

## KEMAL BAYTAŞ

Kemal Baytaş, after graduation from university, studied public administration at the Public Administration Institute for Turkey and the Middle East. He studied executive management at the Utah, Michigan and Arizona State Universities in the US, receiving degrees and training certificates on business administration.

After holding a variety of high-level posts in the government, Kemal Baytaş served as Deputy Undersecretary of the Ministry of Tourism between 1973-1979 and was appointed Undersecretary in 1979, a position he continued to occupy until 1983. As Deputy Undersecretary, he spearheaded numerous international projects launched for the development and promotion of Turkish culture and art. One of such projects was the founding of the State Folk Dances Ensemble. This group has been instrumental in the worldwide promotion of our folkloric assets that have come down thorough the centuries, in the form of contemporarily choreographed and staged dances. Baytaş has carried out another series of projects under which Turkish folk tunes have been modified into universal forms of music. Under his initiatives, works of world-famous Turkish composers such as Adnan Saygun, Ulvi Cemal Erkin and Ferit Tüzün were performed by the Hungarian Symphony Orchestra and recordings of these renditions were sold worldwide.

One of his major achievements has been the preparation of the physical tourism plan of the Antalya region, an enterprise which has resulted in the meticulous and well-planned expansion of the area. The outcome of this has been the present tourism expansion that was generated as a massive capacity of 400,000 Ministry of Tourism certified beds was created.

The Antalya Citadel Project also realized by Baytaş in the same framework, has been named the Most Successful International Project by the World Bank.

Baytaş made a concerted effort for Turkey's relations with many countries to develop in tourism, leading a prominent role in Turkey's tourism relations being raised to an advanced level with Romania, Bulgaria, Syria, Jordan, Germany and Poland, and signing bilateral tourism agreements with them on behalf of the Turkish government.

Kemal Baytaş, after seeking retirement from the position of Undersecretary of the Tourism Ministry in 1983, led the establishment of the Turkish Promotion Fund, (TÜTAV) and has been the Chairman of the Board since its inception. He has also headed the founding of "Turkey-People's Republic of China Friendship Society and the "Turkey-Russian Federation and Central Asian Turkic Republics Friendship Associations".

He still serves as the Chairman of the Board in these organizations which continue to contribute significantly to the progress of the relations between these countries by various activities.

A recording titled "Musical Anatolia" which he has been instrumental in the making, was named the "Most Successful Work of its Genre", by the Music Academy of France. Likewise, the records "Sound of Anatolia" and "Turkish Folk Sound" have been awarded the first prize in their field by the international jury in Bulgaria.

Among the books which were published through Baytaş's efforts, the title "Turks and Turkey from the Past to the Present" has been chosen as the most successful work written on the Turks by the Education Ministry of the United Kingdom.

The Journalists Association of Turkey, has awarded Baytaş with its 1985-1986 Grand Prize of Promotion and Communications and the Association of Mediterranean Journalists named him “Man of the Year” in 2001.

Baytaş is the author of a book titled “A Bureaucrat and the Father State”, based on his experiences of long years in public service and touching on political designs for power and the problems and failures arising from political ambitions.

Baytaş has been writing for the past 20 years a column called “ *Once a Week* ” in several newspapers.

From 1988 to 1991, Baytaş lectured on tourism promotion and communication at the Faculty of Commerce and Tourism Education of the Gazi University of Ankara.

Kemal Baytaş is the recipient of “Medal of Exceptional Service and Honor “ given by four counties in recognition of his efforts on behalf of, and contributions to international friendship.

These medals were awarded by the People’s Republic of China in 2001, The Turkish Ministry of Tourism in 2002, the Tataristan Autonomous Republic in 2004 and the Russian Federation in 2005.

The government of the People’s Republic of China, also conferred on Baytaş, the exceptional title of “Ambassador of Friendship and the People”.

TÜTAV, has to its credit, over 800 performances realized in 37 countries of five continents, through resources and means archived solely through Baytaş’s personal efforts, with no private or public contributions. The objective of these performances has been to promote the historic, touristic and cultural resources of Turkey. International seminars, competitions, concerts, fashion shows, folk dances

and whirling dervishes performances, music, gastronomy and handicrafts highlight these organizations.

With the meetings, conferences and official invitations he has hosted so far, Baytaş has carried out a multitude of activities, covering a distance of more than one million kilometers in 5 continents.

Baytaş has also organized many conferences, seminars and international art competitions in Turkey to help raise consciousness on national promotion.

Also at home, Kemal Baytaş has performed a different form of service to the promotion of tourism by undertaking the restoration of ancient buildings. Within this framework, TÜTAV owns, along with a Thermal Spa Facility in Kütahya, two boutique hotels and two restaurants in Antalya's Old Citadel, which it has built, restored and rendered operational.

In Ankara, TÜTAV, entirely through its own resources has opened to public use, a Social and Cultural Center covering 2,800 square meters including theaters, cinema and conference halls.

The promotional publications, periodicals, books documentaries, films and recordings Kemal Baytaş has helped produce to date, have won great acclaim at home and abroad.

TÜTAV, still under the leadership of Baytaş, has been selected as the "Most Successful Non-Government Organization (NGO) of 2005". Baytaş has been presented with more than 50 decorations, medals, plaques and citations by many public and private institutions.

Among these, a diploma of honorary doctorate was awarded to Kemal Baytaş in 2001 by the Ankara Gazi University. He received his second honorary

doctorate in 2002 from the Dumlupınar University of Kütahya for his scientific and promotional activities.