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**Abstract**

The implementation of quality assurance (QA) is one of the most challenging reform areas for Turkey due to the unique organization of its higher education system. This paper explores the development of QA systems in Turkish universities. Using a qualitative case study approach, the authors examine how Turkey accomplishes the goal of implementing QA practices at institutional, national and international levels. The data included policy documents and interviews with the Turkish Bologna Experts who shared their experience of the implementation process. The findings suggest that Turkish policy-makers and universities have made considerable progress in improving QA systems and aligning national policies with those found in other Bologna nations. We conclude that the focus of current reform should be on developing internal quality practices and encouraging participation of all stakeholders. Turkish higher education needs to find its own combination of measures that will consider historical and social characteristics of quality culture and to develop strategies befitting Turkey's conditions. (HRK / Abstract übernommen)