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
  o Inclusive Sustainable Growth
  o Inclusive Democratic Governance
  o Climate Change and Environment
  o Cross Cutting Issues (gender, private sector etc.)
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
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:

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.

<table>
<thead>
<tr>
<th>Challenges</th>
<th>The Potential Solutions</th>
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<tr>
<td>1. Limited infrastructure</td>
<td>1. Providing technical assistance and funding for infrastructure development</td>
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<td>2. Lack of skilled workforce</td>
<td>2. Supporting capacity-building programs for local skillsets</td>
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<td>3. Low awareness among potential tourists on sustainable tourism</td>
<td>3. Awareness raising on sustainable tourism</td>
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<td>4. Seasonality of demand</td>
<td>4. Creating promotional campaigns, promoting alternative non-seasonal attractions</td>
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<td>5. Resistance to change among local communities</td>
<td>5. Involve local communities and stakeholders in the tourism planning process</td>
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<td>6. Insufficient policy framework &amp; institutional support</td>
<td>6. Advocating for effective policy frameworks and institutional support</td>
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<td>7. Preservation of culture &amp; environment</td>
<td>7. Preserving cultural and environmental assets</td>
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<td>8. Lack of cooperation and coordination among different stakeholders</td>
<td>8. Facilitating the creation of networks</td>
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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

- MoU between UNDP and TÜRSAB
- Green Destination Model
- Cooperation and Partnership with UN Sister Agencies (UNWTO & UNESCO)
- Capacity Development for Sustainable Community Based Tourism
- DATUR Eastern Anatolia Tourism Development Project
- Future is in Tourism
- Winter Tourism Corridor
- Alliances for Culture Tourism

IMPLEMENTATION

IMPLEMENTATION / POLICY / LEGISLATION

DEVELOPMENT
A cooperation agreement with GSTC and MoCT aims to prepare the 1st National Sustainable Tourism Program, which will make Türkiye’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

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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.
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.