

Pathways to Sustainability: National Sustainable Tourism Program of **Türkiye** Acknowledged by **GSTC**



Sustainable and Green Eco-Labels



19.015

Türkiye Sustainable
Tourism Program
Accommodation
facility



551

Blue flag
Beaches



56

Bike friendly
Accommodation
facility



5

Biosphere
4 Museums
1 Travel Agency



21

UNESCO World
Heritage
Cultural and
Natural



67

UNESCO
Living Human
Treasure



79

Cultural and
Natural Heritage
Provisional List



30

Intangible Cultural
Heritage
(2nd in the World)



8

UNESCO
Creative Cities



13

Green Globe
Accommodation
facility



8 & 13
EuroVelo
Route



3

Green
Destinations
Bitez (Bodrum), Muğla
Efeler Yolu Culture Route, İzmir
Unveiling Urla's Wine Heritage,
İzmir



75

Travelife
Accommodation
facility



4

Travelife
Tour operators



150

Green Key
Accommodation
facility



4

UNWTO Best
Tourism Villages

- Taraklı (Sakarya)
- Mustafapaşa (Nevşehir)
- Birgi (İzmir)
- Şirince (İzmir)



25

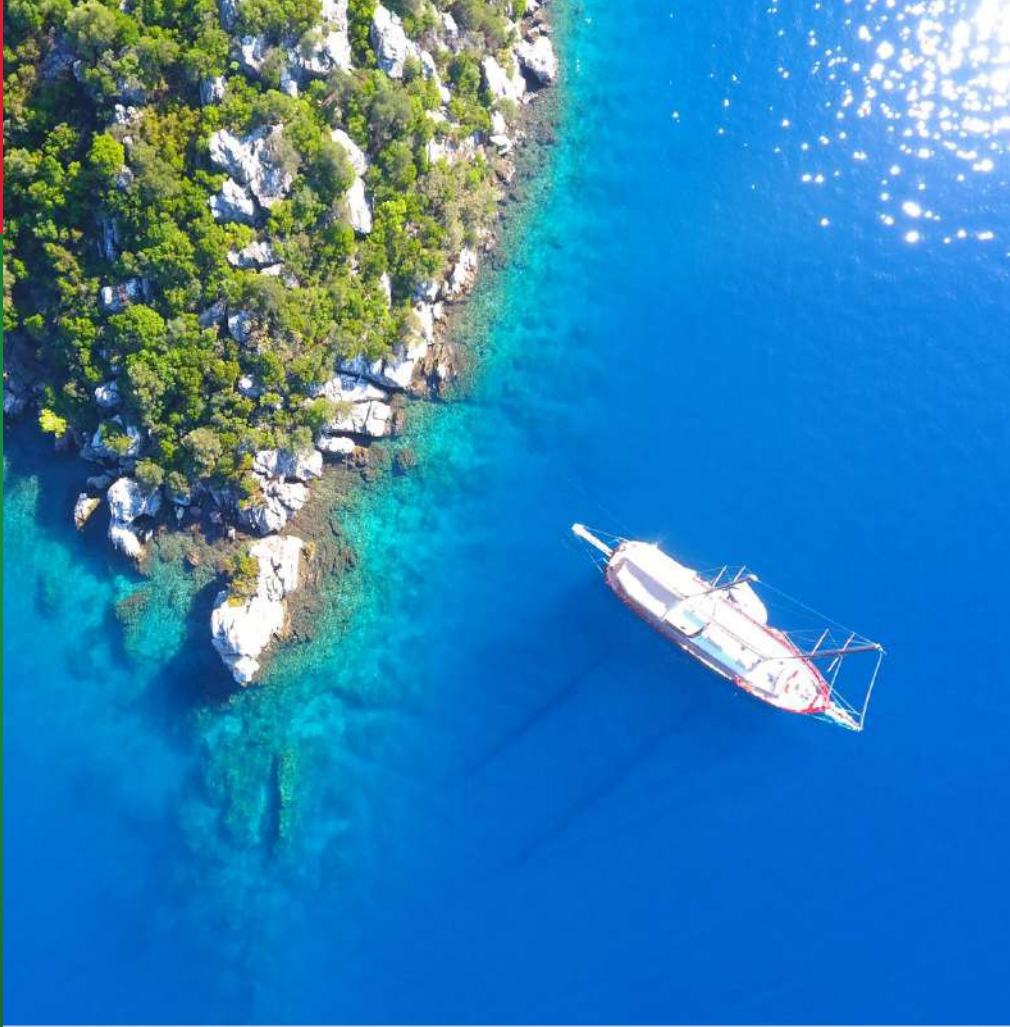
Cittaslow
City



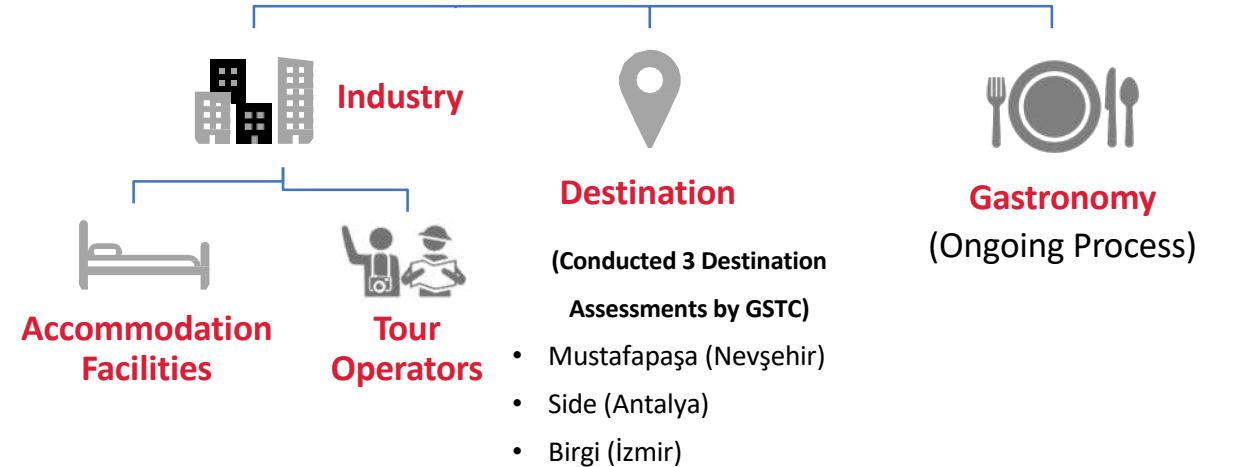
REPUBLIC OF TÜRKİYE
MINISTRY OF CULTURE AND TOURISM



TÜRKİYE TOURISM
PROMOTION AND
DEVELOPMENT AGENCY



Türkiye National Sustainable Tourism Program!



Sustainable Tourism Program

Audit Firm and Auditor Criteria



All Stages

Internationally Accredited Audit
Companies



1.Stage Verification

Auditors approved by Cappadocia
University, the only Authorized
Training Institution of GSTC in
Türkiye



3.Stage Certification

GSTC Accreditation
Auditors approved by GSTC
100% GSTC Compliant

The Ministry of Culture and Tourism auditors conduct announced inspection at verified/certified accommodation facilities under the Türkiye Sustainable Tourism Program.

Certification Bodies & Training

Certification Bodies for Accommodation Facilities



All Stage



1. Stage



Training for Verifier & Auditors



+100

Auditors
For all Stage
auditors
were trained
by



+350

Verifiers
for 1st Stage
were trained
by



Sustainable Tourism Program

Verified - Certified Facility Numbers and Capacities

Over
17.679
Stage 1 Verified
Accommodation Facility

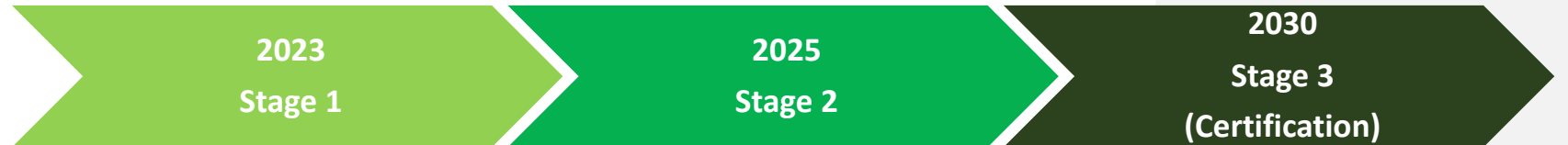
By the end of 2025, receiving at
least stage 2 verification is
“**mandatory**” for all
accommodation facilities in Türkiye.

Over
1.318
Sustainable Tourism Certified
Accommodation Facility

By law and circulars of the Ministry of Culture & Tourism;

All accommodation facilities are required to obtain:

- By the end of 2023: **At least Stage 1 Verification.**
- By the end of 2025: **At least Stage 2 Verification.**
- As of 2030: **A Sustainable Tourism Certificate.**



Sustainable Tourism Program

Verified - Certified Facility Numbers and Capacities



1

Year Certificate



42

Criteria



3 Stages

Ease of compliance with the criteria

GOALS

- All accommodation facilities in Türkiye must obtain at least Stage 2 Verification by the end of 2025
- All accommodation facilities in Türkiye must obtain Stage 3 Certification as of 2030

Over 1.7M Bed Capacity has been verified/certified within the program

17.679
Stage 1
Verified

13
Stage 2
Verified

1.318
Stage 3
Certified

19.010
Total
Verified/Certified

Numbers by Ranking

| Ranking | Stage 3 (100% GSTC) | STAGE 1 | STAGE 2 | Total |
|--------------|---------------------|---------------|-----------|---------------|
| No ranking | 347 | 14.733 | 10 | 15.090 |
| 3 Stars | 54 | 1.194 | 2 | 1.250 |
| 4 Stars | 337 | 645 | | 982 |
| 5 Stars | 572 | 309 | | 881 |
| 2 Stars | 4 | 615 | | 619 |
| 1 Star | 5 | 183 | 1 | 188 |
| Total | 1.318 | 17.679 | 13 | 19.010 |

Numbers by Capacity

| Facility Capacity | Stage 3 | Stage 1 | Stage 2 | Total |
|-----------------------|--------------|---------------|-----------|---------------|
| Between 0-30 rooms | 149 | 12.990 | 7 | 13.146 |
| Between 30-100 rooms | 304 | 3.848 | 6 | 4.158 |
| Between 100-500 rooms | 744 | 816 | | 1.560 |
| Above 500 rooms | 121 | 25 | | 146 |
| Total | 1.318 | 17.679 | 13 | 19.010 |

Progression from Stage 1 to Stage 2

1. Sustainability management system
2. Legal compliance
3. Reporting and communication
4. Staff engagement
5. Customer experience
6. Access for all
7. Local purchasing
8. Presenting culture and heritage
9. Environmentally preferable purchasing
10. Efficient purchasing
11. Energy conservation
12. Water conservation
13. Wastewater
14. Solid waste

14 Criteria



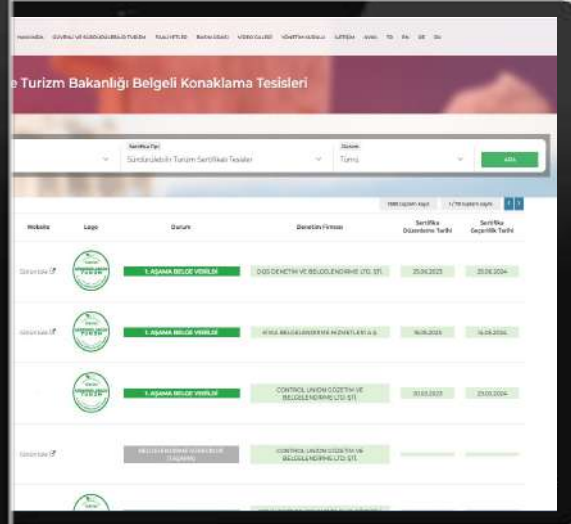
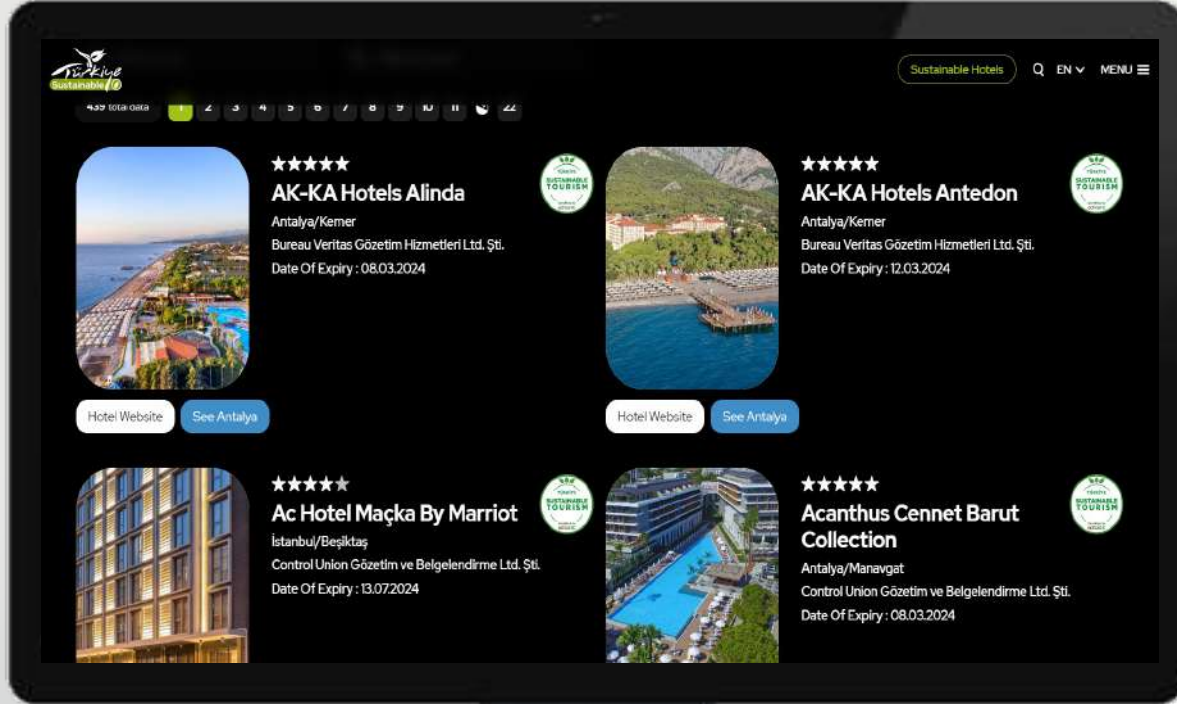
1. Sustainable practices and materials
2. Destination engagement
3. Community support
4. Local employment
5. Equal opportunity
6. Decent work
7. Local livelihoods
8. Protecting cultural heritage
9. Greenhouse gas emissions
10. Transport
11. Harmful Substances
12. Minimize pollution
13. Biodiversity conservation
14. Visits to natural sites
15. Wildlife interactions

15 Criteria

Stage 2:
Advanced sustainability,
stronger verification!

29 Criteria

Real-Time Transparent Listing of Sustainable Accommodation Facilities



Continuous Monitoring and
Transparency

Challenges and Solutions of Sustainable Tourism Program

- **Establishing a National Framework:** Developed through collaboration with various industries and international institutions, this national program provides a unified approach to sustainable tourism across all sectors.
- **A Holistic Approach Across 81 Provinces:** The program encompasses all 81 provinces, creating a cohesive and comprehensive national framework for sustainable tourism practices.
- **Inclusive of All Accommodation Types:** Every accommodation facility, regardless of location, type, class, or capacity, is included in the program to ensure widespread compliance with sustainable tourism standards.
- **Development of National Standards:** In partnership with both domestic and international stakeholders, national sustainable tourism standards have been established, aligning Türkiye with global best practices.
- **Engaging Stakeholders for Transformation:** By involving all stakeholders in the tourism industry, the program fosters a collective commitment to sustainable transformation.
- **GSTC-Acknowledged Program:** Recognized by GSTC, Türkiye's sustainable tourism program meets international standards, setting a global example for responsible tourism.
- **Comprehensive Industry Criteria:** Tailored to account for Türkiye's diverse economy, culture, and geography, industry-specific criteria are applied uniformly across the 81 provinces with input from all relevant stakeholders.
- **Inclusive Business Model for All Facilities:** The program covers accommodation facilities of all sizes and capacities, ensuring that sustainability practices are accessible to every business.
- **From Voluntary to Obligatory:** Shifting from an optional initiative to a mandatory practice, the program involves governmental bodies to enforce compliance, making sustainability an integral part of Türkiye's tourism industry.

Carbon Footprint Monitoring System For Accommodation Facilities

Advantages of the System

- Monitoring and Reducing Carbon Emissions
- Comprehensive Data Analysis and Performance Improvement
- Cost Savings
- Ease of Transition to Phases 2 and 3
- Free and Accessible for All Accommodation Facilities
- Enhanced Guest Satisfaction and Brand Image

