

# Sustainable tourism projects in Turkey

**Ferdi Tayfur Guzeloglu** 

Eskisehir Osmangazi University, Turkey

e-mail: ferdiguzeloglu@gmail.com

**Aleksandra Gulc** 

Bialystok University of Technology, Poland

e-mail: a.gulc@pb.edu.pl

## Abstract

With the increase in income, many people have started to enjoy their free time by travelling around the world. The globalization has led to an increase in tourism traffic, so about 1.5 billion tourists travelled around the world in 2019, while Turkey hosted 52.5 million tourists. The intensity of the pace of work has caused people to look for and go to places where they can relax and to take the edge off. The development of tourism destroyed its elements and resources. Tourism started to develop in Turkey in the 1980s and recently it has reached a saturation level bringing negative consequences. To avoid these damages, the concepts of sustainable development and tourism emerged after the 1980s. This concept has been adapted to tourism to ensure the future generations benefit by minimizing the loss of used resources. The importance of planning was revealed during the study. Turkey wants to be among the top five most touristed countries in the world in 2023 with tourism projects. Tourism planning considers a regional, local, and national scale. According to the concept of sustainability, regional development should be planned. In this study, sustainable tourism projects supported by the Ministry of Culture and Tourism, Anadolu Ephesus, and the United Nations – 'Future in Tourism' platform in 2007 — were examined. The article includes the following sections: sustainable tourism literature review, sustainable tourism projects in Turkey, discussion and conclusion.

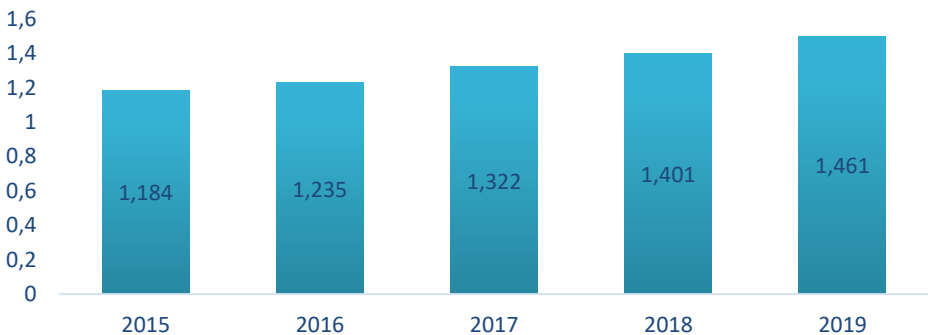
## Key words

sustainable tourism, sustainable development, project, tourism in Turkey

## Introduction

The development of technology, the globalization of the world, stressful business life caused people to need more fun and relaxation [Lerner and Harber, 2001, p. 78]. While technology development that progresses very fast causes positive changes for human life, it causes losses and negative changes to nature and the environment. On the one hand, the global economy can develop without obstacles due to modern technological solutions, but on the other hand, scarce resources existing in nature are consumed much faster which brings negative effects on future generations. Although tourism is nowadays a sector that expands fast and contributes to the economies of countries (Fig. 1), it generates negative costs like excessive consumption of tourism resources, deterioration of the natural structure and increased tourism activities, pollution, damage to the cultural heritage of coasts and beaches. Therefore, it is the last call to take preventive actions to protect valuable natural heritage [Cavus et al., 2019, p. 365].

The places which are touristic attraction can be protected according to sustainability concept to pass a part of the natural environment to future generations [Can, 2013, p. 24; Szpilko, 2016].



**Fig. 1.** Number of tourists in the world (billion)

Source: [World Tourism Organization, 15.01.2021].

Private enterprises, investment companies, associations, residents, tourists, national and local institutions, and organizations can solve the problems given to the touristic environment with the movements and projects planned for sustainable tourism. The cooperation between different entities like private enterprises, investment

companies, associations, inhabitants, tourists, national and local institutions, and organizations [Szpilko et al., 2020; Pejić et al., 2019] enables the implementation of the projects for sustainable tourism. In this study, the European Union, Culture and Tourism Ministry and the United Nations Development Program in Turkey on sustainable tourism that contributes to local development "Future is in Tourism" project have been studied. Moreover, the European Union, Culture and Tourism Ministry, and the United Nations Development Program in Turkey on sustainable tourism have been presented. Desk research technique was used as a research method.

## **1. Literature Review on Sustainable Tourism**

In 1972, the "UNCHE: United Nations Human Environment Conference" was organized by the United Nations in Stockholm, Sweden. The main effect of this conference was the elaboration of an action plan to identify and control the substances that cause environmental pollution [Şahin and Basturk, 2019, p. 72].

This action plan included: a) Global and Environmental Assessment Program b) Environmental Management Activities c) Evaluation plans for National and International Activities. Moreover, the United Nations Environment Programme (UNEP) was established [United Nations, United Nations Declaration of the Human Environment Conference, 1972].

In 1987, a program called *Our Common Future* was published by the World Environment and Development Commission due to the need for transnational collective efforts on environmental and development issues that threaten the world [Yutsal, 2019, p. 65]. The concept of "sustainable" was first used by Brundtland in the "Our Common Future" report, which was the starting date of international and national studies on environment protection [Baran and Sat 2019, p. 19]. In this report, new concepts such as sustainable tourism, eco-tourism have emerged [Mercan, 2010, p.18]. The concept of sustainable tourism became more popular in the 1990s with the tourism development [Cavus and Tanrisevdi, 2000, p. 153].

In the sustainability concept, it is essential to make humanity and life permanent while maintaining production and diversity [Garda and Temizel, 2016, p.85]. Sustainable tourism planning is possible with the cooperation of central and regional authorities at a regional and national level [Kahraman, 1994, p. 75]. Collaborations have three main objectives: improving the living standards of local people, meeting the needs of tourists, and protecting the environment [Lui, 2003, p. 460].

The sustainable projects are aimed at reducing tensions caused by tourism, the environment, local people, and complexity. In this way, it is an approach to preserve

the quality of natural beauties and human resources for a longer period [Kozak, 2014, p. 17].

According to other authors, sustainable tourism generates the benefits from tourism in a particular region and causes positive effects in the future [Selvi and Şahin, 2012, p. 24]. Locals meet the needs of tourists, while tourism product is preserved for future opportunities [Kaypak, 2010, p. 94]. "Sustainable tourism" has become a keyword in the discussion of environmentally integrated tourism development [Sezgin and Kalaman, 2008, p. 430].

Sustainable tourism aim is to develop and protect tourist regions within the continuity of life and turn them into opportunities in the future [Çavus et al., 2019, p. 363]. According to the United National World Tourism Organization; "Taking into account the current and future economic, social and environmental impacts, tourism meets the needs of visitors, the industry, the environment, and host communities" [United National World Tourism Organization, date of document].

Sustainable tourism is an approach that protects cultural integrity, ecological processes, biodiversity, and living systems by protecting the environment in which people interact with the environment intact and unchanged, where all resources meet the economic, social, and aesthetic needs of people and tourists in the visited region, According to the United Nations Environment Programme (UNEP) and the United Nations World Tourism Organization (UNWTO), there are the following principles of sustainable tourism [Ayas, 2007, p. 63; United National World Tourism Organization]:

- **Economic Continuity:** successful sustainability is ensured by the competitiveness of locally implemented, designed policies at national and international level in order to continue to benefit in the long term.
- **Local Development:** to increase the contribution of tourism to the host destination by supporting the decisions taken to meet the visitor with the producer and provider in the local and to increase tourism expenditures in the local.
- **Quality of Employment:** supporting professional elongation, improving service and wage quality and local employment quality without discrimination in religion, language, race, gender and health.
- **Social Participation and Gender Equality:** working for a fairer distribution of economic and social benefits from tourism, and improving services to the economically and socially disadvantaged.
- **Visitor Satisfaction:** supporting the phenomenon of "responsible tourists" to provide visitors with a safe, satisfying, innovative sustainable experience

without discrimination of religion, language, race, gender, health, age or any other discrimination.

- **Local Control:** ensuring that local governments cooperate with other stakeholders of tourism on planning, management and implementation, and joining the inhabitants of the region in the development of tourism in the local area and to include them in the process.
- **Social Welfare:** helping local people to get access to social resources, structures and facilities without social disruption without causing abuse, improving the quality of life by maintaining it.
- **Cultural Wealth:** increasing the value of region by respecting its local history, culture, traditions and characteristics.
- **Physical Integrity:** protecting, improving rural and urban quality and preventing visual deterioration of the environment.
- **Biodiversity:** the natural habitat supports the protection of wild and endemic life, minimizing the damage done to them and increasing their awareness by observing the balance of conservation and use.
- **Efficient Use of Resources:** minimizing the use of limited and unsealable resources that hinder the development of tourism facilities and services, to increase local claim, national and international awareness when it comes to natural, cultural and historical values, to increase its recognition with the balance of conservation and use.
- **Environmental Impact:** minimizing pollution caused by tourism, businesses and visitors; informing local people, business owners and visitors about environmental impact, and disseminating concepts such as "responsible business", "responsible tourist".

The concept of sustainable tourism according to the United Nations for Sustainable Tourism is presented in Figure 2.



Fig. 2. Sustainable Tourism according to United Nations for Sustainable Tourism

Source: [United Nations Development Program, 2020].

## 2. Sustainable Tourism Projects in Turkey

Tourism started to develop in Turkey in the 1980s and recently it reached a saturation level bringing negative consequences [Durak et al., 2016, p. 1]. In 2007, T.C. Culture and Tourism Ministry, the United Nations Development Program (UNDP), and with the support of Anadolu Efes, 2023 with sustainable tourism principles for the tourism strategy of Turkey 'Future of Tourism' platform was established. 14 sustainable tourism projects were supported between 2007 and 2019. Anywhere in Turkey. These projects prepared according to 17 titles determined by UNDP are described below [<https://www.gelecekturizmde.com/gelecek-turizmde/>, 12.01.2021].

**Project 1. Eastern Anatolia Tourism Development Project:** In this project, the tourism potential of Coruh Valley was described. The success of the project was crowned when Uzundere, where Coruh valley is located, was declared as a tourist

center by the Council of Ministers and called a cittaslow in 2016. The following UNDP titles are implemented in this project: 1, 8, 10, 11, 12, 15.

**Project 2. Come One Day Be Misi:** In Bursa's 2,000-year-old historical Misi Village, the most important source of livelihood for local people was silkworms until 15 years ago. The project aimed to revitalize this historical craft, which was lost, and bring it back to the tourism sector, thus increasing the sources of income of residents. In line with the goal of evaluating the products produced by women locally, 44 women received tourism training and 25 women were employed to work in workshops, shops, and enterprises within the scope of the project. Today, the most delicious dishes of the region are offered to the guests in Koza House, a registered Misi house. In addition, the silkworm craft revived by the project and the marketing and sale of handicrafts made of silk is also carried out by women in the Silk House. The added value of the project was increased when the Municipality of Nilufer decided to spread this practice throughout the city. The following UNDP titles are implemented in this project: 1, 5, 8, 10, 12.

**Project 3. Ipekyolu Guest House:** Ipekyolu Guest House in Mardin was aimed to be a local model that encourages women entrepreneurs in the field of tourism. 43 women received tourism training before the hostel and cafeteria of the Ipekyolu Guest House was opened. Women were provided with employment opportunities in two 22-bed hostels offering accommodation and food and drink services. In this way, the local people evaluated their existing culture for tourism purposes, while both income and sustainability of tourism were ensured. The Guest House, built as part of the project, received special awards from [www.booking.com](http://www.booking.com) address and became a local model that encouraged female entrepreneurs working in the tourism industry. The Ipekyolu Guest House is presented in Figures 3 and 4. The following UNDP titles are implemented in this project: 1, 5, 8, 10, 12.



**Fig. 3.** Ipekyolu Guest House in Mardin

Source: [Gelecek Turizmde, 26.01.2021].



Fig. 4. Ipekyolu Guest House in Mardin

Source: [Gelecek Turizmde, 26.01.2021].

**Project 4. Traditional Cuisine of Seferihisar:** Seferihisar, with Traditional Kitchen Project with the branding of different flavors from each other in Izmir's Seferihisar indigenous and introduced to all of Turkey aimed to contribute to the development of tourism in the region of the local culinary culture. Seferihisar Turkey's first inhabitants, the city of Seferihisar Traditional Cuisine education about local women, was founded a workshop to share experiences and culinary culture with visitors. The flavors branded with the name Seferihisar also managed to reach large audiences through the online shopping site [www.seferipazar.com](http://www.seferipazar.com). The project is in accordance with UNDP titles, namely: 1, 5, 8, 10, 12.

**Project 5. Stone Work in Göbeklitepe, the World's Oldest Temple:** In Göbeklitepe, the world's oldest temple, it was aimed to contribute cultural values to tourism through the transfer of stonework dating back 12,000 years and the creation of new jobs for young people. From here, a stonework workshop was implemented in Sanliurfa. 21 people, 6 of them women, received stonework training, who also became Turkish first female stoneworkers. Thanks to the motifs produced by these workers, new job opportunities were created in areas such as souvenirs, building decorations, and entrepreneurship pieces of training were given in these areas. Through the workshop, it was aimed to re-establish the lost identity of the city with the use of stonework in new buildings to be built. With the intense interest in the project, Eyyubiye Municipality began to support the project by paying women who took stonework lessons within the scope of new workshops. The project is in accordance with the following UNDP titles 1, 5, 8, 10,11,12.

**Project 6. Malatya's Heritage Arslantepe:** Arslantepe Mousse presents the day with its 5500-year history. This mound, which was the scene of the establishment of the first city-state, contains an adobe palace, king's tombs, and the world's



oldest swords. The project aimed to introduce the Tation of Arslantepe, which witnessed the first emergence of the state society and the egalitarian, hierarchical, and politically centralized transformation of society. Arslantepe archaeological site was accepted as a UNESCO World Heritage Temporary List in 2014 through awareness-raising studies on the importance of cultural assets of the region, the efforts of the excavation team, and the local government. Arslantepe has become an Open Air Museum and a multilingual audio guide has been prepared for visitors. The following UNDP titles are implemented in this project: 1, 5, 8, 10,11,12.

**Project 7. Safranbolu Memorabilia:** Safranbolu, which was listed as a "World Heritage Site" by UNESCO in 1994, is one of the areas that attract attention in terms of sustainable tourism with its 200-year-old wooden mansions, centuries-defying historical texture, and cultural values. The project aimed to meet the need for souvenirs reflecting Safranbolu cultural heritage and carrying its values. For this reason, surveys were conducted for local and foreign tourists and expectations were determined about souvenirs. In line with the results of the survey, a design competition was organized under the consultancy of Derin Sariyer in order to increase the diversity and quality of the souvenirs produced locally. As a result of the competition, the selected designs began to be produced by local tradesmen, and visitors were offered authentic, different product options. The following UNDP titles were implemented in this project: 1, 5, 8, 10,11,12.



**Fig. 5.** World Heritage Site Safranbolu

Source: [Gelecek Turizmde, 26.01.2021].



**Fig. 6.** World Heritage Site Safranbolu

Source: [Gelecek Turizmde, 26.01.2021].

**Project 7. Lavender Scented Village:** Kuyucak Village of Isparta provides 93% of lavender production in Turkey. The project aim was to revitalize rural tourism in Kuyucak Village, to ensure the variety of products of lavender, to make income for the local people, and to mobilize the employment and entrepreneurship potential in the region. At first, a working trip was organized to the France-Provence region, which is one of the good practice examples of rural tourism, with the participation of the region's leading producers, project team, and lavender producing women. Lavender Fragrant Village Women Entrepreneurs Cooperative, which consists of women, was established. Women were given training in areas such as field promotion, cooperatives, rural tourism, souvenir making. While 20,000 tourists visited the region during the 2016 summer season, the number reached 140,000 in the 2017 summer season and 190,000 in 2018. The main effects of projects are presented in Figures 7 and 8. The following UNDP titles were implemented in this project: 1, 5, 8, 10,12.



**Fig. 7.** Kuyucak Village

Source: [Gelecek Turizmde, 26.01.2021].



**Fig. 8.** Kuyucak Village

Source: [Gelecek Turizmde, 26.01.2021].

**Project 8. Discover Your Own Butterfly:** Saimbeyli district of Adana attracts attention with its possession of about 160 of the 412 butterfly species in Turkey. Saimbeyli, which is one of the 10 important butterfly areas in Turkey, has been made an important niche tourism center by noting the butterfly species called endemic Saimbeyli Blue (Teresa blue) in the region. The project aimed to improve eco-tourism with butterfly monitoring, increase the low-income level in the district, and protect biodiversity. Within the scope of the project, 126 people, including 67 women, were trained in biodiversity, eco-tourism, entrepreneurship, and guesthouse management. Obruk Waterfall Natural Park was declared with the contribution of the studies. The project is by the following UNDP titles: 1, 8, 10,11,12,15.

**Project 9. Local Flavors of Edremit with Pomegranate Woman:** It was carried out to highlight, brand, and support gourmet tourism of the local flavors made with olive oil in the Edremit district of Balıkesir. 40 women in the region were given personal and professional development training such as entrepreneurship, hygiene, communication, competitiveness, and olive oil usage methods, thus transforming the local product they produced into a tourism product and aiming to set an example for sustainability in tourism. Nar Women Gourmet House, which reflects the traditional culture of Edremit, which was allocated by Edremit Municipality and restored as a restaurant within the scope of the project, offers regional delicacies made with olive oil produced by women. The project is by the following UNDP titles: 1,5, 8, 10,12.

**Project 10. Birds Call You:** The project aimed to unlock the tourism potential of the natural wonder Plateau Lake, located in The Buldan district of Denizli and located at an altitude of 1,150 meters. With the project, which draws attention to the bird species, rich biodiversity, and ecotourism potential of Buldan Plateau Lake,

studies were carried out to recognize The Highland Lake. An inventory of birds in and around Lake Plateau was taken out, revealing that Lake Plateau was home to 163 bird species. An alternative hiking route from Buldan to Plateau Lake was created and put to the service of nature lovers. With the training given to local women, Highland Lake birds began to be processed into Buldan weaving, which is an 8000-year-old tradition. It was tried to raise awareness of the people and visitors of the region about The Highland Lake, to protect biodiversity, and to revitalize the eco-tourism potential of the region. The project revived both sustainable tourism and contributed to the local economy in the region. The project is by the following UNDP titles: 1, 8, 10,11,12, 15.

**Project 11. Four Seasons Foca:** In Foca, where existing tourism activities are spread over four seasons and production forms such as traditional viticulture, fruit, and vegetable cultivation, olive farming and coastal fishing continue, it was aimed to bring production and operation models in favor of nature to tourism activities for sustainable tourism. With the participation of all stakeholders, activities that can be done in Foca in four seasons were put forward and a comprehensive sustainable tourism plan was prepared. For the diversification of gift products, handmade and industrial products that can be marketed specifically to Foça were determined. Branding activities have started with the name of Four Seasons Foca. Foca tour plan was created within the framework of the sustainable tourism approach. Day tours, cycling, hiking, diving, fishing tours and activity tours related to nature sports, experience tourism tours were determined. Sustainable tourism training was given to tourism enterprises (hotel, restaurant, and boat owners). The following UNDP titles were implemented in this project: 1, 8, 10, 11, 12, 14 and 15.

**Project 12. A Date Break on the Road to Lymya:** Turkish first long-distance and one of the world's top 10 long-distance hiking routes, the Lythy Way is preferred by many tourists every year. The project was based on the tourism potential in the region and the needs of tourists such as rest and accommodation. The project aimed to raise awareness of sustainable tourism in the region and to the unification of three different Lymya road hiking routes in the Hoyran and Kapakli villages of Demre. With the training given, awareness of sustainable tourism was raised in the region and the continuity of local production was ensured by the women living in the villages. In addition, they are offered relaxation and accommodation as well as hiking. In addition to making and promoting the surrounding historic sites more attractive and accessible, a women's non-governmental organization was established. Women started to operate the buildings in Kapakli and Hoyran, which were opened within the scope of the project, as a cafeteria. Thus, women started to make income by making and selling handicrafts and regional dishes in two different places. With the

project, the villages of Kapaklı and Hoyran became a center where visitors could relax and choose alternative routes. The following UNDP titles were implemented in this project: 1,5, 8, 11,12.

**Project 13. Troy Culture Route:** The Troy Cultural Route project is aimed at protecting cultural identity and cultural heritage and strengthening the ties between visitors and local people. The project worked to preserve the cultural heritage along and around the hiking route through the Ezine and Ayvacik districts and villages of Canakkale. In the geography with cultural and natural richness with ancient settlements, ancient quarries, bridges, hot springs, beaches, salt, and agricultural areas, the project aimed to increase the number of visitors to the region by arranging 120 kilometers of hiking and cycling routes. Within the project, marking and marking works were carried out on the routes, environmental and road arrangements were made by taking safety measures and a detailed walking map was issued. Canakkale, Çıplak Village, Yeniköy, Kumburnu, Çamoba, Kalafat, Dalyan Village Antique Port, Tavaklı, Babadere, Kösedere, Tuzla, Gülpınar, Kocaköy, Bademli, Koyunevi, Balabanlı, Bektas, Kuruoba, Korubaşı, Behramkale, and Assos ancient port route in the project covering a wide area including sustainable tourism, home boarding, souvenirs, legislation, historical, cultural and natural value protection in the surroundings. The project included = training such as local and local authorities, sustainable tourism, and regulatory training was also given. With the impact of the project, 2018 was declared as the Year of Troy in Turkey. The following UNDP titles were implemented in this project: 1, 8, 10,11,12, 15.

**Project 14. A Day in Ovacik Village:** The project was aimed to develop an experience-based tourism model by allowing visitors to experience regional flavors, local cultures, and traditions from field to table. Its purpose was also expressed in increasing the quality of life and well-being of the local people with responsible tourism activities implemented in Ovacik, a forest village 60 km from Istanbul and 10 km from Sile. Owing to the project, the old village school was restored and allocated to Ovacik Village Women's Seed Association. The restored building was designed as an experiential workshop where visitors could participate in different workshops. A garden has been created where visitors can experience ecological garden and permaculture applications. 13 women work alternately in this workshop to protect, produce and share ancestral seeds. In this workshop, which shows the beauty of working in harmony with nature and how self-sufficient life is possible, it is possible to see many different ecological life movements from the conversion of waste to rainwater harvesting with compost making. The project is by the following UNDP titles: 1, 8, 10, 11, 12, 15.

The current projects and objectives of sustainable tourism projects in Future Tourism are as follows.

**Project 1. Women Will Light Persembe's Lights:** Persembe, which has the title of Calm City, is expected to be brought to sustainable tourism, promote local delicacies, strengthen the local people economically and support new women entrepreneurs. Within the scope of the project, it was aimed to create an exemplary hostel. Regional products prepared by women will be available. A sightseeing route will be created for Persembe. Local products can also be collected according to the season on these routes

**Project 2. Kars Cheese Route:** Revitalizing the traditions of the region, the local values that face complacent and the techniques of traditional knowledge and production and transferring them to future generations with the "Kars Cheese Route" Project. Thus, it aims to contribute to local socio-economic development by supporting the tourism potential of the region. As a result of the project, the Turkish first cheese route will be created through joint efforts by universities, NGOs and local producers in the region. The Schleswig-Holstein Cheese Route will be used for good practice to create a well-structured, made and registered regional route through Kars's regional dairy and natural, cultural heritage sites. 'Kars Cheese Route Experience Workshop' will be established and tour programs will be organized for the selected dairy on the cheese route. "Local Cheeses From Tradition to the Future Webinar" will be organized and prepared for publication with 'Kars Cheese Stories', which will be compiled by creating an inventory of Kars cheeses. All relevant partners of the project will participate in hygiene, digital literacy and social media management training in response to the Covid-19 crisis. Hygiene standards will be set for cheese production and these standards will be placed in packages with QR codes. Approximately 9 dairy products producing different cheese varieties in the region will benefit directly from the project. Website, social media accounts and mobile application will be developed for visitors to Kars Cheese Route. The ultimate beneficiary of the project will be visitors interested in cheese production and tasting. In the long term, milk and cheese producers, accommodation, food and drink and transportation businesses, as well as local people are expected to benefit directly and indirectly.

**Project 3. Flax of Journey in Ayancik:** With the project, it is expected to revitalize the art of making linen cloth and linen rope, which is a traditional product of Sinop Ayancik district, and to bring it to tourism. The latest masters and young people who produce linen rope will be brought together to support the masters to transfer traditional production techniques to young people and to train young masters. In this way, it will contribute to the preservation of the cultural heritage of the region and its transfer to future generations. By setting up a linen processing workshop, linen

rope production machines will be renewed with innovative methods to ensure ease of use, especially for women. A linen route through the region linen fields and natural heritage sites will be created and tours will be organized to the renovated workshop, allowing visitors to experience the construction of linen ropes. A craft center will be established for the display and sale of linen products and a "Linen Harvest Festival" will be organized to promote the traditional art of the region. In addition, visitors will visit the villages where the flax plant is grown and contribute to the preservation of Ayancik's natural heritage.

**Project 4. Aromatic Plants House Köyceğiz:** The project is aimed at increasing the tourism potential of Köyceğinz, the 16th quiet city in Turkey, through the introduction of botanical richness consisting of medicinal and aromatic plants. The project will carry out all its activities with a community-based tourism approach, increase women's employment and create a good example from Turkey for aromatherapy tours that have become a trend in the world. A traditional mansion built in 1932 will be allocated by the Municipality for use under the project and will be renewed as the "House of Aromatic Plants". In this house, aromatherapy oils will be produced from endemic plants and trees such as shallow trees (*Liquidambar Orientalis*), taking into account the balance between the use and preservation of local values. A webinar series for the use of aromatic plants will be created to provide aromatherapy and eco-printing training to thirty women in the region. Necessary work will be carried out to gather the women working for the Aromatic Plants House under a corporate roof and the best alternatives will be evaluated in cooperation with local governments. Also, an inventory of Köyceğinz's aromatic plants will be published and the "Aromatic Plants Festival" will be organized [<https://www.gelecekturizmde.com/category/supported-projects/>, 12.01.2021].

### **3. Discussion**

Sustainable tourism projects in "Future Tourism", consisting of projects within the scope of the Sustainable Tourism Support Fund carried out in cooperation with the United Nations Development Program, are the most important projects of the 2023 tourism targets prepared by the Republic of Turkey. Sustainable tourism projects continue to support local development, while at the same time turn these places into success stories. Owing to sustainable projects, branding local products or flavors from the past increases recognition of the hidden ancient settlements of Anatolia and revitalization of professions facing obedience. Some of the projects and the 'Future is in Tourism' sustainable tourism project received awards:

**2010:** Eastern Anatolia Tourism Development Project – Turkish Public Relations Association (TUHİD) 9. Golden Compass Public Relations Awards Best Social Responsibility Project;

**2011:** Women Will Light Persembe’s Lights Project – The Stevie Awards 8. International Business Awards Europe Best Social Responsibility Project, Gold Medal, CSR Europe the first project to represent Turkey on the "Skills for Jobs – Competencies for Employment" map;

**2014:** Sustainable Tourism in Future Tourism Project – The Stevie Awards 11. International Business Awards Europe Best Social Responsibility Project, Bronze Medal Best Public Relations Project in Community Relations, Bronze Medal;

**2015:** Sustainable Tourism in Future Tourism Project – Turkish Public Relations Association (TUHİD) 14. Golden Compass Public Relations Awards Jury Special Award, The Stevie Awards 12. International Business Awards Europe's Best Social Responsibility Project, Bronze Medal Best Blog, Silver Medal, Sustainability Academy, 2. Sustainable Business Awards Cooperation Category Award, Bilkent University, II. Bilkent Brand Awards Social Responsibility Projects with The Most Valued Brand in This Field, PRNews, Digital PR Awards Corporate Blog, Honorary Mention;

**2017:** Sustainable Tourism in Future Tourism Project –The Stevie Awards 15. International Business Awards Europe's Best Social Responsibility Project, Bronze Medal, Hermes Creative Awards Gold Award, Confederation of Employer Unions of Turkey (TİsK) Sustainability Refik Baydur Special Award, JCI Culture – Junior Chamber International Best Social Responsibility Award [<https://basin.ktb.gov.tr/TR-237462/yeregin-degeri-turizmin-gelecegi.html>, 12.01.2021].

## **Conclusion**

Nowadays, there is a global trend towards alternative tourism areas to mass tourism. Untouched and unspoiled tourism is moving towards natural resources and cultural values. These resources, which are the basis of tourism, must be strictly protected and passed on to future generations. This is the essence of the sustainability concept. Like any limited resource, tourism resources are of great importance considering the needs of future generations. Resources need to be protected from over-exploitation by tourist activities. Minimizing and improving the destruction of these resources, which constitute the source of tourism and leaving them to future generations, reflects the concept of sustainable tourism. Sustainable tourism planning is needed for these activities to be carried out.



This study included examples of successful projects which aimed to protect the natural resources that already exist for future generations and maintain their existence. All of these projects were supported by the Ministry of Culture and Tourism, United Nations Development Programme and prepared according to 17 evaluation criteria for sustainable development.

## ORCID iD

Ferdi Tayfur Guzeloglu: <https://orcid.org/0000-0002-6678-4114>

Aleksandra Gulc: <https://orcid.org/0000-0002-6401-4765>

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## **Projekty zrównoważonej turystyki w Turcji**

### **Streszczenie**

Wzrost dochodów społeczeństwa oraz postępująca globalizacja doprowadziły do intensyfikacji ruchu turystycznego w ostatnich latach. W roku 2019 około 1,5 miliarda turystów podróżowało po świecie, w tym Turcję odwiedziło 52,5 miliona turystów. Intensywność tempa pracy spowodowała, że ludzie szukają miejsc, w których mogą się zrelaksować i odpocząć. Jednakże, rozwój i intensywność turystyki doprowadziły do dewastacji zasobów środowiska naturalnego. Turystyka zaczęła się rozwijać w Turcji w latach 80-tych XX wieku, a ostatnio osiągnęła poziom nasycenia generując negatywne efekty. W konsekwencji, pod koniec lat osiemdziesiątych rozwinęła się koncepcja zrównoważonego rozwoju. Koncepcja ta została zaadaptowana do turystyki w celu zapewnienia korzyści dla przyszłych pokoleń poprzez minimalizację strat w wykorzystywanych zasobach. Turcja aspiruje do pierwszej piątki najczęściej odwiedzanych krajów na świecie w 2023 roku poprzez realizację projektów turystycznych. Zgodnie z koncepcją zrównoważonego rozwoju planowanie turystyki powinno odbywać się zarówno na poziomie krajowym, regionalnym, jak i lokalnym. W niniejszym opracowaniu przeanalizowano projekty zrównoważonej turystyki w Turcji w ramach platformy "Przyszłość w turystyce" z 2007 roku, wspieranej przez Organizację Narodów Zjednoczonych, Ministerstwo Kultury i Turystyki oraz Anado-lu Ephesus. Artykuł zawiera następujące części: przegląd literatury z zakresu zrównoważonej turystyki, przegląd projektów zrównoważonej turystyki w Turcji, dyskusję oraz wnioski.

### **Słowa kluczowe**

zrównoważona turystyka, zrównoważony rozwój, projekt, turystyka w Turcji