Türkiye and the path to sustainability

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Logic - Wisdom - Equality - Tradition
The Sustainability Atlas

The main source document for and a comprehensive inventory of sustainability in travel, tourism, gastronomy, and cultural activities in Türkiye.

Prepared by a group of 20+ experts from all over Türkiye and submitted to the Ministry of Culture and Tourism.
Main issues of sustainability in Türkiye

Management challenges

◦ Sustainability data, skilled workforce, destination management

Negative impacts of climate change and environmental issues

◦ Increasing stress caused by natural disasters

Sectoral resilience: seasonality and geographical concentration of tourism
Seasonal distribution of international arrivals to Türkiye, percentage
Geographical distribution of international arrivals to Türkiye, percentage
Türkiye’s tourism strategy to 2028

Target: 90m international visitors by 2028.

Destination management and stewardship: empowering and increasing the number of DMOs.

Internationally recognized standards for destination and industry sustainability: the role of the GSTC and the TGA.

Geographically dispersed tourism and decreased seasonality.

Focus on culture, gastronomy, health & wellness.
The Ministry of Culture and Tourism of the Republic of Türkiye

Cooperation with national and international stakeholders

Scientific, macro-scale and data-driven approach

Pioneering role in environmental and cultural sustainability efforts
Thank you for your attention

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