

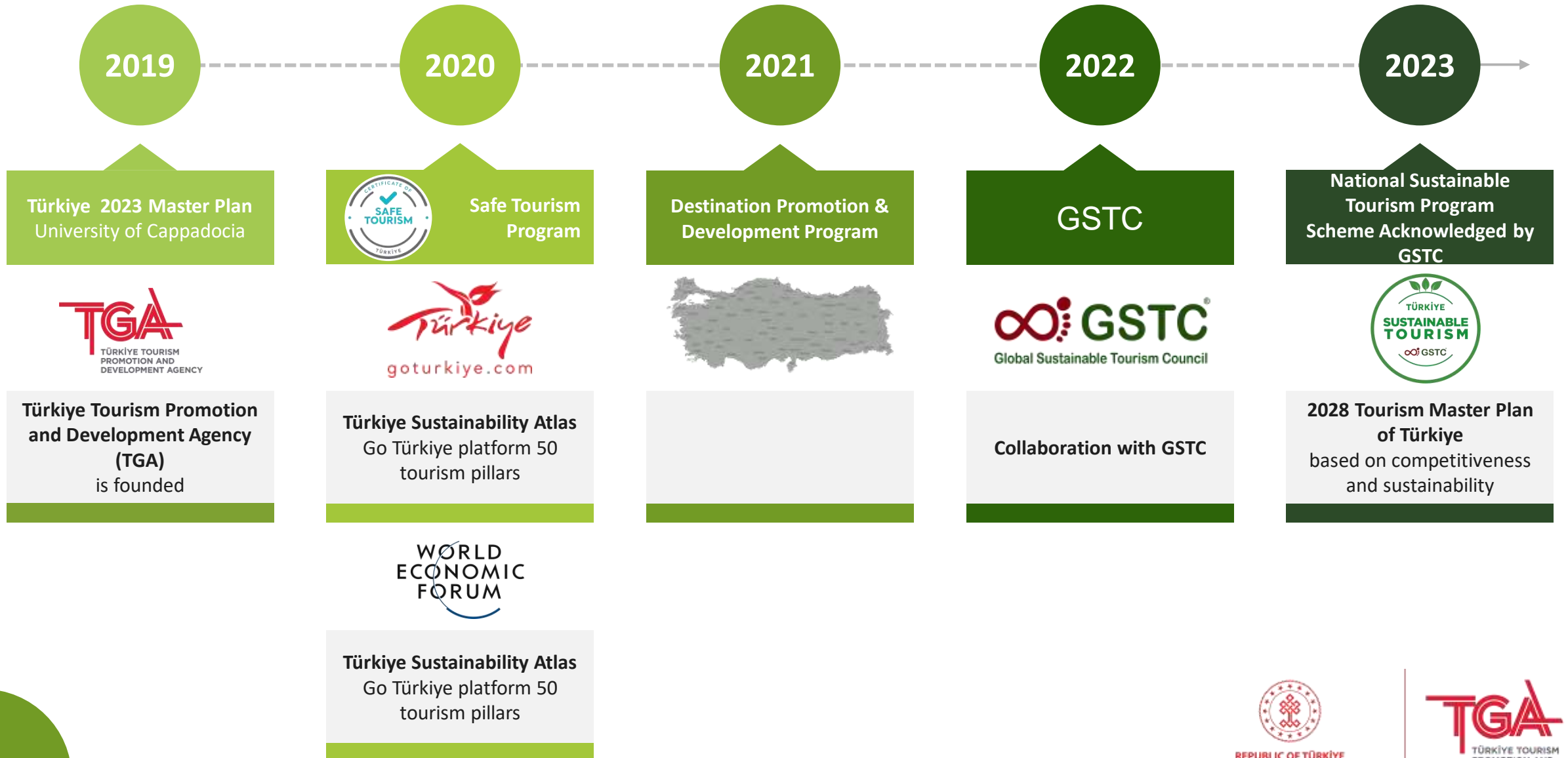


# **Türkiye's Sustainability Tourism Policies and Studies as a driver for resilient economies and societies**



**REPUBLIC OF TÜRKİYE  
MINISTRY OF CULTURE AND TOURISM**

# What are **we** doing



# Travel & Tourism Development Index (TTDI)

The *Travel & Tourism Development Index* (TTDI) is a direct evolution of the *Travel & Tourism Competitiveness Index* (TTCI)

Published biennially for the past 15 years

117 Countries

5 Subindexes, 17 pillars and 112 individual indicators

Public sector authorities (15 relevant ministries)

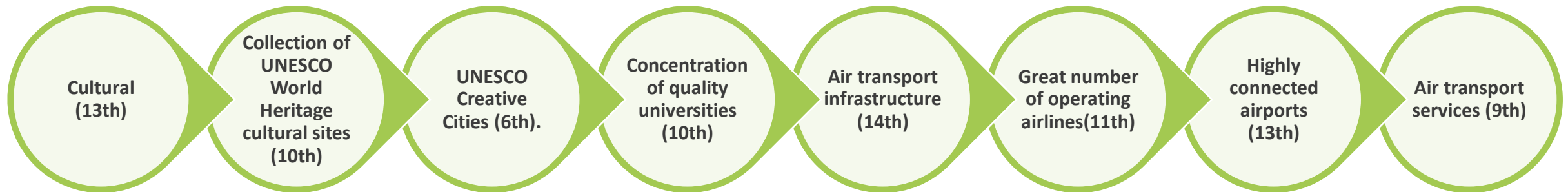
Türkiye's ranking increased from 49 to 45 in 2021.

Private sector representatives such as tour operators and hotelier associations NGO's

National and International Stakeholders like UNWTO, WEF, WTTC



## Rankings of Türkiye



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# Safe Tourism Certification Program

12.000+  
facilities and vehicles

Compulsory for  
30+ rooms  
facilities

Transparency  
with QR codes and web sites

Every 2 months at least  
3 inspections for each facilities and  
Vehicles

Strict inspection with  
130+ criteria

International  
accreditation companies



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# Safe Tourism Certification Program



<https://goturkiye.com/turkiyes-sustainable-tourism-program>



Sustainability Oriented  
Official Website of Türkiye

Certified facilities are promoted on the Go Türkiye

More than 50 Sustainable Tourism Experience

10 Languages and Countless Micro Websites

# Sustainability **Go Türkiye**



01

Sustainable  
Routes

02

Outdoor  
&  
Nature

03

Local  
Products  
&  
Gifts

04

Travel  
Responsibly

05

Cultural  
&  
Historical

06

Türkiye's  
Environmentally  
Friendly Projects

07

Boutique  
&  
Unique  
Experiences

08

Events  
&  
Festivals

09

Local  
Foods  
&  
Chefs

10

Türkiye's  
Sustainable  
Tourism  
Program



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# City Tourism Board and Multi-Stakeholder **Work**



- Private Sector
- Local People
- Public
- Academia



**City Tourism  
Board in 81 cities**



**Multi-  
Stakeholder  
work**



**Circular  
Economy**



**Sustainable  
Development of  
Tourism**



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# City Tourism Board 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



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# TGA & GSTC Collaboration

2023

2025

2030



Türkiye's Sustainable  
Tourism Program



Industry



Destinations



Accommodation  
Facilities



Tourism Services &  
Tour Operators

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



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# Sustainable Transformation

Türkiye's Industry Criteria (TR-I) has taken "**GSTC-Recognized**" status and the program has been given "acknowledged" status by GSTC.

2008

Green  
Star

2019

Zero Waste  
Regulation

2021

Paris  
Agreement  
accepted

2021 & 2022

TGA and GSTC  
Collaboration

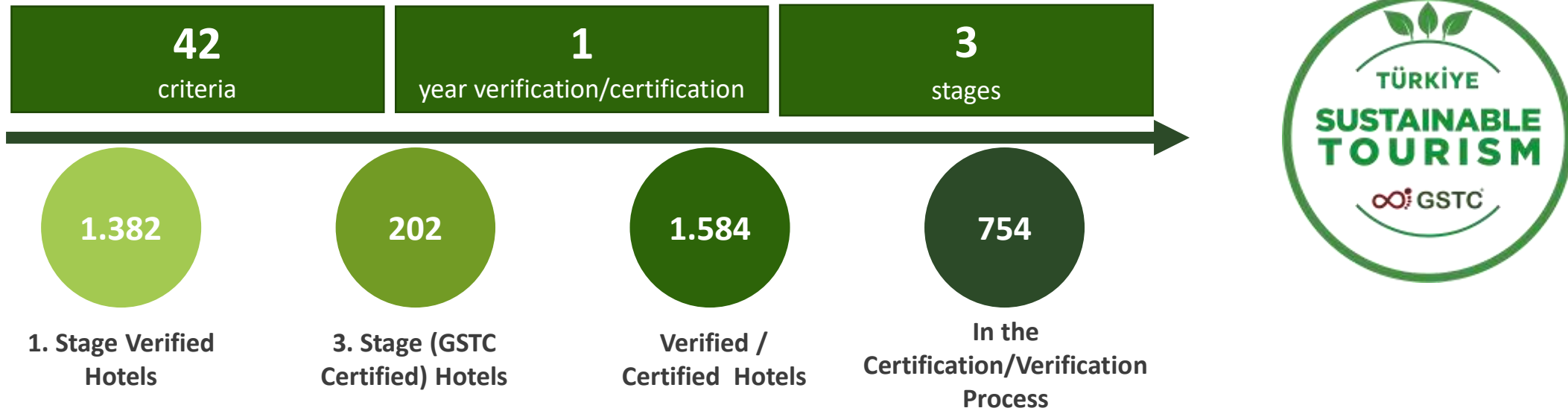
2023



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# Sustainable Transformation



# Sustainable Transformation





# THANK YOU



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