



REPUBLIC OF TÜRKİYE
MINISTRY OF CULTURE AND TOURISM



TÜRKİYE TOURISM
PROMOTION AND
DEVELOPMENT AGENCY



National Sustainable Tourism Program of Türkiye acknowledged by GSTC



goturkiye.com



About TGA

TURKIYE TOURISM PROMOTION AND DEVELOPMENT AGENCY

It was established by law in 2019 by the Ministry of Culture and Tourism of the Republic of Türkiye

TGA;

- Promoting Türkiye as a brand and popular destination
- Discovering, developing and promoting natural and cultural heritage assets
- Increasing Türkiye's tourism capacity
- Increasing the rate of tourism investments
- Improving service quality through communication and marketing activities

It operates in 81 provinces together with local sector stakeholders in the Provincial Tourism Promotion and Development Program.





What are we doing?





TGA & GSTC Cooperation



2023

2025

2030

Turkey became the **first** and **exemplary** country to make an agreement with GSTC to prepare a **National Sustainable Tourism Program!**

The entire Sustainable Tourism Program received "**Acknowledged**" status by GSTC!

National Sustainable Tourism Industry Criteria (TR-I), Received '**Recognized**' status in GSTC standards!



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Sustainable Tourism Program

Accommodation Facilities



1

Annual Certificate



42

Audit by Criteria



3 Stage

Ease of Compliance
with Criteria



Training for Auditors

+ 300 verifiers were trained (1st Stage)

+50 3rd Stage (GSTC Auditor)



CAPPADOCIA
UNIVERSITY
Logic - Wisdom - Equality - Tradition

GSTC
Global Sustainable Tourism Council

GOALS

- By the end of 2023, all accommodation facilities in Türkiye; **Receive at least Stage 1 Verification**
- As of 2030, all accommodation facilities in Türkiye; **Obtaining a Sustainable Tourism Certificate**
- By 2030; Ensuring international sustainable tourism standards with all **stakeholders of the tourism sector**

On November 15, 2022, with the publication of the directive numbered 2022/2, **legal regulation** was implemented by requiring accommodation facilities to obtain at least a Stage 1 Verification in the Sustainable Tourism Program by December 31, 2023.



Sustainable Tourism Program

Audit Firm and Auditor Criteria



All Stages

Internationally Accredited
Audit Companies



1.Stage Verification

Auditors approved by Cappadocia
University, the only Authorized
Training Institution of GSTC in
Türkiye



3.Stage Certification

GSTC Accreditation
Auditors approved by GSTC
100% GSTC Compliant



The Ministry of Culture and Tourism auditors conduct announced inspection at verified/certified accommodation facilities under the Türkiye Sustainable Tourism Program.



Sustainable Tourism Program

Audit Firm and Auditor Criteria



All Stage



1. Stage



1st Stage Verification
Training for Ministry
Auditors: **125**





Sustainable Tourism Program

Accommodation Facilities

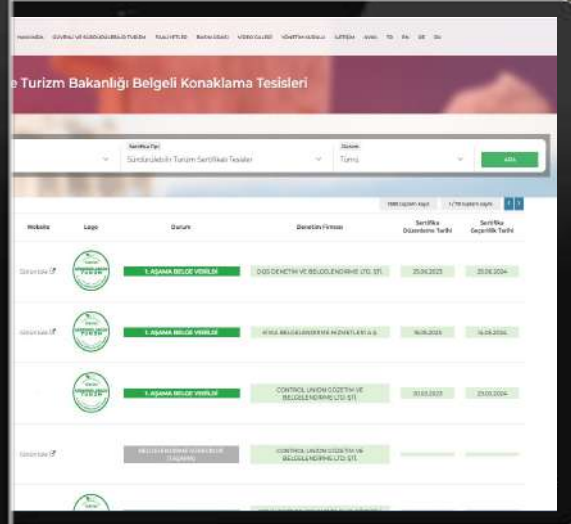
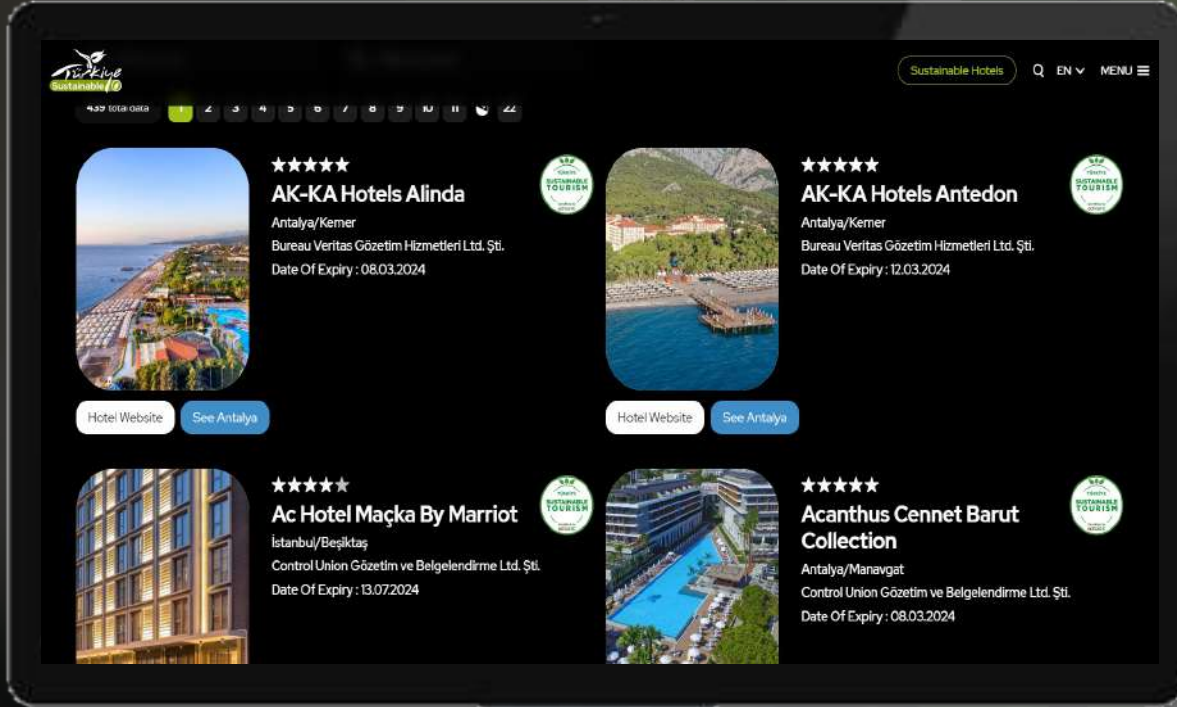
	2023 Stage 1	2025 Stage 2	2030 Stage 3 (Certification)	
	Total Verified/Certified Accommodation Facilities	Stage 1 Verification	Stage 3 Certification	Completion Percentage %
İSTANBUL	2.544	2.339	205	75,27%
MUĞLA	2.445	2.108	337	80,09%
ANTALYA	2.069	1.976	93	68,56%
İZMİR	1.343	1.300	43	64,35%
BALIKESİR	847	839	8	62,37%
ÇANAKKALE	766	753	13	73,30%
NEVŞEHİR	538	528	10	65,29%
SAKARYA	653	644	9	84,15%
MERSİN	491	486	5	72,96%
AYDIN	333	309	24	63,31%
OTHERS	5.487	5.331	155	72,29%
TOTAL OF 81 DESTINATION	17.516	16.613	902	71,99%

Over
17.500
Stage 1 Verified
Accommodation Facility

Over
900
Sustainable Tourism
Certified
Accommodation Facility

+1.5 million beds verified and certified in total!

Sustainable Tourism Program Websites



Certified facilities can find on the TGA's, the Ministry's and GoTürkiye websites.



Sustainability Go Türkiye



gosustainableturkiye.com

Türkiye Sustainable Tourism Platform

Countless Micro Websites in 10 Languages

More than 50 Sustainable Tourism Experiences

01

Sustainable Routes

02

Outdoor & Nature

03

Local Products and Gifts

04

Responsible Travel

05

Cultural and Historical

06

Türkiye's Environmentally Friendly Projects

07

Boutique and Unique Experiences

08

Events and Festivals

09

Local foods and Chefs

10

Türkiye's Sustainable Tourism Program



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Challenges and Solutions of Sustainable Tourism Program

The Challenges

- Establishment of a **national program in cooperation with all industries and international institutions.**
- All **81 provinces** under a holistic national framework.
- Inclusion of all accommodation facilities **regardless of location, type, class, or capacity.**
- The development of national sustainable tourism standards **in collaboration with domestic and international stakeholders.**

The Solutions

- **Engage all stakeholders** in tourism industry for sustainable transformation.
Create and apply a national sustainable tourism program which is **"Acknowledged"** by GSTC, at international standards.
- Determine the industry criteria set for **whole country** which consist of **81 cities** including different economy, culture, geography with all related stakeholders.
- Launch a business model that covers all accommodation facilities of **all sizes and capacities.**
- Shift sustainability from a voluntary concept to **an obligatory** one including governmental parties.





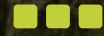
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THANK YOU



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