

## Esencan Terzibasoglu

Ms. Esencan Terzibasoglu, who is currently collaborating with WTCF (Beijing, China) as the “Special Advisor to the Secretary General” retired from UNWTO (United Nations World Tourism Organization) in 2018, where she had been working since 2001 as the responsible person for supervising and running the program initiatives in the area of tourism destination management. She studied “urban and regional planning” in the Middle East Technical University in Ankara, Turkey and worked 25 years in the public sector in Turkey and abroad where she held senior management positions in tourism master planning, tourism investment policies and legislation, site planning and conservation of cultural heritage sites, vocational tourism training, international relations and in tourism promotion and marketing (8 years as the Director of the Turkish Tourism Office in Madrid, in charge of Spain, Portugal and South America before joining the UNWTO).

During her various posts in the public sector, she also contributed as an international expert to some research projects and initiatives conducted by international organizations. She is quite often invited to give lectures and/or technical presentations at conferences, seminars and at academic institutions.

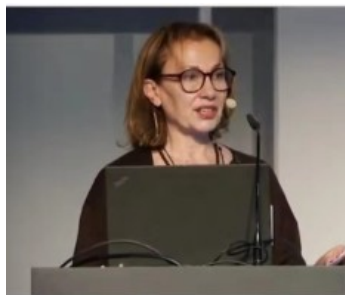
She speaks fluent Turkish, English and Spanish.

### Kontaktdaten

#### Esencan Terzibasoglu

Special Advisor to the Secretary General  
WTCF

former Director of Destination Management and Quality Programme, UNWTO



### Veranstaltung

#### Kongresseröffnung

Mittwoch, 4. März 2020, 10.30 - 11.00 Uhr  
CityCube Berlin, Saal A4/A5

#### Better City Life through Smart Tourism

Mittwoch, 4. März 2020, 15.00 - 15.45 Uhr  
CityCube Berlin, Saal A1

#### Coronavirus Outbreak: Effects On Global Tourism And Successful Recovery And Resilience Measures

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Kurzfristige Änderungen vorbehalten.

# REFERENTEN



**ITB**  
BERLIN

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Think Tank  
**CONVENTION**

Freitag, 6. März 2020, 12.00 - 12.45 Uhr  
CityCube Berlin, Saal A4/A5

[Coronavirus Outbreak: Effects On Global Tourism And Successful Recovery And Resilience Measures](#)

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