WHAT DOES SUSTAINABILITY MEAN?

Sustainability: Sustainability can be named the ability to be permanent.

Sustainable life means to provide for our daily needs and to develop without endangering the ability of nature and future generations to respond to their own needs.

WHAT DOES SUSTAINABLE TOURISM MEAN?

Sustainable tourism is defined by the United Nations World Tourism Organization (UNWTO) as "tourism that fully takes into account current and future economic, social and environmental impacts; meets the needs of visitors, industry, the environment and host communities".

THE PURPOSE OF SUSTAINABLE TOURISM

- To develop a high awareness and understanding about the important contributions of tourism to the environment and the economy.
- To support equality in development.
- To improve the quality of life of the host community.
- To provide high quality products continuously.
- To protect the essence of tourism employees and the society that accepts tourists.
- To provide a high quality experience for visitors.
- To protect and preserve natural resources, historical, cultural and aesthetic values by taking into account future generations, as well as to maintain and improve the quality of the environment.

GSTC
(Global Sustainable Tourism Council);

GSTC is the Global Sustainable Tourism Council.

The highest level environment and sustainability platform of the Tourism Development Agency (TGA) affiliated to the Ministry of Culture and Tourism was signed for cooperation with the GSTC in 2022.

The first phase of the program, which is planned to be completed by 2030, will be completed in 2023; the second phase will be completed gradually in 2025. and in 2030, 3. stage- all international standards will be met.

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SUSTAINABLE TOURISM CERTIFICATE GOALS

1. Economic Continuity: It is to ensure the continuity and competitiveness of tourism destinations and enterprises in order to continue to benefit and grow in the long term.

2. Local Welfare: Maximizes the contribution of tourism to the host destination, including increasing the local spending rate of visitors.

3. Employment Quality: To increase the number and quality of local employment created by tourism, including improving the quality of wages and services, without discriminating on issues such as race, gender, disability.

4. Social Equality: Upon ensure a fair distribution of the economic and social benefits derived from tourism to the general public, including the improvement of opportunities, income and services offered to the poor.


5. Visitor Satisfaction: To provide a safe and satisfying experience to all visitors without discriminating on issues such as race, gender, disability.

6. Local Control: To involve local governments in the processes of planning, management and development of tourism in the region and to increase their powers in the exchange of views with other stakeholders of tourism.

7. Social Welfare: To protect and improve the quality of life of local people, including access to the social structure and resources, amenities, life support systems, without leading to social degradation and abuse.
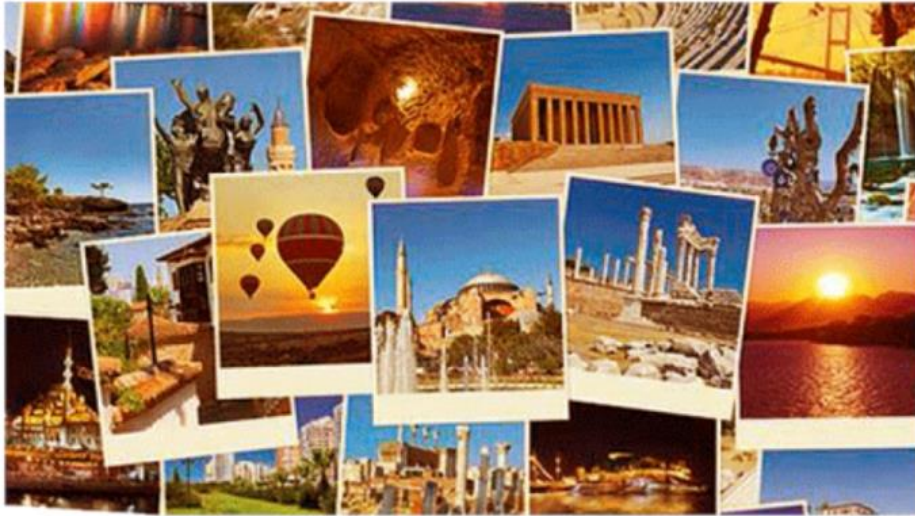
8. Cultural wealth : To respect and strengthen the culture , tradition and historical heritage unique to the host societies.

9. Physical Integrity: to protect and strengthen the quality of urban and rural areas, is prevent physical and visual deterioration of the environment .

10. Biodiversity: To support the protection of natural areas, habitats, wildlife and minimize possible damage.

11. Resource Efficiency: Minimizing the use of limited and non-renewable resources in the development or operation of tourism companies and services .

12. Environmental Purity: minimizing air, water, land pollution and waste production caused by tourism enterprises or visitors .
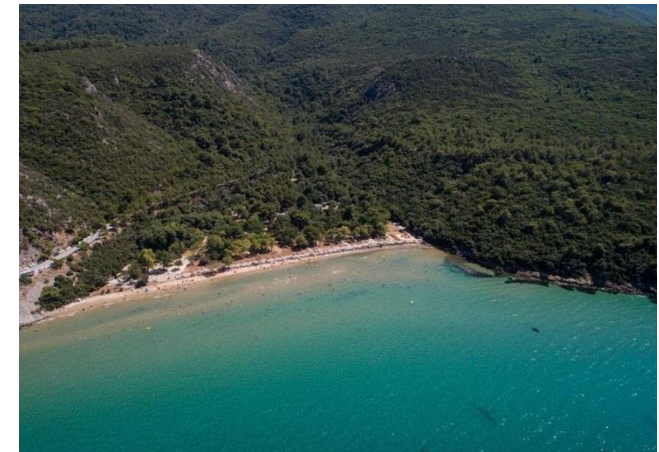
SUSTAINABLE TOURISM CERTIFICATE CRITERIA

THERE ARE 4 MAIN CRITERIA

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Creation of a sustainable management system, is including of all stakeholders in the process

Sürdürülebilir Yönetim

Maximizing the social and economic benefits of the local and regional society and minimizing the negative effects

Sosyo-Ekonomik Sürdürülebilirlik

Kültürel Sürdürülebilirlik

Maximizing the benefits of cultural heritage and minimizing negative impacts

Çevresel Sürdürülebilirlik

Protection of biodiversity, ecosystem and landscape

1. SUSTAINABLE MANAGEMENT

Determination of policies; valuing sustainable management systems in policies,

Establishment of a Sustainable Management System in accordance with legal processes,

Inclusion of all stakeholders (guests, suppliers, staff and visitors) in the sustainable management system,

Providing an access for everyone,

Providing accurate information to the guests in all areas and keeping a record of the feedback,

Promotion of the local region and carrying out works that will benefit the local region

Supporting the work of the local people (purchasing, supporting entrepreneurs, etc.)

Supporting of the local employment

Ensuring equality of opportunity in business (age rates, disadvantaged, etc.)

Continuous improvement of staff working environments and carrying out studies in accordance with the law

Protection of women's rights and children's rights

- Planning the necessary works for the promotion of cultural heritage and nature and transferring them to all stakeholders

- Planning the necessary works for the protection of cultural heritage and nature and transferring them to all stakeholders

- Carrying out works to reflect the cultural heritage in enterprises

- Receiving the ideas of the staff in all the studies to be carried out

- Not allowing the presence or sale of works (which are not in accordance with legal processes) within the enterprise

- Giving importance to environmentally sensitive purchasing processes

- Providing support to local companies in purchasing transactions

- Ensuring energy savings and carrying out studies that support it

- Ensuring water savings and carrying out studies that support it

- Targeting and ensuring the reduction of greenhouse gases and carrying out studies supporting it

- Carrying out waste management correct and effective

- Protection of biodiversity and ecosystem

Green house gas is any gaseous compound in the atmosphere that can absorb infrared radiation, and therefore trap and retain heat in the atmosphere.

Carbon footprint is a measure of the amount of carbon that each individual produces, causes to be released into the atmosphere as a result of all ıts activities, including the energy consumes for transportation and heating purposes. Carbon footprint is a measure of the amount of carbon that each individual causes to be released into the atmosphere.

Bir Kişinin Tipik 'Karbon Ayak İzi'nin Dökümü

- Finansal Hizmetler % 3
- Kamu Hizmetleri % 12
- Doğal Gaz, Petrol ve Kömür % 15
- Elektrik % 12
- Eğlence ve Tatil % 14
- Özel Araç % 10
- Evsel (binalar, mobilya) % 9
- Toplu Taşıma % 3
- Araba İmalatı % 7
- Tatil Uçuşları % 6
- Giyecek ve Kişisel Etkiler % 4
- Yiyecek-İçecek % 5

ENVIRONMENT
is not a heritage,

it is entrusted to
future generations.

What should we pay attention to when leaving this trust to future generations?
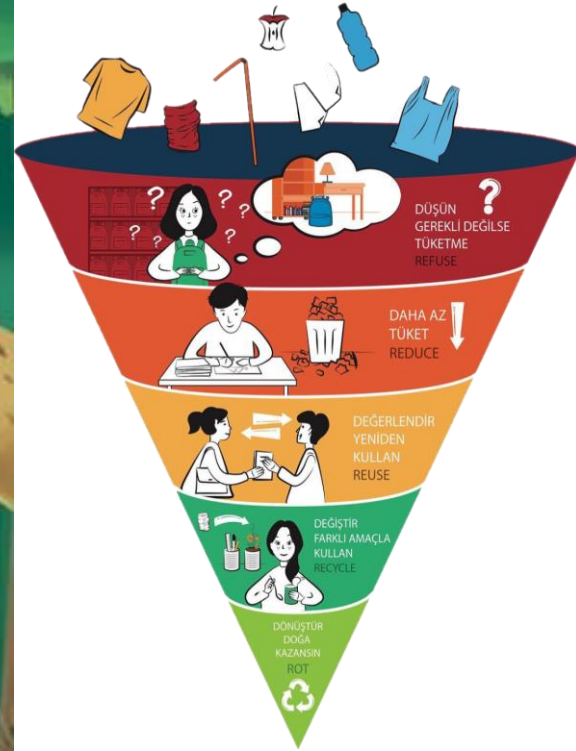
*PROTECT THE UNIVERSE
*STRENGTHEN LIFE
*TRANSFORM THE FUTURE

REMEMBER THAT SUSTAINABILITY IS A SOCIAL RESPONSIBILITY!

THANK YOU !

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YOU CAN ACCESS OUR SUSTAINABILITY REPORT FROM DUJA HOTELS's WEB SITES.