



T.C. KÜLTÜR VE TURİZM
BAKANLIĞI



TÜRKİYE TURİZM
TANITIM VE GELİŞTİRME
AJANSI

SUSTAINABLE TOURISM

tga.gov.tr



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

PROGRAMMI

21. 02. 2023



About the Program

Türkiye, for the purpose of utilizing the supply resources of tourism including natural, cultural and social aspects by considering the balance of protection-utilization and developing and globally promoting these aspects without jeopardizing any of them, has been improving national sustainable tourism standards in cooperation with its domestic and international stakeholders. Türkiye Sustainable Tourism Industry Criteria (TR-I) have been built to ensure sustainable growth of the Turkish tourism industry and to develop a common understanding about Turkish tourism with the participation of all tourism stakeholders. TR-I was developed to be implemented by accommodation facilities and tour operators. In this respect, TR-I includes both criteria that comply with the social and cultural structure of Türkiye and globally recognized sustainable tourism criteria.

The process of developing the TR-I was designed to adhere to the criteria of the Global Sustainable Tourism Council (GSTC), the international body providing guidance for the development of sustainability standards for tourism. In this context, TR-I have adopted all GSTC criteria for Industry as they have been introduced by GSTC. TR-I will be revised every 3-5 years to comply with the updating period of the GSTC criteria. More details on revision plans and signing up to allow anyone interested to comment on future revisions are available at the website tga.gov.tr. This website also includes information about the criteria development process and its historical progress.

GSTC and Sustainable Tourism Program



**Sustainable
Management**



**Cultural
Sustainability**



**Socio-Economic
Sustainability**



**Environmental
Sustainability**

It is used for training and awareness raising, basis for policy making, assessment and evaluation, and certification for businesses and government agencies and other types of organizations.

Who is **GSTC**?

Consisting of 32 partners and established in 2007, **GSTC** is a coalition which was initiated by the Rainforest Alliance, the United Nations Environment Programme (UNEP), the United Nations Foundation (UN Foundation) and the United Nations.

To provide international accreditation for Sustainable Tourism Certification Bodies

A structure that shapes sustainable development policies

An independent and impartial, U.S. -registered non-profit organization

GSTC Criteria



- The highest standard of sustainable tourism in the world.
- Decades of work and experience around the world
- Applicable to all countries (small or large businesses and destinations/countryside, urban and natural areas)
- Takes into account a large number of directives and standards for sustainable tourism from every continent

What is Sustainable Hotel Certification?



The demand for sustainable practices is increasing.

As guests' concerns about the harmful effects of travel and tourism grow, certification offers a safe solution.

GSTC-accredited certificates are the primary preference .

Sustainable Tourism Criterion Studies and Implementation Plan

Being the first program that has been developed with GSTC at the government level, it consists of 42 criteria.

Sustainable Tourism Certificate consists of 3 stages:

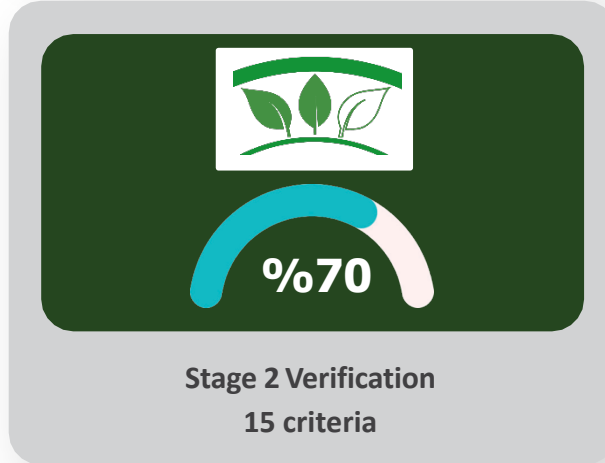
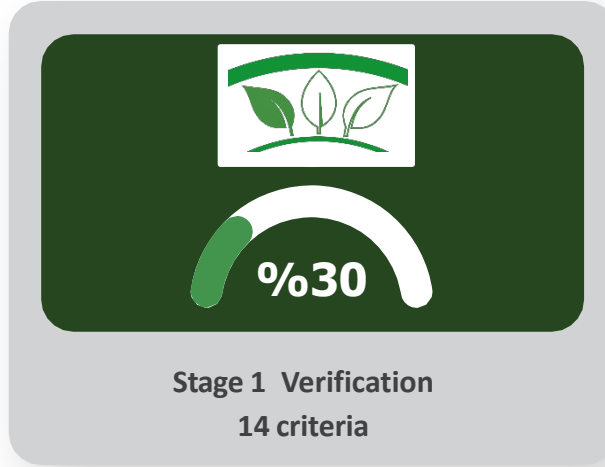


Table Definitions

Being the first program that has been developed with GSTC at the government level, it consists of 42 criteria.

Sustainable Tourism Certificate consists of 3 stages:

GROUPS	1.st Stage		2.nd Stage		Sustainable		Total	
	Criteria	Indicator	Criteria	Indicator	Criteria	Indicator	Criteria	Indicator
GROUP A 13 Criteria (Demonstrating Effective Sustainable Management) (A1,A2, A3, A4, A5, A6, A7.1, A7.2, A7.3, A7.4, A8, A9, A10)	6	20	2	8	5	20	13	48
GROUP B 9 Criteria (Maximize social and economic benefits to the local community and minimize negative impacts) (B1, B2, B3, B4, B5, B6, B7, B8, B9,)	1	3	5	18	3	11	9	32
GROUP C 4 Criteria (Maximize benefits to cultural heritage and minimize negative impacts) (C1, C2, C3, C4)	1	4	1	3	2	7	4	14
GROUP D 16 Criteria (Maximize benefits to the environment and minimize negative impacts), (D1.1, D1.2, D1.3, D1.4, D2.1, D2.2, D2.3, D2.4, D2.5, D2.6, D3.1, D3.2, D3.3, D3.4, D3.5, D3.6)	6	29	7	31	3	13	16	73
Total (4 GROUPS)	14	56	15	60	13	51	42	167 Indicators

%30 Compliance with the Criteria

%70 Compliance with the Criteria

%100 Compliance with the Criteria

Criterion: Condition that must be met in order to adhere to the principle.

Indicator: Measurable states that allow the evaluation of the suitability of the associated criteria.

Sustainable Tourism Program Details

Owner of the Program	Republic of Türkiye Ministry of Culture and Tourism & Türkiye Tourism Promotion and Development Agency (TGA) A)
Audit Frequency and Validity	1 YEAR
Audit Model	Inspections take 1 day as standard for low-risk situations. For high-risk situations, it can take more than 1 day and it may take less than 1 day depending on the risk situation.
Audit Types	Informed Audit
Auditor Criteria	<ul style="list-style-type: none">To meet the auditor criteria defined in Accreditation Manual - Hotel/ Accommodation & Tour Operators V.2.5 (April 27, 2021) document and Article www.gstcouncil.org/wp-content/uploads/GSTC-Accreditation-Manual-HATO-v2.5-April-2021.pdfTo successfully complete the Auditor Training given by GSTC, the only authorized institution for auditor training.To successfully complete the Stage 1 Verification Training given by 10(https://Cappadocia University* for the Auditors who will take part in 1st Stage Verification. *The only establishment authorized to organize GSTC trainings in Türkiye
Fees	<i>Türkiye Sustainable Tourism Program rules (inspection frequency, fees, etc.) will be determined by Türkiye and GSTC.</i>
Authorized Accreditation Body	Global Sustainable Tourism Council (GSTC)