Sustainable Destination Management: Transformation of Tourism Industry and Destinations
Established in 2019 by law, by Turkish Ministry of Culture & Tourism.

TGA is dedicated to

• delivering Türkiye as a brand and a popular destination
• discovering, developing and promoting natural and cultural heritage assets;
• boosting the tourism capacity of Türkiye,
• increasing the rate of tourism investments and
• raising the quality of service with communication and marketing activities.

Collaborating with the local stakeholders under the Provincial Promotion and Development Program

15 other: IATGO, ECF, WTACH, NTA-FAITH, WTA, IFEA, ATTA, FIAVET, ADONET, ANVR, AITO, SRV, ANTOR UK, CORPS TOURISTIQUE, ANTOR HOLLANDA
What are we doing?

Türkiye Sustainable Tourism Scheme Acknowledged by GSTC
Visibility and International Standards

Strategy Development & Action Plan

GO SUSTAINABLE TÜRKİYE

Türkiye Sustainability Atlas
University of Cappadocia

2021

Türkiye Sustainable Tourism Scheme Acknowledged by GSTC

2022

1st Stage requirement for all accommodation facilities (14 Criteria/ 30% of GSTC)

2023

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**TGA & GSTC Collaboration**

- First Government In The World
- Türkiye’s National Sustainable Tourism Program
- Goals Of The Paris Agreement
- Circular Economy in Tourism

**2023**

**2025**

**2030**

Türkiye’s Sustainable Tourism Program

- Industry
- Destinations
- Accommodation Facilities
- Tourism Services & Tour Operators

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Türkiye’s National Sustainable Tourism Program

1.382
1. Stage Verified Hotels

202
3. Stage (GSTC Certified) Hotels

Total 1.584 Verified / Certified Hotels

754 In the Certification /Verification Process

1. Stage Verification requirement for All Accommodation Facilities until the end of 2023.
(14 Criteria/ 30% of GSTC)

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Türkiye’s National Sustainable Tourism Program

Accreditation Process for Audit Firms

Verifiers trained by
Cappadocia University the Exclusive Training Body of GSTC in Türkiye

• Internationally Accredited Certification Bodies

• ASI Accreditation
• %100 Compliance to GSTC Certification

Verification (Stage 1)

Certificate (Stage 2&3)

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Sustainable & Green Türkiye with Eco-Labels

1,584 Türkiye’s Sustainable Tourism Program
531 Blue Flag Beaches
42 Bike Friendly Accommodation facilities
5 Biosphere
19 UNESCO World Heritage
6 Inventory of Living Human Treasures
84 Cultural and Natural Heritages Tentative list
25 Intangible Cultural Heritage

1.584 Türkiye’s Sustainable Tourism Program
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25 Intangible Cultural Heritage

7 UNESCO Creative Cities
3 UNWTO BTO
8 & 13 EuroVelo Route
1 Green Destinations Bitez, Bodrum
106 Travelife Accommodation facilities
2 Travelife Travel Agency
106 Green Key Accommodation facilities
9 Green Globe Accommodation facilities

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Sustainability Go Türkiye

Certified facilities are promoted on the Go Türkiye

10 Languages and Countless Micro Websites

More than 50 Sustainable Tourism Experience

gosustainableturkiye.com

01 Sustainable Routes
02 Outdoor & Nature
03 Local Products & Gifts
04 Travel Responsibly
05 Cultural & Historical
06 Türkiye’s Environmentally Friendly Projects
07 Boutique & Unique Experiences
08 Events & Festivals
09 Local Foods & Chefs
10 Türkiye’s Sustainable Tourism Program

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Thank You