

## The Effect of Technology in Improving Tourism Cluster Competitiveness

**Authors :** Michael Safwat Kotit Istemalek

**Abstract :** In this study, a project on a small project called Zeytinseli, which plays an important role from the beginning to the end of olive oil and olive oil production, is presented with the help of tourism companies that play an important role in the tourism sector. In the study, first of all, a framework of ideas about travel agency, tourism, specific tourism agency and rural tourism was created and tourism knowledge in the modern world was emphasized. After this, the "olive", which had an important place in both mythology and the religion of God, disappeared in the field of rural tourism. Since Didim Zeytinseli is the Aydin district, accommodation prices were calculated within the scope of the project and a 15-day factory tour was given at the end of the project. It can be said that the study is an original study as it covers not only environmental and agricultural tourism but also cultural tourism and non-traditional tourism<sup>98</sup>.

**Keywords :** financial problems, the problems of tourism businesses, tourism businesses, internet, marketing, tourism, tourism management economic competitiveness, enhancing competitiveness

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