UNDP Türkiye & Sustainable Tourism Initiatives

About UNDP

- **170+ countries/territories**

- **Main focus:**
  - Fight poverty
  - Build democratic societies
  - Prevent crisis, enable recovery
  - Protect the environment
  - Empower women
  - Grow national capacity

- **Country Program Document**

- **Human Development Report 2021/2022** highlights layers of uncertainty interacting to unsettle our lives; from the climate crisis to far-reaching technological changes. Development actors will need to find innovative ways to collaborate and co-create for sustainable development

- The global **Human Development Index (HDI)** value have declined since 2020.

- **Global Goals, National Priorities and Local Needs**

- **Programmatic Areas**
  - Inclusive Sustainable Growth
  - Inclusive Democratic Governance
  - Climate Change and Environment
  - Cross Cutting Issues (gender, private sector etc.)

Private Sector
Public Institutions
Academia
CSOs

Linkages Between SDGs and Sustainable Tourism

- **SDG 8** - Creating jobs and contribute to economic growth in communities, particularly in rural areas.
- **SDG 12** – Promoting responsible use of resources and reduce waste.
- **SDG 13** - Supporting climate change mitigation and adaptation efforts through eco-friendly practices.
- **SDG 14** and **SDG 15** - Contributing to the conservation of marine and terrestrial ecosystems and promote biodiversity.
- **SDG 17** – Fostering partnerships and collaborations among various stakeholders, including local communities, businesses, governments, and NGOs, to achieve shared sustainability goals.

Collaboration and knowledge-sharing among stakeholders, data collection and analysis, and effective policy frameworks are crucial to promoting sustainable tourism and achieving the SDGs.

To maximize the linkages between SDGs and sustainable tourism, it is essential to adopt a holistic and integrated approach that considers the interconnections between social, economic, and environmental dimensions of sustainability.

Resilient and Regenerative Tourism Approach

There is an urgent need to go beyond merely reducing negative impacts; but to enhance and regenerate ecosystems, communities, local cultures, and economies in destination areas.

By focusing on resilience—the ability of a system to withstand shocks, adapt to changing conditions, and recover from disturbances—regenerative tourism aims to create long-term benefits for all stakeholders involved.

(Pandemics-Covid-19, forest fires, earthquakes, etc.)

1. Environmental Protection & Restoration

2. Socio-Cultural Preservation

3. Economic Diversification Sustainability

4. Community Empowerment/Inclusion

5. Climate Change Adaptation and Mitigation

6. Innovation & Learning Opportunities

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UNDP's Rural Tourism Approach:

Designed to promote sustainable development, inclusive growth, and poverty reduction in rural areas by harnessing the potential of tourism.

Recognizes that rural communities possess unique natural landscapes, cultural heritage resources, and traditional knowledge that can be leveraged for economic opportunities while also preserving the environment.

The main components of UNDP's rural tourism approach include:

1. Community-based Tourism Development
2. Cultural Heritage Preservation
3. Sustainable Resource Management
4. Market Access & Promotion
5. Policy Framework & Institutional Support
6. Monitoring & Evaluation

Challenges Faced in Rural Tourism and Potential Solutions:

Challenges

1. Limited infrastructure
2. Lack of skilled workforce
3. Low awareness among potential tourists on sustainable tourism
4. Seasonality of demand
5. Resistance to change among local communities
6. Insufficient policy framework & institutional support
7. Preservation of culture & environment
8. Lack of cooperation and coordination among different stakeholders

The Potential Solutions

1. Providing technical assistance and funding for infrastructure development
2. Supporting capacity-building programs for local skillsets
3. Awareness raising on sustainable tourism
4. Creating promotional campaigns, promoting alternative non-seasonal attractions
5. Involve local communities and stakeholders in the tourism planning process
6. Advocating for effective policy frameworks and institutional support
7. Preserving cultural and environmental assets
8. Facilitating the creation of networks

International organizations can contribute to overcoming these challenges and developing sustainable tourism initiatives that generate economic opportunities while preserving local cultural heritage and natural environment.

UNDP Türkiye ISG Portfolio - Sustainable Tourism Initiatives
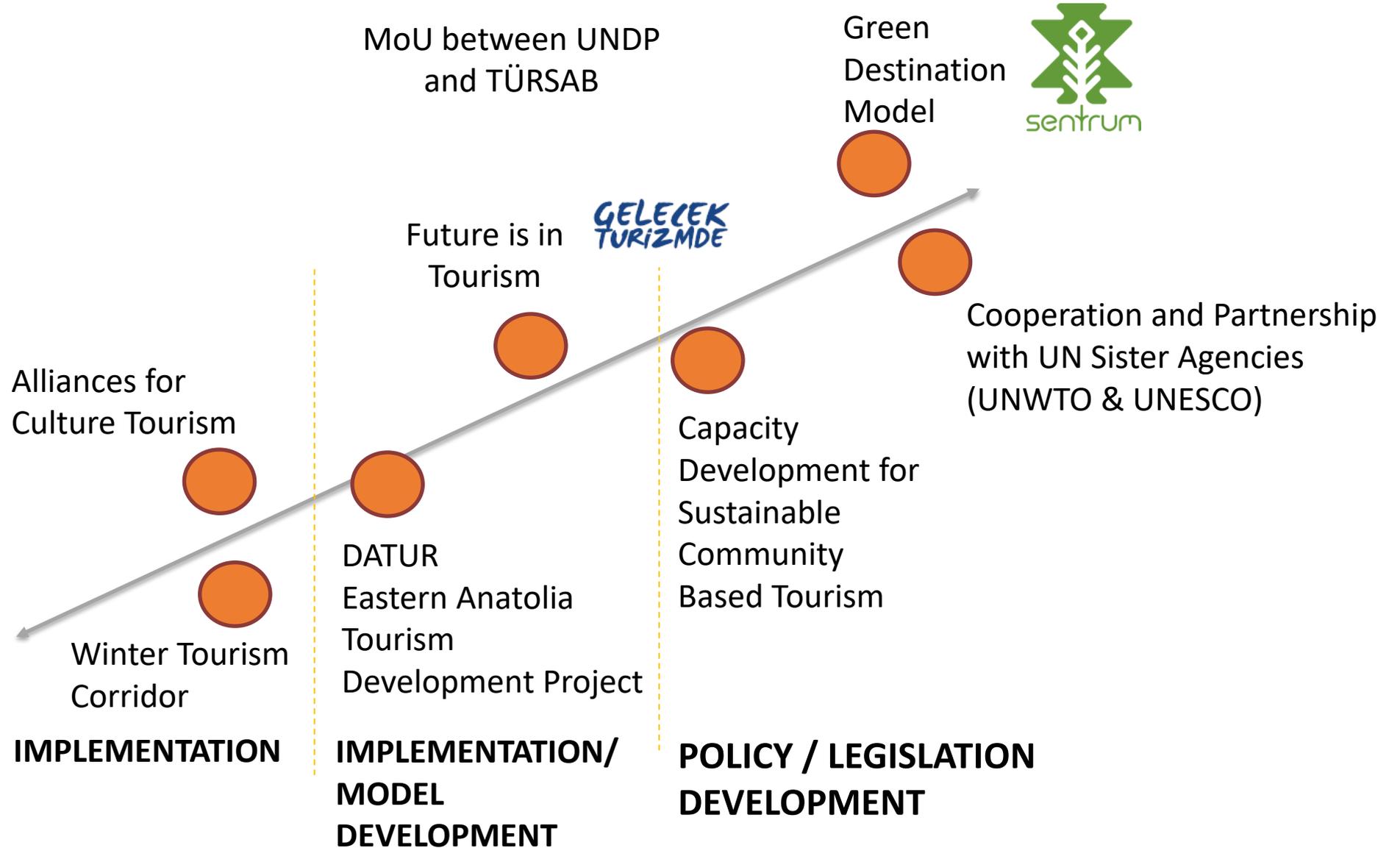
Raising Awareness on Energy Efficiency through Development of a Green Destination Model in Küçükköy (Ayvalık)

*Design a **Green Destination Model** based on **GSTC Criteria** that can be replicated and scaled.

- ✓ Sustainable management,
- ✓ Cultural sustainability,
- ✓ Socio-economic sustainability
- ✓ Environmental sustainability

*Raise awareness on increasing the usage of renewable energy resources and sustaining energy efficiency, especially in tourism businesses.

Sustainability	Social Well-being	Natural and Cultural Heritage	Green Purchasing
Transportation	Housekeeping	Waste	Energy
Management	Environment	Water	Destination Standards
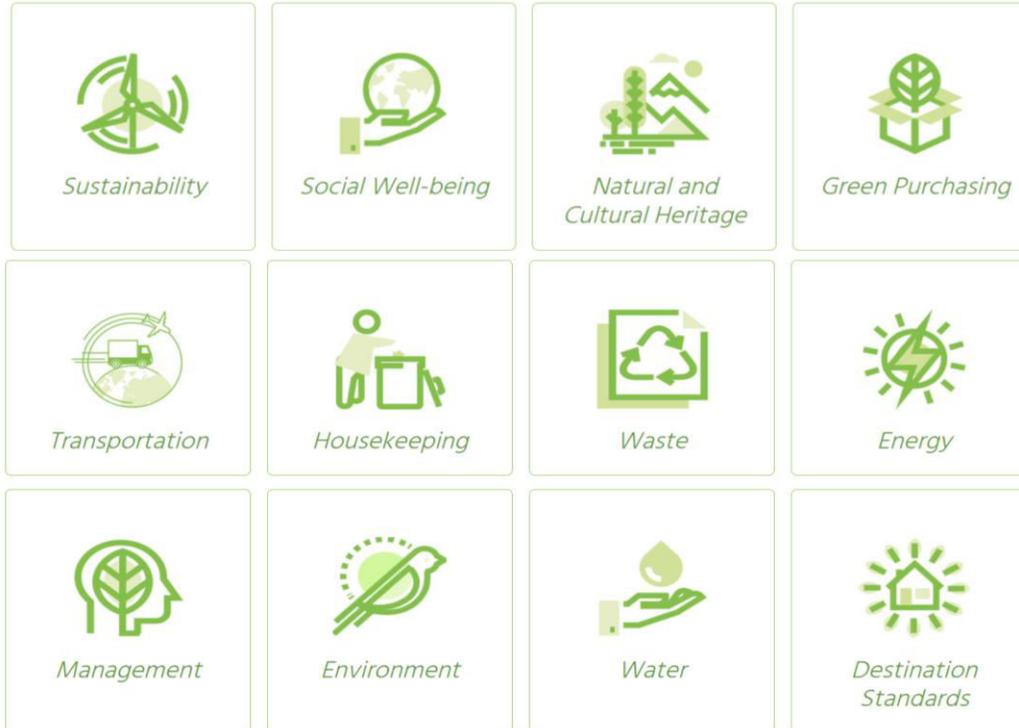
A cooperation agreement with GSTC and MoCT aims to prepare the 1st National Sustainable Tourism Program, which will make Turkiye's tourism industry compatible with global sustainability practices.

- *restructure Turkey's tourism industry, based on the most common and highest standards in sustainable tourism.*
- *make Turkey competitive in international tourism trends and create opportunities in this area.*
- *2023-2030*

sentrum

UNITED NATIONS DEVELOPMENT PROGRAMME

ENERJiSA Energy of Turkey

Sabancı Üniversitesi

TÜRKİYE SÜRDÜRÜLEBİLİR TURİZM GSTC Sertifikalı

Partnership of UNDP & MoCT & Anadolu Efes (2007- ongoing)

For the last 16 years, Future is in Tourism Project;

- Contributes to the establishment of sustainable tourism as a means of social and economic development,

- Supports the development of the region by supporting the individuals economically at the local level.

- Provides economic empowerment for women by creating employment opportunities.

- Transforms tourism locally by applying sustainable tourism principles, contributing to the fight against the climate crisis by developing rural tourism, eco-tourism and energy efficiency practices in local areas.

Ministry of Culture and Tourism (General Directorate of Investments and Establishments)

- Project Implementation Support
- Contributing to National Priorities
- Upper-scale Policy Making
- Legislation Making

United Nations Development Programme (UNDP)

- Contracting Authority
- Grant Management
- Branding, Promotion, capacity building
- Perspective of International Sustainable Community Based Tourism
- Policy Recommendations

Anadolu Efes

- Implementation Support
- Financial Support
- Communication
- Promotion
- Creating models
- Policy Recommendations