Lavender Scented Village project was carried out by Keçiborlu District Governorship and The Keçiborlu Solidarity and Support Association. The project is supported by Culture and Tourism Ministry of Republic of Turkey, United Nations Development Programme and Anadolu Efes in the program of “Future Lies in Tourism”. The activities of the project:

establishing a women cooperative.

trainings about sanitation, cooperative management, rural tourism activities, accommodation management, entrepreneurship, area introduction, traditional souvenir preparing.

advertisement activities of brochures, web site, billboards on highways and announcements on social media.

environment arrangements; building a traditional tent, restoration of former primary school building and garden.

photography contest was organized and high graded photographers were awarded;

social media phenomenons and journalists visited the village.

7 local people of the village visited good examples of rural tourism samples in Bursa,Turkey and Marseille Region, France.

lavender logo of the village was designed to create brand value of the village.

a sample lavender harvesting ceremony was held in the village by the contributions of bloggers, journalists, celebrities, painting and instrument artists.

the village was introduced in national and international exhibitions.

It’s targeted to create alternative employment areas in Keçiborlu County for rural tourism with the help of major transportation facilities and significant agricultural products. By enabling continuity of rural tourism activities it’s planned to overcome immigration and development problems. The project will cause Keçiborlu County, which is an important lavender and rose cultivator, to be known for its lavender.

Keçiborlu which is the most important lavender cultivator of Turkey will be a rural tourism destination that is worth visiting. Thus the project will be sustainable and it will contribute to overcome immigration, unemployment and development problems in the region.