

Dear Delegates,

It's my great pleasure to welcome you to the 12th International Joint World Cultural Tourism Conference, held here in Istanbul, Turkey, 2011.

First of all I would like to express my thanks to my colleague Prof.Sung-chaе, Jung, Ph.D. from the Department of Tourism at Honam University and the President of the Korean Academic Society of Culture and Tourism, World Cultural Tourism Association for the decision for holding the conference in Istanbul with Istanbul Arel University as a collaborator. Our institution is committed to giving whatever support and effort that maybe necessary to bring outstanding scholars together for this conference.

I am very pleased to hold this conference here in Istanbul, one of the worlds' most attractive tourist destinations with a rich natural and cultural heritage. Istanbul is famous bridge between east and west.

I'm convinced that in this setting the conference will be rewarding, insightful and enjoyable for all. Thank you again for your interest to be part of such an ambitious and promising project.

Yours Sincerely,

Prof. Dr.Ömer Asım Saçlı
Rector
İstanbul Arel University,Turkey