

Şerif Yenen

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PERSONAL DATA:

- ◆ Date of birth : 17 May 1963
- ◆ Marital status : Married (has two sons born in 2004 and 2009)
- ◆ Languages : Turkish and English
- ◆ Memberships : ATURJET (Association of Travel Journalists & Writers), TUYED (Association of Tourism Writers), TAÇ (Foundation for Preservation of Environment, Monuments and Tourism Assets)
- ◆ Hobbies : Travelling, Travel Writing, Photography, New Media Publishing, Tennis

EXPERIENCE / TITLES:

IRO – Tourist Guides’ Guild of İstanbul

President since March 2002-Current

TUREB – Federation of Turkish Tourist Guide Associations

President since March 2002-Current

TUREV – Foundation of Tourist Guides

President between 2002 – 2009

- Managing the above-mentioned organizations, which consist of 2600 members in İstanbul, and 5500-6000 members across the country.
- Defining the tourist guide profile in Turkey through a comprehensive scientific study conducted in cooperation with universities, improving the public image of tourist guides, and determining the main target as passing a bill of law on the profession of tourist guiding.

WFTGA - World Federation of Tourist Guide Associations

Executive Board Member 2003 – 2007

- Responsible for Public Relations and Publications
- During his two-term executive board membership at WFTGA, Şerif Yenen was responsible for public relations and publications. He published www.wftga.org, ‘Guidelines Internation@l’ and promotional materials.
- He actively participated in the regular international conventions and meetings of the World Federation.

Tourism Sector (Stakeholder) Representative

He represented professional tourist guides at every platform together with the other two fundamental actors of the tourism sector – travel agencies and hoteliers.

Member of;

- The **Tourism Consultative Committee** established by the Ministry of Culture and Tourism;
- The Tourism Platform working under the title of **Tourism Workshop** of the İstanbul Metropolitan Municipality;
- The **Consultative Committee** for İstanbul 2010 Cultural Capital of Europe;
- The **Tourism Commission** of the Governor's Office of İstanbul;
- The **Consultative Committee** of The Tourism Investors;
- The **Turkey Platform** of IKV (Economic Development Foundation).

Active participation in all congresses, symposiums, general meetings, etc organized by the Ministry of Culture and Tourism, universities, and other related organizations of the tourism sector;

Participation in news programs, interviews, panel discussions, and press meetings on live radio and TV broadcasts;

Vice President of;

- **Turkish Travel Agencies and Tourist Guides Assembly** established as a tourism council within TOBB (The Union of Chambers and Commodity Exchanges of Turkey).

Led and Initiated Social Responsibility Projects

- **Children and Museums Project**

Sponsored by national and international funds, this project aimed to raise awareness on the historical riches of Turkey and to spread consciousness on history and environment. Tourist guides who have received special training took children to museums and historical sites. So far, as many as 3500 children have been taken to museums at no charge within the scope of this project.

- **TUREB Awards**

Given to the best nominees in Culture and Tourism, the TUREB Awards found extensive publicity in the media coverage under the title "Tourism Oscars". TUREB aims to draw public attention to the importance and preservation of our historical and cultural heritage, sustainable tourism, and enhancement of the public image of tourist guides through this activity. An annual ceremony is organized each year on February 21, the International Tourist Guide Day.

- **Bulgaria-Kırklareli Project**

Organized bilateral tours and trainings, and published a promotional brochure about Kırklareli within the scope of this project, which was sponsored by international funds in order to assess the tourism potential in untouched areas.

- **Postcard Campaign** (December 2003)

Organized a campaign in which hundreds of tourist guides mailed 50.000 postcards and e-cards to their past customers emphasizing a message of peace and trust worldwide in the aftermath of the crisis faced in Turkey.

- **Support Activities for Consumers in Tourism**

Organized a Consumer Panel Discussion together with the media in order to raise consumer awareness, published a Walking Map of Galata, conducted a research to determine the profile of tourists coming from different countries, and worked out on new destinations in tourism.

- **Support for Archaeological Studies**

Provided material and immaterial support for the Old City in İstanbul, Phrygian Valley, Perge and Troy.

Led Professional Training and Culture & Art Activities

- **Certificate Programs**

Organized “Specialty Training Programs for Tourist Guides” in cooperation with universities and other related institutes in order to keep up with the changing tourism concepts, to meet the customer demand and to contribute to diversification of tourism products.

- **Educational-Training Tours, Conferences, In-Service Training Seminars**

Organized in-service trainings and conferences as well as many other guidance and practice tours both in Turkey and abroad.

- **Exhibitions**

Supported tourist guides who were also painters, sculptors and photographers by organizing exhibitions at the exhibition and conference hall at the headquarters of TUREB in order to enhance the public image of tourist guides.

- **ROL - Clubhouse for Tourist Guides**

Launched a café-bar upstairs from TUREB's headquarters office in Cihangir between 2004-2009.

Organized National Symposiums and Workshops

- **Workshop on Tourist Guiding in Çeşme (9-10 August 2003)**

The workshop, which highlighted tourist guide training, problems of tourist guides, enhancement of quality in tourist guiding, and updating the bylaws of tourist guiding, was conducted in cooperation with about 40 participants from the Aegean, Balıkesir, Anatolian and Gazi Universities.

- **Workshop on Tourist Guiding in İstanbul (3-4 February 2007)**

Organized a workshop on Tourist Guiding in cooperation with the Ministry of Culture and Tourism and Balıkesir University. The number of participants from various universities, the ministry and tourist guide organizations was between 35 and 40.

Led and Organized National and International Educational Programs, Symposiums and Conventions

- **International Tourist Guiding Symposium (14-16 January 2005)**

This symposium was sponsored by the Ministry of Culture and Tourism and other related institutes from the tourism sector to finance the flight and accommodation expenditures of the tourist guiding representatives from 14 countries. The presentations of the participants have been collected and published in a Symposium Booklet.

- **İstanbul FEG Meeting (Federation of European Tourist Guides) (2-7 November 2006)**

TUREB hosted FEG's ordinary annual meeting in İstanbul. There were as many as 70 representatives from 18 European countries. The meeting was sponsored by the Ministry of Culture and Tourism and other related institutes.

- **Specialisation Programs on İstanbul for Tourist Guides (2006, 2007, 2008, 2009 and 2010)**

This program was repeated 5 times, once every year. Each program consisted of 25 intensive full days of training.

In addition to leading and organising the program, Şerif Yenen gave occupational lessons on tourism applications, techniques and city guiding.

Writer or Editor-in-Chief of TUREB's Publications

- ***Crossroads / Heritage Magazine (96-104 pages)***

Presenting Anatolia from the tourist guides' perspective, this English/Turkish magazine has a circulation of approximately 30 thousand. It is widely favoured by local and international readers.

- ***Rehber Dünyası Bulletin (96-104 pages)***

In this magazine, which provides a communication platform for tourist guides, experiences are exchanged, professional issues are discussed, and announcements, authentic researches and messages from tourist guides are published.

- ***Travel Tips (98 pages)***

This is a reference booklet containing tips for holidaymakers and travellers based on many years of experience of professional tourist guides, and aims to raise awareness in tourism and answer any questions that may arise before or during tours.

- ***Tourist Guide's Handbook (186 pages)***

As a reference book for tourist guides, this publication covers special considerations in practicing the profession of tourist guiding as well as necessary information and professional ethics.

- ***www.turizmhabercisi.com***

This online tourism newspaper gets 5 thousand hits per day.

- ***www.tureb.net***

TUREB's dynamic website is updated every day.

- ***Tourist Guides Catalogues (Online and Printed)***

An online catalogue www.turkishguides.org and printed catalogues have been made in order to provide easy access to tourist guides for travel agencies and tourists.

- ***TUREB's Mail Lists for Announcements and Discussions***

These two mail lists with 5000 and 1000 members respectively provide interactive communication among tourist guides.

- ***Documentary Film on Tourist Guiding: The Art of Hospitality***

This 30-minute documentary film on the history, development and problems of tourist guiding in Turkey was filmed within the scope of the 50th anniversary of Istanbul Guild of Tourist Guides, and financed by various sponsors.

- ***Documentary Film on 'Children and Museums' Project***

Another documentary film financed by various sponsors in order to enhance the public image of tourist guides, to promote the 'Children and Museums Project', and to raise funds for the project.

Tourist Guide

1989 – present

Şerif Yenen's career as a tourist guide focusing especially on American guests in recent years continues successfully. He is frequently awarded with prizes and letters of 'thank you'. In addition to tourist guiding, he delivers conferences and presentations for the promotion of Turkey.

- SKALITE 2006 Best Tourist Guide Award
- VIP Guide

He is also asked to give guiding services to VIPs like celebrities, statesmen, high officials and business people among whom are Pope Benedict XVI, Oprah Winfrey, Princess Michael of Kent, Robert Davis (Deputy Leader – Westminster City Council, 2008), Sir Simon Milton (Deputy Mayor for London, 2008), (ASTA President, 2008), Chris White (Chairman & CEO of Global Events Partners-GEP, 2008), Dr. George Friedman (Chairman and Chief Intelligence Officer of STRATFOR-Strategic Forecasting Inc., 2009), Mojo TV, Matt Lauer and Lester Holt (Today Show-NBC, 2008), Vince Cook (CEO of Grand Circle Travel-GCT, 2008), Lord John Brown (President of the BP), Pink Floyd, Consul Generals, etc.

Furthermore, Şerif Yenen has contracts with notable families for private tours of their private historic residences and mansions. He organises and develops routes of sightseeing in these mansions.

Lecturer

1989 – present

As a travel specialist, Şerif Yenen gives comprehensive lectures about Turkey and travel in Turkey. A few selections from these topics are Anatolian Civilizations, Places of Interest in Turkey, Turkish Destinations, Topkapi Palace, Ottoman Dynasty, Ottoman Ruling System, Biblical Anatolia, Suggestions on Itineraries, Interesting Facts about Turkey, etc. These lectures are delivered at schools, universities, museums, libraries, NGOs, cruise ships, tour companies, etc.

He has lectured successfully at the Smithsonian Institute in Washington D.C. twice:

- A full day lecture on "Turkish Odyssey" on 31 January 2009
- A full day lecture on "Topkapi Palace: The Luxe Life, Sultan Style" on 6 November 2010

Among the places where he has lectured are the American Turkish Society - NY, Penn Museum - Philadelphia, and the Boston University - Boston.

Travel Writer and Publisher

1997 – present

Turkish Odyssey / Book, Website and CD-ROM

- A unique guide book of 560 pages containing cultural information about Turkey. It has been the "first guidebook of Turkey ever written by a Turk". It is published in English, German, Italian and Turkish. It is used as a course book or reference at the tourism departments of almost all the universities in Turkey. Its fourth edition is almost sold out.
- The website www.turkishodyssey.com promotes Turkey and contains the updated version of the printed book.
- "Turkish Odyssey" has also been published in the CD-ROM format as an interactive version making use of the multimedia technology.

Quick Guide İstanbul / Book

- A unique guide book of 384 pages containing cultural and practical information about İstanbul. It has been published in English. So far, 125.000 copies have been printed, and a new contract for another 100.000 copies has just been signed with the Turkish Airlines.

Quick Guide İstanbul, Turkey and Culture Series / Brochures

- Fold-out informative brochure series with lots of illustrations and easy-to-understand content about the monuments and topics on Turkish culture. Among these the completed ones are **Topkapi Palace, Hagia Sophia, Blue Mosque, Archaeological Museums of İstanbul, Hippodrome, Chora Monastery, Grand Bazaar, Spice Bazaar, Ephesus.**

A Weekly Newspaper Column and Travel Articles in Magazines (More than 160 Articles)

- Şerif Yenen regularly wrote in the Mediterranean supplement of Akşam newspaper each week for more than three years (2006-2009) under the heading 'A Tourist Guide's Perspective'.
- He frequently writes articles on culture, tourism and promotion of Turkey in various publications, magazines, newspapers, etc.

Jury Memberships

- Jury membership in the “**Top Ten**” published on Fridays in Hürriyet newspaper,
- Jury membership in the “**Four Aces**” published on Fridays in Sabah newspaper,
- Jury membership in **White Crystal Media Awards** in Winter Tourism.

Teaching, Training and Lecturing

1989 – present

- Director of Studies at Askom Language School (1989-1992)
- Lecturing at the Tourist guiding courses organized by the Ministry of Culture and Tourism (İstanbul, 2008 and 2009)
- Lecturing at Tourist Guiding Specialty-Master Programs
- Lectures at the tourism departments of various universities
- Workshops and lectures at universities on **Travel Writing**

Turkish Armed Forces – Officer

1985 - 1989

- Teaching English as a Second Language - Maltepe Military High School - Izmir

EDUCATION:

- ◆ **İstanbul University** **1981 - 1985**
Faculty of Letters, English and American Literature and Languages
- ◆ **Kuleli Military High School, İstanbul** **1977 - 1981**
- ◆ **Certificate Programs**
 - ◆ **Tourist Guide Licence (7 Months)** **1989**
 - ◆ **Specialization on Gastronomy Tours (One Week)** **2008**
 - ◆ **Specialization on Byzantine History and Sights (One Week)** **2008**
 - ◆ **Specialization on Guiding VIP and Protocol Guests (Full Day)** **2011**