



Sustainable Destination Management: Transformation of Tourism Industry and Destinations



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

About TGA?

TÜRKİYE TOURISM PROMOTION AND DEVELOPMENT AGENCY

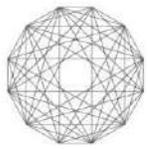


Established in 2019 by law, by Turkish Ministry of Culture & Tourism.

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.

Collaborating with the local stakeholders under the Provincial Promotion and Development Program



15 other: IATGO, ECF, WTACH, NTA-FAITH, WTA, IFEA, ATTA, FIAVET, ADONET, ANVR, AITO,SRV, ANTOR UK, CORPS TOURISTIQUE, ANTOR HOLLANDA

What are **we** doing?

2019
Türkiye 2023
Master Plan
University of Cappadocia



2021
Türkiye Sustainability Atlas
University of Cappadocia



**Strategy Development &
Action Plan**
Visibility and International Standards



2022
Türkiye Sustainable Tourism
Scheme Acknowledged by GSTC



2023

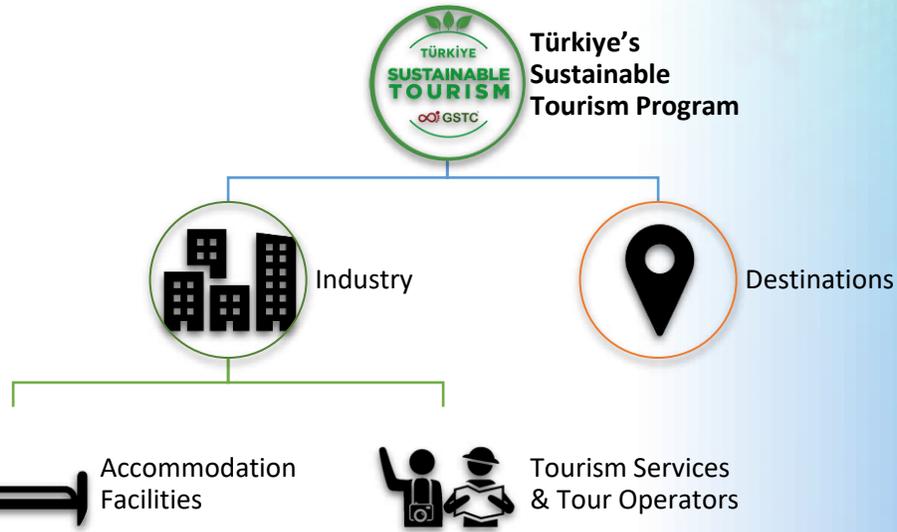
**1st Stage requirement for all accommodation facilities
(14 Criteria/ 30% of GSTC)**



TGA & GSTC Collaboration



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



Türkiye's National Sustainable Tourism Program



&



42 criteria	3 stages
1 year verification/certification	

1.382
1. Stage
Verified
Hotels

202
3. Stage
(GSTC
Certified)
Hotels

Total
1.584
Verified / Certified
Hotels

754
In the
Certification
/Verification
Process

2023
Stage 1

2025
Stage 2

2030
Stage 3

Stage 1
14 Criteria

Stage 2
+15 Criteria

Sustainable Tourism Certificate
++13 Criteria

**GSTC FULL
COMPLIANCE**

1. Stage Verification requirement for
All Accommodation Facilities until
the end of 2023.
(14 Criteria/ 30% of GSTC)

**Sustainable Tourism
CERTIFICATION**

This certification recommended by Türkiye Tourism Promotion and Development Agency is issued by Bureau Veritas Certification Hong Kong Limited

Bureau Veritas Certification Hong Kong Limited is accredited by ASI and its accreditation coverage is published at www.asi-assurance.org

**NIRVANA COSMOPOLITAN
HOTEL - COSMOS CITY &
PERFORMANCE HALL**

Based on an audit according to the requirements stated in the Türkiye Sustainable Tourism Standard, Version 1.0, 19 May 2022; which is Recognized by GSTC and a signed contract, Bureau Veritas Certification Hong Kong Limited herewith certifies that the facility listed above is found to be in compliance with Türkiye Sustainable Tourism Standard, Version, 1.0 19 May 2022. This guarantees that the criteria for managing Sustainable Tourism certified tourism services have been met.

Certification Number	BVGH-ST-HI-0040
Date of First Certification	13 / 01 / 2023
Issued On	13 / 01 / 2023
Date of Expiry	12 / 01 / 2024

Signature
Ibrahim Tagay
IBRAHİM TAGAY
Certification Manager

Facility Type
Accommodation Facility

NIRVANA
cosmopolitan

* The Sustainable Tourism Program was developed under the leadership of the Republic of Türkiye Ministry of Culture and Tourism.



Türkiye's National Sustainable Tourism Program

Accreditation Process for Audit Firms

- Internationally Accredited Certification Bodies

Verification
(Stage 1)

- Verifiers trained by
- Cappadocia University the Exclusive Training Body of GSTC in Türkiye

Certificate
(Stage 2&3)

- ASI Accreditation
- %100 Compliance to GSTC Certification



Sustainable & Green Türkiye with Eco-Labels



1.584

Türkiye's Sustainable Tourism Program

Accommodation facilities



531

Blue Flag
Beaches



42

Bike Friendly
Accommodation facilities



5

Biosphere
4 National Museums
1 Travel Agency



19

UNESCO World Heritage
Cultural and Mixed



6

Inventory of Living Human Treasures



84

Cultural and Natural Heritages
Tentative list



25

Intangible Cultural Heritage



7

UNESCO Creative Cities



3

UNWTO BTO

- Sakarya's Taraklı Village
- Nevşehir's Mustafapaşa Village
- İzmir's Birgi Village



8 & 13

EuroVelo Route



1

Green Destinations
Bitez, Bodrum



106

Travelife
Accommodation facilities



2

Travelife
Travel Agency



106

Green Key
Accommodation facilities



9

Green Globe
Accommodation facilities



REPUBLIC OF TÜRKİYE
MINISTRY OF CULTURE AND TOURISM



TÜRKİYE TOURISM
PROMOTION AND
DEVELOPMENT AGENCY

Sustainability **Go Türkiye**



gosustainableturkiye.com

Certified facilities are promoted on the Go Türkiye

10 Languages and Countless Micro Websites

More than 50 Sustainable Tourism Experience

01

Sustainable
Routes

02

Outdoor
&
Nature

03

Local
Products
&
Gifts

04

Travel
Responsibly

05

Cultural
&
Historical

06

Türkiye's
Environmental
Friendly
Projects

07

Boutique
&
Unique
Experiences

08

Events
&
Festivals

09

Local
Foods
&
Chefs

10

Türkiye's
Sustainable
Tourism
Program



REPUBLIC OF TÜRKİYE
MINISTRY OF CULTURE AND TOURISM





Thank You



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