



REPUBLIC OF TÜRKİYE
MINISTRY OF CULTURE AND TOURISM



TÜRKİYE TOURISM
PROMOTION AND
DEVELOPMENT AGENCY



National Sustainable Tourism Program of Türkiye acknowledged by GSTC



goturkiye.com



About TGA

TURKIYE TOURISM PROMOTION AND DEVELOPMENT AGENCY

It was established by law in 2019 by the Ministry of Culture and Tourism of the Republic of Türkiye

TGA;

- Promoting Türkiye as a brand and popular destination
- Discovering, developing and promoting natural and cultural heritage assets
- Increasing Türkiye's tourism capacity
- Increasing the rate of tourism investments
- Improving service quality through communication and marketing activities

It operates in 81 provinces together with local sector stakeholders in the Provincial Tourism Promotion and Development Program.



What are **we** doing?



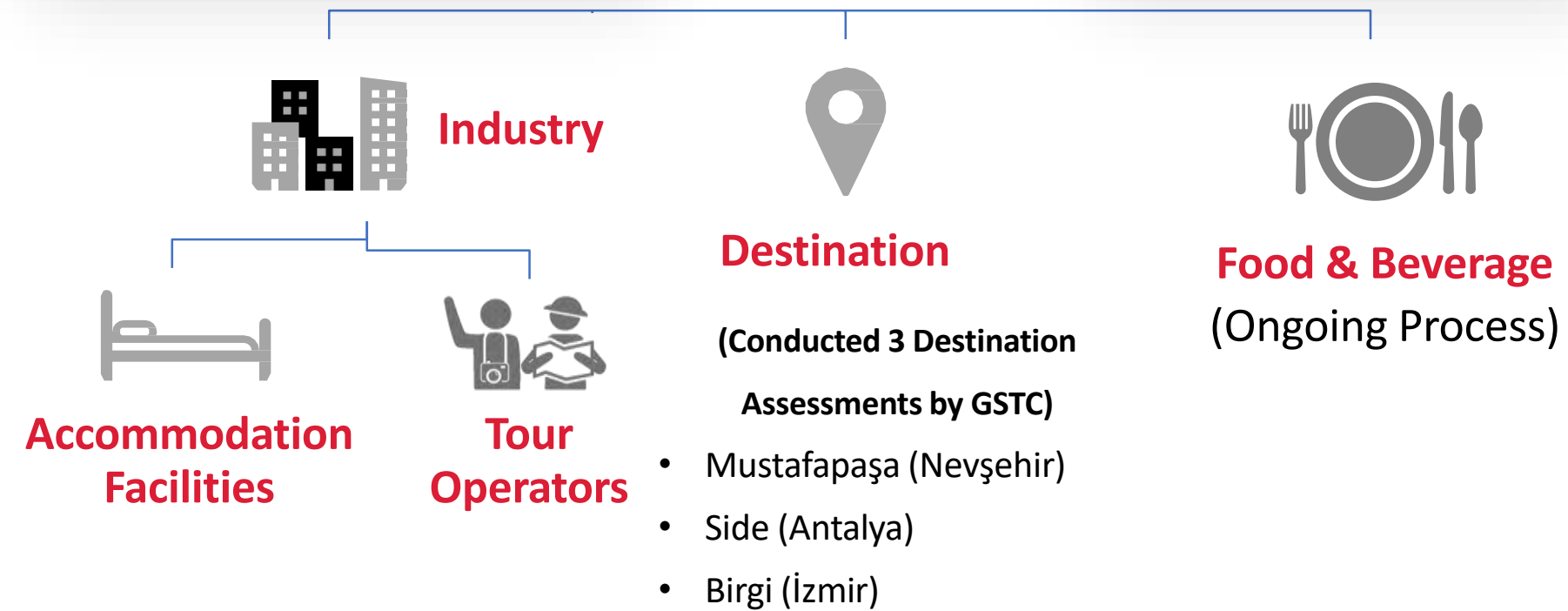
Türkiye became the **first** and **exemplary** country to make an agreement with GSTC to prepare a **National Sustainable Tourism Program!**

Türkiye National Sustainable Tourism Program!

National Sustainable Tourism Industry Criteria (TR-I), Received '**Recognized**' status in GSTC standards!



The entire Sustainable Tourism Program received '**Acknowledged**' status by GSTC!



Sustainable Tourism Program

As of 15 September 2025

12.727

Stage 1 Verified
Accommodation Facility

4.668

Stage 2 Verified
Accommodation Facility

2.016

Sustainable Tourism Certified
Accommodation Facility

Mandatory 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.

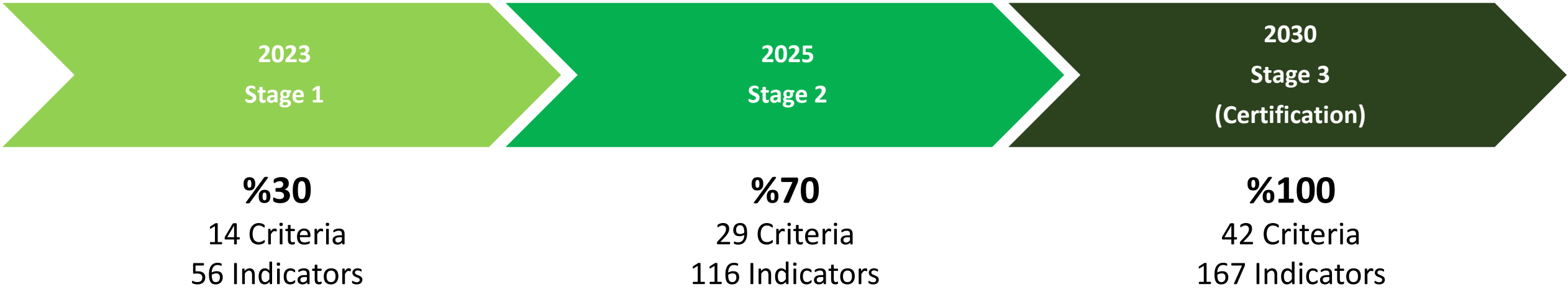




1
Year Certificate

42
Criteria

3 Stages
Ease of compliance
with the criteria



Sustainable Tourism Program

Criteria



Sustainable
Management



Environmental
Sustainability



Cultural
Sustainability



Socio-economic
Sustainability



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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

Compliance
with 70% of the
GSTC Criteria by
the end of 2025

Stage 2:
Advanced sustainability,
stronger verification!

29 Criteria

Certification Bodies & Training

Certification Bodies for Accommodation Facilities



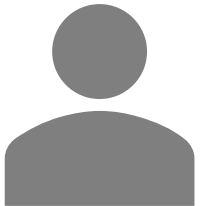
All Stage



1. Stage

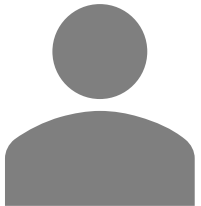


Training for Verifier & Auditors



+100

Auditors
For all Stage
auditors
were trained
by

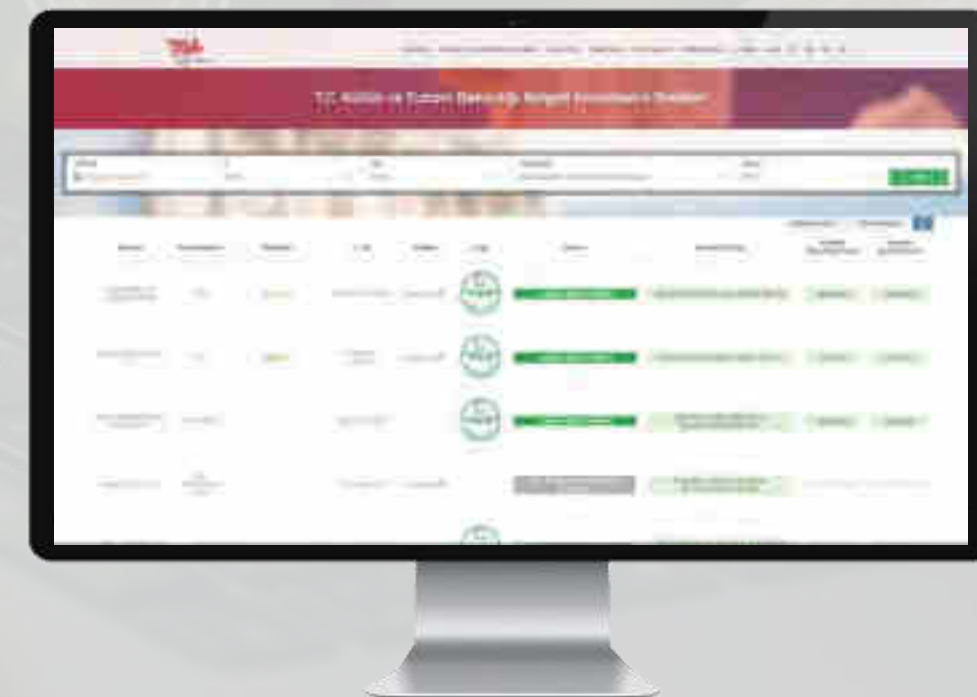


+350

Verifiers
for 1st Stage
were trained
by



Certified facilities can find on the **TGA's**, the **Ministry's** and **GoTürkiye** websites.

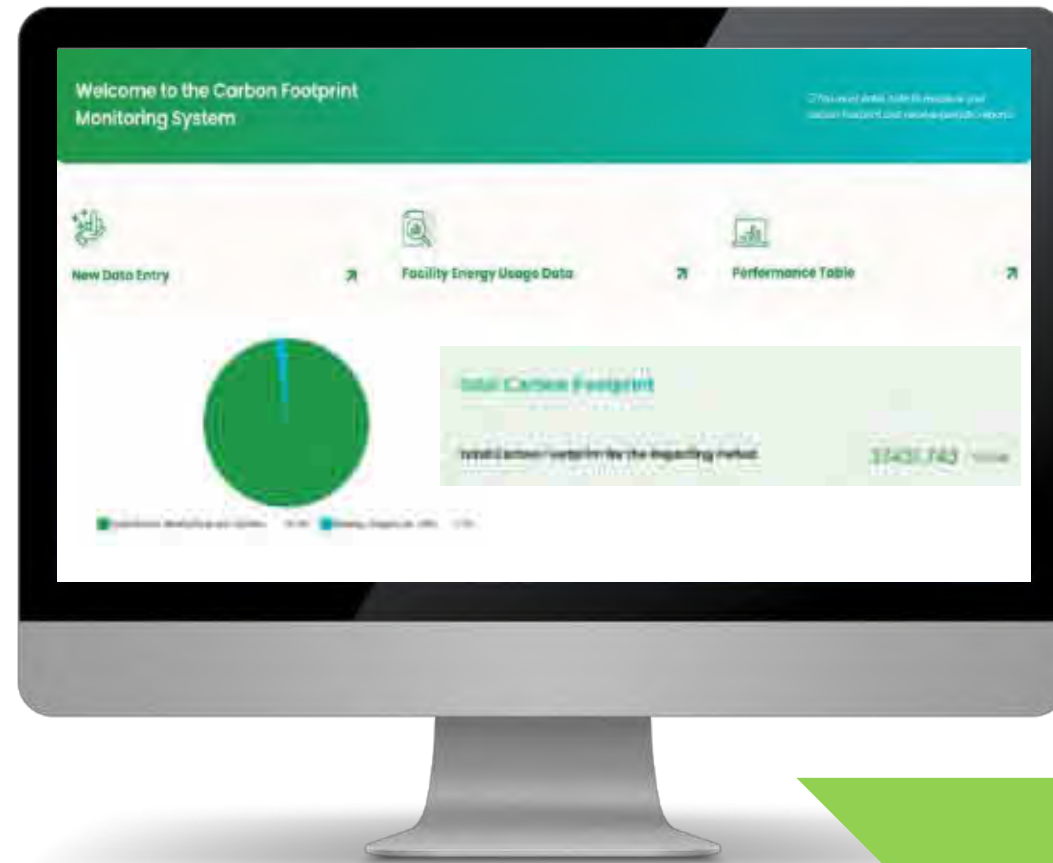


Carbon Footprint **Monitoring System**

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



Manuel of System Use



GSTC to Develop New GSTC Criteria for Food Service Providers in Tourism

Systematic Approach

Highlighting The Sustainability Of Turkish Cuisine	Protecting Gastronomic Culture	Sustainable Brand Image	Protecting Society And The Environment	Customer And Staff Satisfaction
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Türkiye’s Pilot Certification Test

Türkiye will be launching a pilot certification program under the National Sustainable Tourism Program. This program will apply the criteria from the GSTC Industry Criteria and the revised indicators to assess the feasibility of certifying restaurants.

The new Sustainable Restaurant Program adapts GSTC criteria for food service providers, allowing restaurants across Türkiye to achieve sustainable management practices that support local culture, the environment, and the gastronomic heritage."



GSTC to Develop New GSTC Criteria for Food Service Providers in Tourism

Sustainability Go Türkiye



gosustainableturkiye.com

Türkiye Sustainable Tourism Platform

Countless Micro Websites in 10 Languages

More than 50 Sustainable Tourism Experiences

01

Sustainable Routes

02

Outdoor & Nature

03

Local Products and Gifts

04

Responsible Travel

05

Cultural and Historical

06

Türkiye's Environmentally Friendly Projects

07

Boutique and Unique Experiences

08

Events and Festivals

09

Local foods and Chefs

10

Türkiye's Sustainable Tourism Program



- **114** Mountain Bike Route
- **56** Road Bike Routes
- **29** Electric Bike Routes
- **54** Bicycle-Friendly Accommodations



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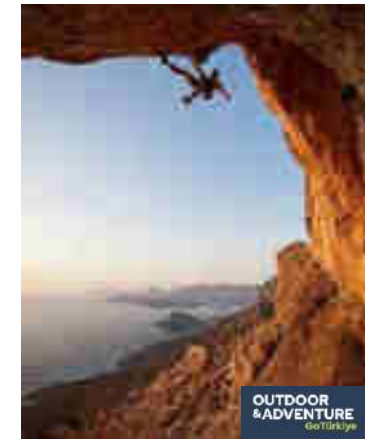
Green Experiences



- Trekking
- Rock climbing
- Water sports
- Paragliding
- Free Parachute
- Caving
- Canyon Walking
- Riding
- Zip lining



- Wildlife Watching
- Crystal and Clear Waters
- Underwater Photography
- Butterfly Watching



- 41 Walking Roads

Best Tourism Villages by UN Tourism

2023

Şirince - İzmir



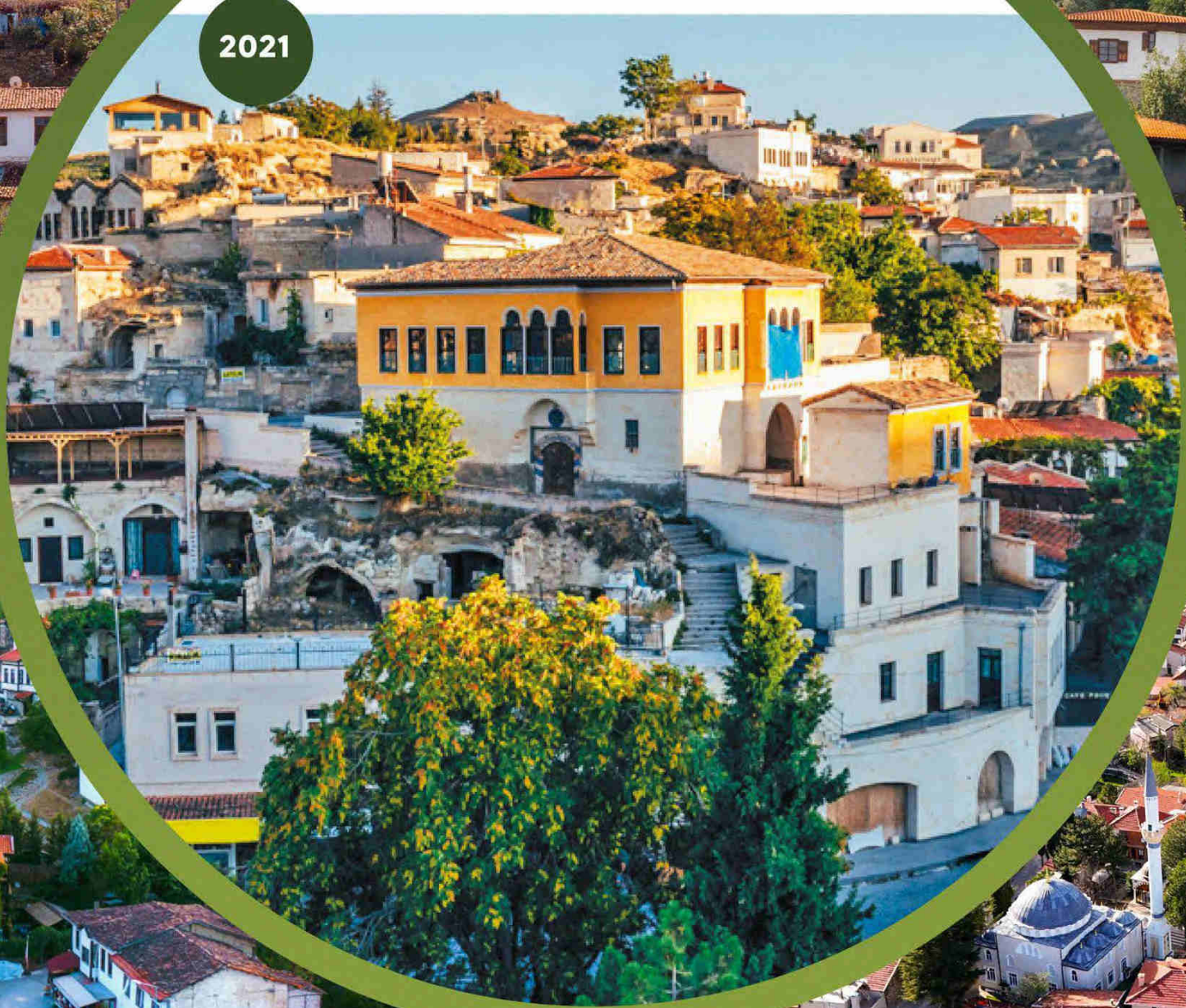
Birgi - İzmir

2022



2021

Mustafapaşa - Nevşehir



2021

Taraklı - Sakarya



Ormana - Antalya

2024





Türkiye is the
2. country in the world to
register the most cultural values, with 31
elements, on the UNESCO Intangible
Cultural Heritage List.



21 Cultural
2 Mixed UNESCO World
Heritage Sites



80 Cultural and
Natural Heritage Sites on
the
UNESCO Tentative List



UNESCO Creative Cities: 8



Intangible Cultural
Heritage: 31



Sustainable Museums

3

Biosphere Sustainable Museum Certified

Rami Library
Adana Museum
İzmir Culture and Arts Factory

1

Biosphere Committed Maiden's Tower



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MICHELIN recognises the culinary excellence of **Türkiye!**

The MICHELIN Guide İstanbul, İzmir, Muğla 2025 at a glance with 132 (77 in İstanbul, 24 in İzmir and 31 in Muğla) culinary gems to explore:



1 Two MICHELIN Star restaurant,



13 One MICHELIN Star restaurants (including two new additions)



10 MICHELIN Green Star restaurants (including 6 new additions)



27 Bib Gourmand restaurants (including 8 new additions and 1 upgraded)

and 91 recommended restaurants (including 22 new additions)



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DESTINATION PARTNER





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THANK YOU

Vildan ŞENTEKE

Sustainability and Competitiveness Group Manager



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