Sustainable Destination Management: Transformation of Tourism Industry and Destinations
About TGA?

TÜRKİYE TOURISM PROMOTION AND DEVELOPMENT AGENCY

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.

Works in 81 cities through City Tourism Boards
What are we doing?

2019
Türkiye 2023 Master Plan
University of Cappadocia

2021
Türkiye Sustainability Atlas
University of Cappadocia
What are we doing?

Strategy Development & Action Plan
Visibility and International Standards

2022
Türkiye Sustainable Tourism Scheme Acknowledged by GSTC

2023
GO SUSTAINABLE TÜRKİYE

1st Stage requirement for all accommodation facilities (14 Criteria/ 30% of GSTC)
Türkiye’s Sustainable Tourism Approach

- Natural Resource Management
- Sustainable Management
- Cultural Management
- Socio-economic Management
- Environmental Sustainability
- UN Sustainable Development Goals
- Numerous International Environmental Conventions
Türkiye’s Source of Pride

- 531 Blue Flag Beaches
- 473 Green Star Accommodation facilities
- 100 Travelife Accommodation facilities
- 8 Travelife Travel Agency
- 116 Green Key Accommodation facilities
- 9 Green Globe Accommodation facilities
Highlights in Sustainable Tourism

Türkiye, the 4th most visited country in the Europe, 6th in the World according to UNWTO’s 2021 Barometer

Nevşehir’s Mustafapaşa Village

"Best Tourism Villages Initiative" award, 2021 by UNWTO

Sakarya's Taraklı Village

"Best Tourism Villages Initiative" award, 2021 by UNWTO

Bitez, Bodrum

“World's 100 Sustainable Tourism Destinations” 2021 by Green Destinations

Eurovelo 8, İzmir & Eurovelo 13 Iron Curtain Trail

Eurovelo 8; passes over the ancient cities of Pergamon and Ephesus
Eurovelo 13; passes over the Edirne and Kırklareli
On the way to sustainable tourism, ‘Sustainable Transformation’ is inevitable.
TGA & GSTC Collaboration

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

Safe Tourism Program is developing its scope and vision as Safe and Sustainable Tourism Program.
Türkiye’s National Sustainable Tourism Program

Sustainability Target For Türkiye

- 30% of GSTC-I Stage 1- 14 Criteria (2023)
- 70% of GSTC-I Stage 2- 29 Criteria (2025)
- 100% of GSTC-I Stage 3- 42 Criteria (2030)

Türkiye’s National Sustainable Tourism Program (Hotel, Destinations, Tourism Services)

- Sustainable Management
- Cultural
- Socio-Economic
- Environmental Sustainability
- Resource Management
- Waste Management
- Wastewater Management

Circular Economy
Türkiye’s National Sustainable Tourism Program

1. Year verification/certificate
2. 42 criteria
3. Convenience of compliance with criteria in 3 stages
4. 95 audits have been performed
5. 27 certificates have been given

GSTC FULL COMPLIANCE
Sustainable Tourism Certified Facilities on TGA Website

- Certified facilities can find on the TGA’s and the Ministry’s website.
- You can search the facilities that, are listed as Tourism Establishment Licence and Simple Accommodation Facility.
- You can filter according to your preferences (name, city, license plate number, etc.)
Safe Tourism Certification Program

Safe Tourism Certification Program, implemented in 2020 and the first of its kind in the world.

Certified Facilities and Vehicles: 12,227

<table>
<thead>
<tr>
<th>Facility Type</th>
<th>Total</th>
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<tr>
<td>Accommodation</td>
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<tr>
<td>Restaurant/Cafe</td>
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<td>Vehicles</td>
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<td>Ski Lifts</td>
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<td>Art &amp; Congress</td>
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<td>Marine Tourism</td>
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<td>Theme Parks</td>
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Certification Numbers as of December 2022
Sustainability Go Türkiye

Türkiye Sustainable Tourism Board

10 Languages and Countless Micro Websites

More than 50 Sustainable Tourism Experience

gosustainableturkiye.com

01 Sustainable Tourism in Türkiye
02 Green Hospitality
03 Green Transportation
04 Green Experiences
05 UNESCO Cultural and Natural Heritages in Türkiye
06 Sustainable Gastronomy
07 Sustainable Events and Festivals
08 Eco-Certificates and Eco-Labels in Türkiye
Green Experiences

- Trekking & Hiking
- Rock Climbing
- Water Sports
- Paragliding
- Skydiving
- Caving
- Canyoning
- Horseback Riding
- Zip Lining

- Wildlife Observation
- Crystal - Clear Waters
- Underwater Photography
- Butterfly Valley

Türkiye’s 21 Cittaslow (Slow Cities)

- Trekking & Hiking
- Rafting
- Cycling
- Equestrianism
- Windsurfing
- Archery
- Swimming and Scuba Diving
- Rock Climbing

- 68 Mountain Bike Routes
- 56 Road Bike Routes
- 29 E-Bike Routes
- 37 Bicycle Friendly Accommodation Facilities
UNESCO Tangible and Intangible Heritages in Türkiye

Türkiye UNESCO Cultural and Natural Heritage

- More than 1,000 sites around the world
- 17 cultural and 2 mixed UNESCO World Heritage
- 84 Cultural and Natural Heritages tentative list

Türkiye’s UNESCO National Inventory of Living Human Treasures: 67

UNESCO Creative Cities: 7
- Gaziantep – Gastronomy
- Hatay – Gastronomy
- İstanbul – Design
- Kütahya – Craft and Folk Art
- Afyonkarahisar Gastronomy
- Kırşehir – Music
- Bursa - Craft and Folk Art

Intangible Cultural Heritage: 22

UNESCO
City Tourism Board and Multi-Stakeholder Work

City Tourism Board in 81 cities
Multi-Stakeholder work
Circular Economy
Sustainable Development of Tourism

City Tourism Board

• Private Sector
• Local People
• Public
• Academia
City Promotion and Development Program

Collaboration and Efficiency
- Coordination between all relevant stakeholders
- Setting short, medium and long-term goals
- Result-oriented and sustainable promotion
- Integrity in the language of communication
- Effective use of the budget

Destination Marketing
- Creating an identity for the destination
- Facilitate target market segmentation
- Promising value and quality in communication

Visibility in the Digital Universe
- Easy and accurate access to target markets through the GoTürkiye platform
- Greater visibility in the digital universe
- Target audience focused promotion
- Possibility of behavioral analysis of visitors
- Keeping GoTürkiye contents up-to-date

Data-based and artificial intelligence-supported strategic tourism marketing
Dining experiences that combine culinary excellence with outstanding eco-friendly commitments
Thank You