prof.Dr. Havva Işık, Tolga Atalay, Levent Erden, Yelda Cumalıoğlu, Prof.Nevzat Çelik, Pelin Özkan, Ufuk Tarhan, Dilara Karabay, Pinar Kartal Timer, Elif Dağdeviren, Prof.Deniz Ülke Arıboğan, Gonca Karakaş, Ebu Burak Toparlı,

Prof. Hüsametdin Koçar, Dr.Buğra Öktem, Arda Sayiner, Michael Misick, Roula Jouny, Monica Venegas, Hakan Özakbaş, Münir Karaloğlu, Nuri Çorbacioğlu, Erdil Yaşaroğlu, Sarp Ataman, Ahmet Pandır, Begüm Yaşaroğlu, Osman Ayık, Haluk Erkmen, Prof. Mustafa Özdoğan,Vedat Ozan, Halil Korkmaz, Dilek Uyar, Doc. Mustafa Aydın, Naci Cansun, Prof.Dr. Mustafa Ünal, Prof. Ozan Bahar, Vahap Munyar, Ersin Pamuksüzer ve Melisa Beleli Ertuğrul Günay, Sururi Çorabatır, Fettah Tamince, Armin Zerunyan, Erkan Yağcı, İdil Kesten, Kaan Kavaloğlu, Yeliz Gül Ege, Enver Yücel, Mete Vardar, Kaya Demirer, Ertuğrul Özkök, Ahmet Güneştekin,Ömer Tosun, Serkan Vanlı, Deniz Toprak, Mete Nisari, Yasemin Suyabatmaz, Selçuk Altın, Osman Nuri Yıldız, Şemsettin Bozkurt, Emin Bulut , Barbaros Tapan, Ece Tombul, Necati Özkan participated.

”

## COMMUNICATION

### In the coming days

---

Burak Yeter, Gürkan Boztepe, Mikail Köroğlu, İzzet Keribar, Sinan Özer, Serdar Bilgili, Hediye Güral, Necdet Alkandemir, Müberra Eresin, Prof.Dr. Uğur Batı, Özgül Yavuz Özkan, Nadir Alpaslan, Ahmet Misbah Demircan, İclal Aydın, Prof.Dr. Sinan Canan, Gülsen Kırbaş, Murat Özyeğin will be our guests.

### **We offer our endless thanks to all of them.**

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Our aim with these interviews is to share the views of experts in their fields for the tourism sector and to be useful in their preparation and planning in the short, medium and long term in the post corona period.

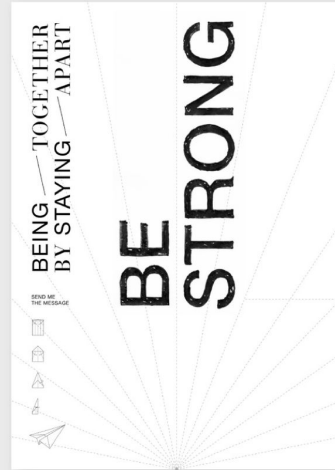
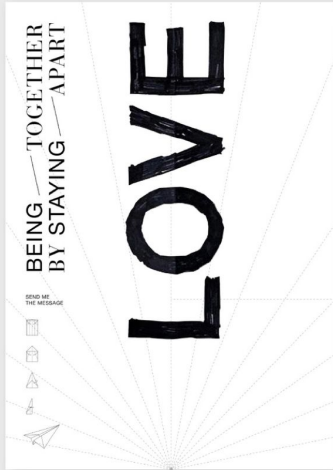
**You can follow our Insta Talks Live program on our page**

➡ <https://www.drcekinay.com/instatalkslive/>

**You can watch videos of our interviews on our Youtube channel**

➡ <https://bit.ly/364OI54>

## Designs by the famous Italian designer Piero Lissoni for the Wallpaper Magazine with the theme of "Social Distance"



GUEST EXPERIENCE APPLICATIONS (FOR EXAMPLE WEBEE) SHOULD BE STRONGLY AND URGENTLY RECOMMENDED.

## WHAT IS WEBEE?

It is a **convenient** mobile app solution for **guests**

- Search, Overview & Directly Book hotels
- Send Pre-stay and In-stay requests
- Benefit From Instant Offers & Campaigns
- No language barrier
- Social Distancing Measures

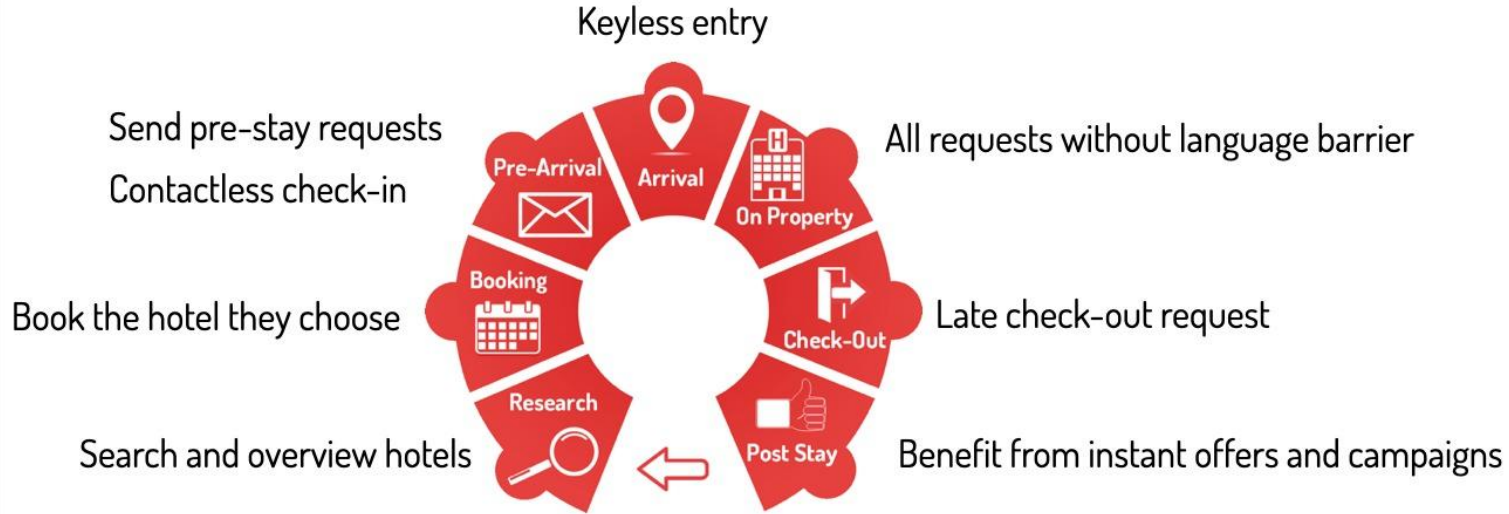


We Enable Better Experiences

**we  
bee**

## WHAT IS WEBEE?

It is a **convenient** mobile app solution for **guests**



We Enable Better Engagement





## Mobile Application Features



- ▶ Hotel Selection Screen
- ▶ Hotel Home Screen
- ▶ Guest Services
  - Restaurant Reservation
  - SPA Reservation
  - Laundry
  - Housekeeping
  - Room Supplies
  - Concierge Requests
  - Room Problems
  - Wake-Up Call Request
  - Car/Valet Request
  - Taxi
  - Collect My Tray
  - Porter Service
  - Late Check-Out
- ▶ In-Room Dining
- ▶ A la carte Reservation
  - Restaurant Selection
  - Date and Time Selection
  - Number of People
  - Main Course Selection
- ▶ Hotel Overview
  - Direct Booking (directing to mobile site)
  - Photo Gallery
  - Room Rates
  - Contact Us (click-to-call)
  - Amenities
  - Map
  - Social Media Links
- ▶ Rooms
- ▶ Special Offers
- ▶ Inbox
  - ▶ Messaging
  - ▶ Google Translation between Guests and Hotel Staff
- ▶ Mid-Stay Survey
  - ▶ Rating
  - ▶ Directing Top Rated Scores to TripAdvisor
  - ▶ Getting Specific Feedback
  - ▶ Notification of Hotel Management on Feedbacks
- ▶ After Service Survey
  - ▶ Rating
  - ▶ Getting Feedback
  - ▶ Notification of Relevant Department on Feedbacks
- ▶ Multi Language Support

We Enable Better Engagement

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bee**

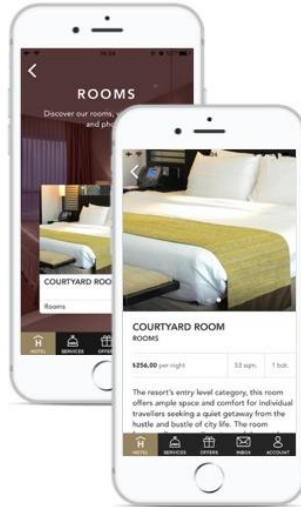


## Mobile Application Features

### ▶ Hotel Overview



### ▶ Rooms



### ▶ Special Offers



W E L C O M E T O R E S O R T





# MASK DESIGNS





Ahmet Erdem



İzzet Keribar



İzzet Keribar



Dilek Uyar



Dilek Uyar



Mustafa Seven



Ahmet Erdem



Leyla Emektar



Leyla Emektar



Dilek Uyar





Mustafa Seven



Dilek Uyar



Nuri Çorbacıoğlu



Erdal Kınacı



Erdal Kınacı



Nuri Çorbacıoğlu



Faruk Akbaş



Seyit Konyalı



Faruk Akbaş

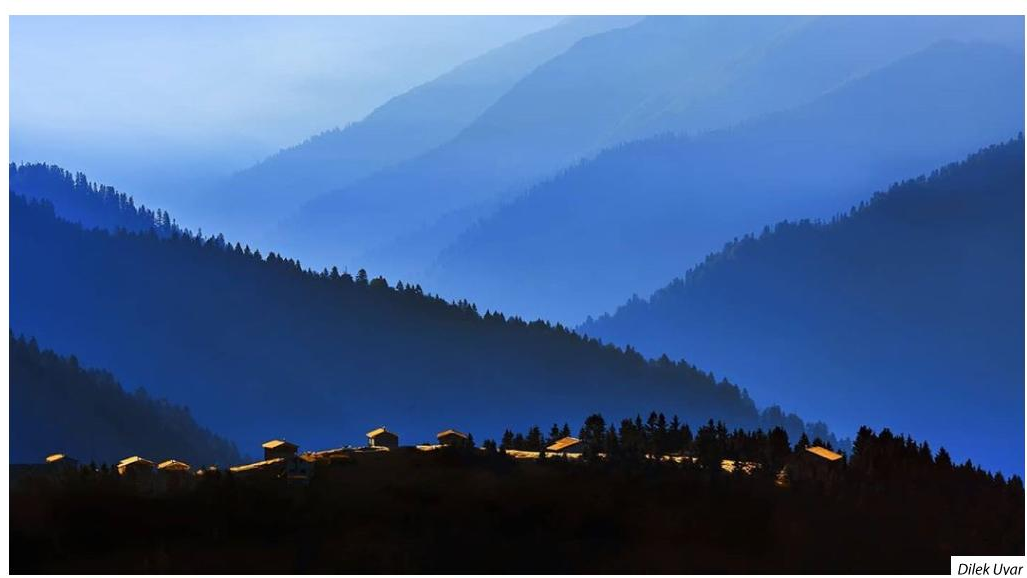


Seyit Konyalı





Merve Çevik



Dilek Uvar



Cuma Çevik



Cuma Çevik



Merve Çevik

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# C



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**#NeverGiveUp**  
**#DoNotWorry**  
**#SummerWillComeAgain**

**Dr.Cem Kinay**  
**cemkinay@cemkinayxpd.com**



This booklet is only a recommendation. Republic of Turkey- Ministry of Culture and Tourism, Republic of Turkey-. The Ministry of Health are explaining the rules that must be applied in detail. These have to be followed and implemented absolutely.

<https://www.taa.gov.tr/>

V2-29.05.2020, Istanbul, Antalya, Vienna, Miami, Dubai,

**GRAPHX**  
**AGENCY**  
THANKS

