

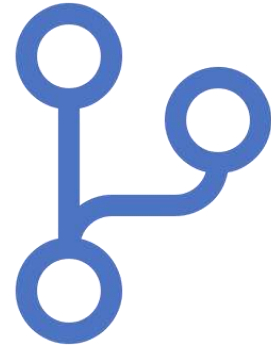


Türkiye and the path to sustainability

PROF. DR. HASAN ALI KARASAR
RECTOR



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

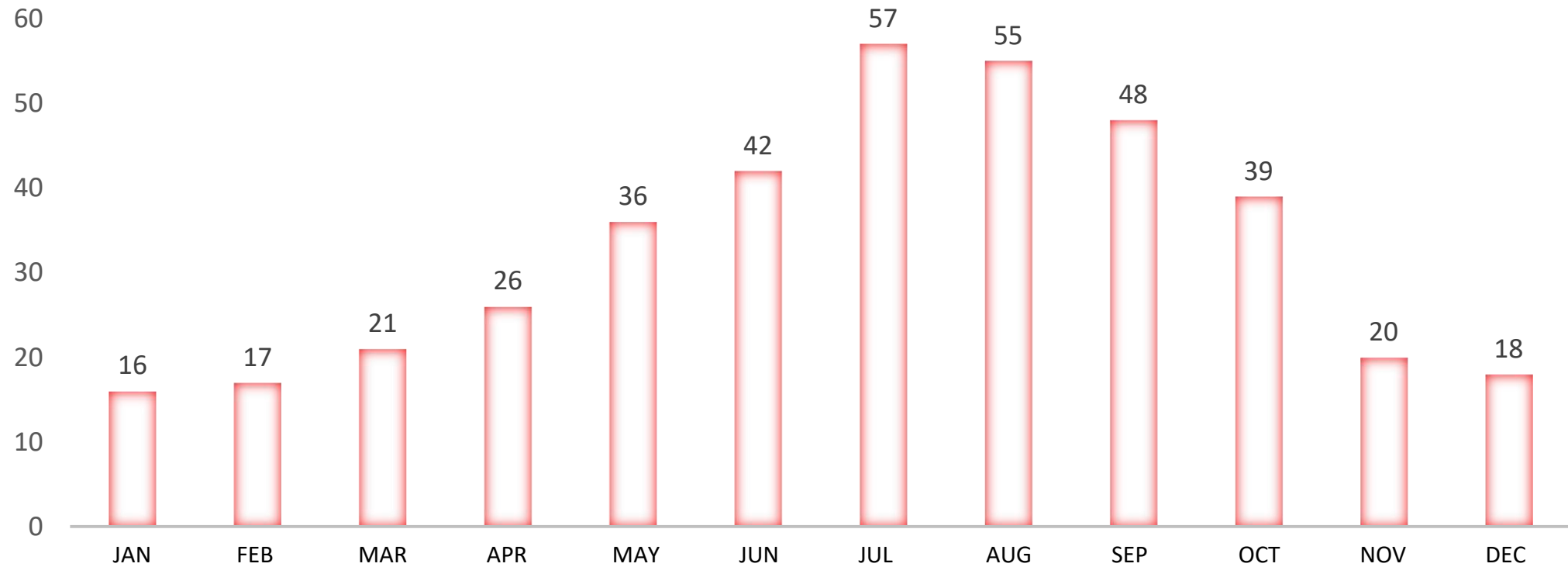
Negative impacts of climate change and environmental issues

- Increasing stress caused by natural disasters

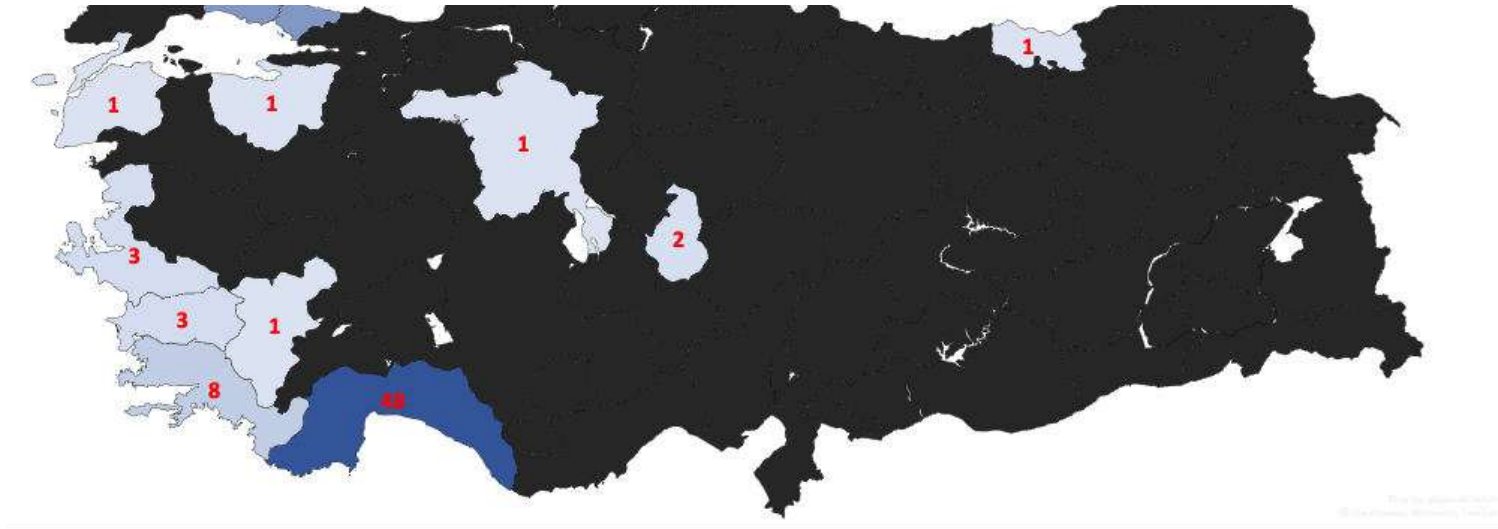
Sectoral resilience: seasonality and geographical concentration of tourism



Seasonal distribution of international arrivals to Türkiye, percentage



Geographical distribution of international arrivals to Türkiye, percentage



Türkiye's tourism strategy to 2028

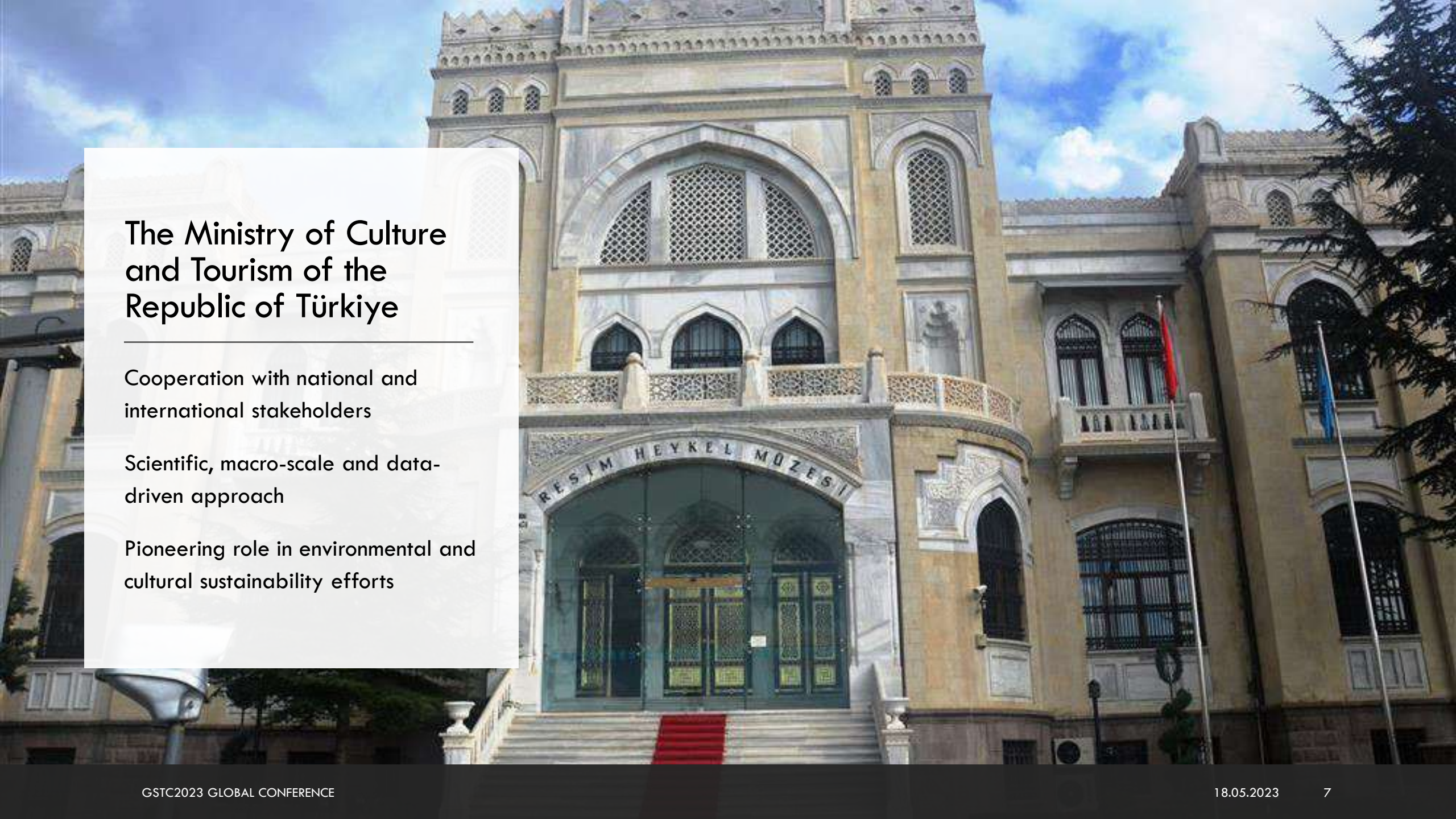
Target: 90m international visitors by 2028.

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

Prof. Dr. Hasan Ali Karasar

Cappadocia University

50420 Mustafapaşa Ürgüp

Nevşehir Türkiye

www.kapadokya.edu.tr