



# **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.

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



**GO SUSTAINABLE  
TÜRKİYE**

**2022**  
Türkiye Sustainable Tourism  
Scheme Acknowledged by GSTC



**2023**

**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



# 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



## Bitez, Bodrum

"World's 100 Sustainable  
Tourism Destinations"  
2021 by Green Destinations

## Sakarya's Taraklı Village

"Best Tourism Villages  
Initiative" award, 2021 by  
UNWTO



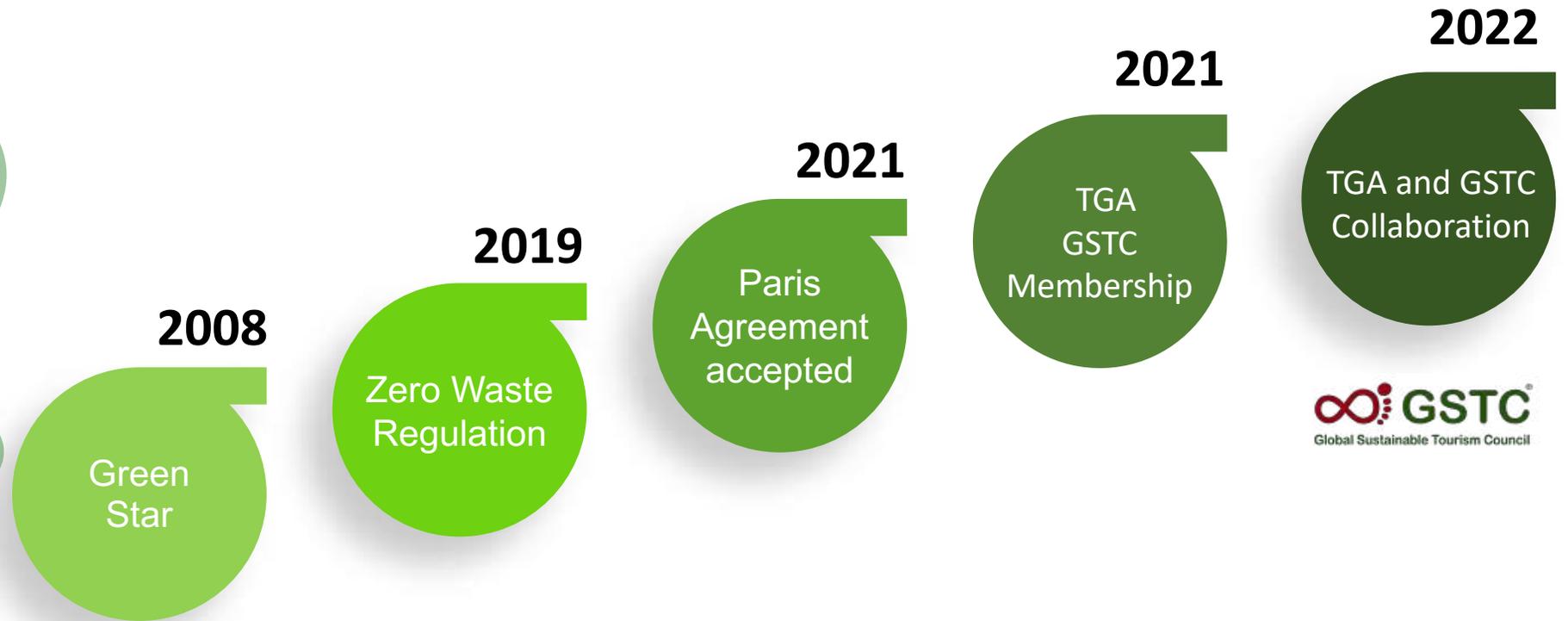
## Eurovelo 8, İzmir & Eurovelo 13 Iron Curtain Trail

**Eurovelo 8**; passes over the ancient  
cities of Pergamon and Ephesus  
**Eurovelo 13**; passes over the Edirne  
and Kırklareli



# Sustainable Transformation

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

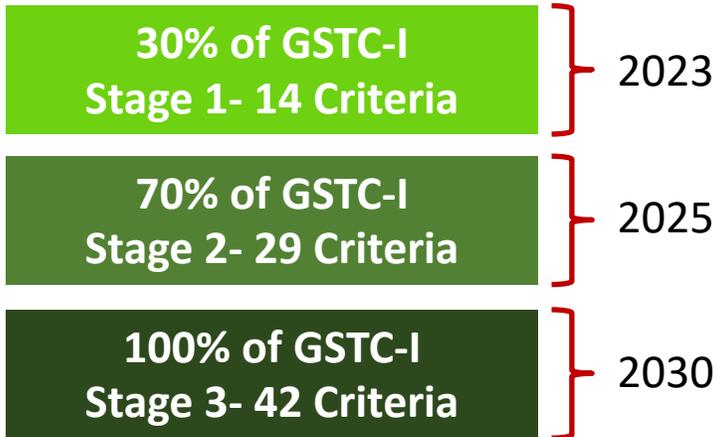
# Safe and Sustainable Tourism Program

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**



# Türkiye's National Sustainable Tourism Program

1

year verification/certificate

42

criteria

Stage ①

verification

Stage ②

verification

Stage ③

certification

convenience of compliance with criteria in

3 stages

95

audits have been performed

27

certificates have been given

GSTC FULL  
COMPLIANCE

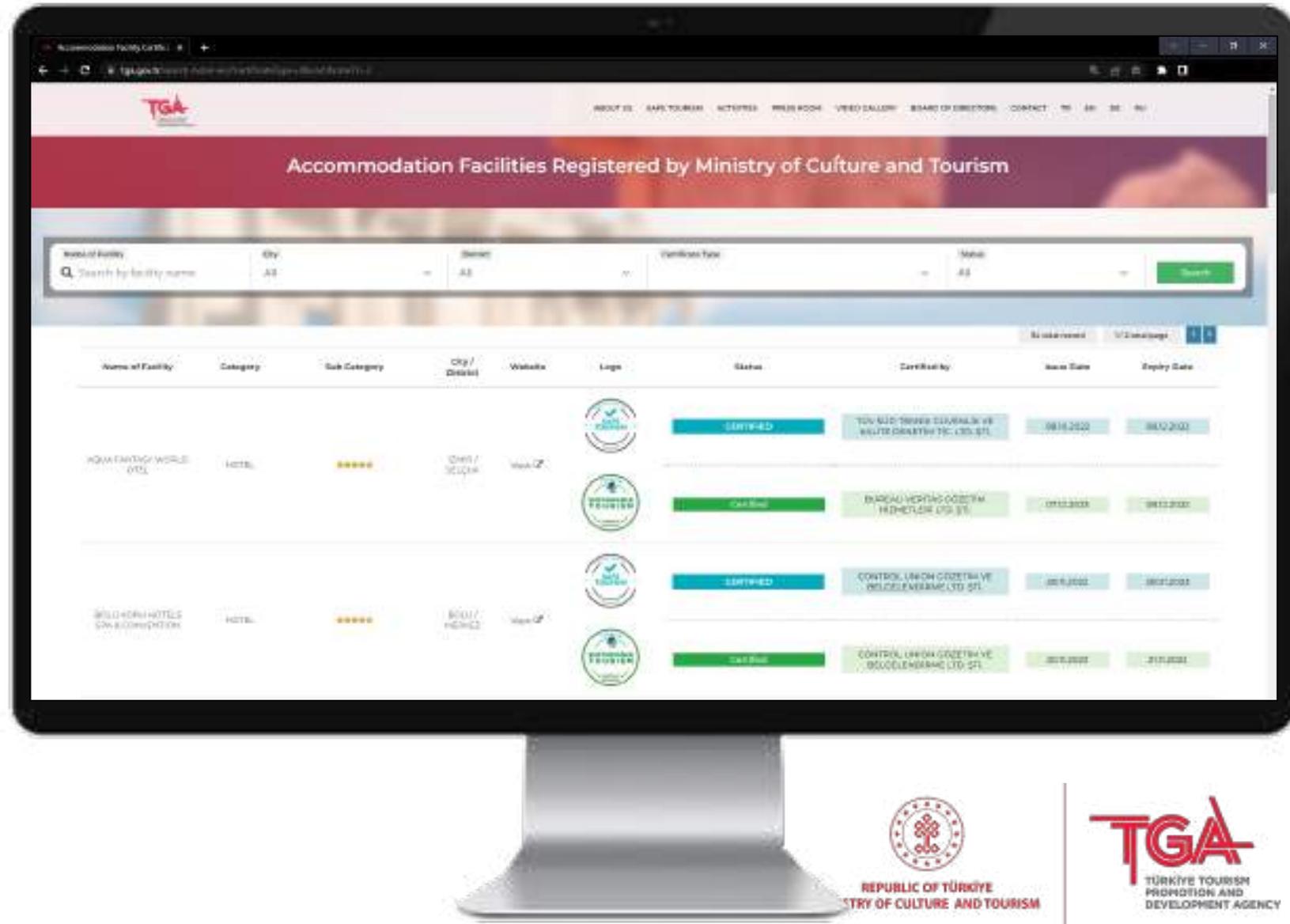


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# Sustainable Tourism Certified Facilities on TGA Website

- 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



Certification Numbers as of December 2022

# Sustainability **Go Türkiye**



[gosustainableturkiye.com](http://gosustainableturkiye.com)

Türkiye Sustainable Tourism Board

10 Languages and Countless Micro Websites

More than 50 Sustainable Tourism Experience

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



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# 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 Cittaslows (Slow Cities)



- 68 Mountain Bike Routes
- 56 Road Bike Routes
- 29 E-Bike Routes
- 37 Bicycle Friendly Accommodation Facilities



Trekking &Hiking



Rafting



Cycling



Equestrianism



Windsurfing



Archery



Swimming and Scuba Diving



Rock Climbing



# 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**



# 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

# 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



# MICHELIN Guide İstanbul 2023

## Total Restaurants (53)



**Restaurant (1)**



**Restaurant (4)**



**Restaurant (1)\***



**Restaurant (10)**



**Restaurant (38)**

\*Dining experiences that combine culinary excellence with outstanding eco-friendly commitments





Türkiye  
goturkiye.com

ISTANBUL  
IS THE  
NEW COOL

TURKAEGEAN   
Coast of Happiness

Naturally  
TÜRKİYE



TAŞ TEPELER  
THE LAND OF GREAT TRANSFORMATION  
TÜRKİYE

TURKISH RIVIERA  
EAST MEDITERRANEAN

MeetTürkiye  
where business is pleasure



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TGA  
TÜRKİYE TOURISM  
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Thank You



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