



## SUSTAINABLE TOURISM CONFERENCE TAKES PLACE IN ANTALYA

**The Sustainable Tourism Conference, organised by the Global Sustainable Tourism Council (GSTC), which sets global standards for sustainable travel and tourism and manages the implementation of these standards, was recently held for the first time in Antalya, Turkey.**

Speaking at the conference, GSTC President Luigi Cotroneo shared his vision regarding the industry tackling global difficulties. He said: "The challenges threatening tourism growth have not changed: the impacts of climate change are more and more visible, plastic pollutes oceans and rivers, water is scarce while droughts multiply, biodiversity continues to reduce.

"Tourism must improve in preventing exploitation, promoting decent work and increasing accessibility. We cannot and do not want to return to tourism perceived as generating more harm than benefits in the communities where it develops."

Representatives from 45 countries attended the conference, including the public sector, hotels, tour operators, private companies, academics, development agencies, online travel agencies and non-governmental organisations.

Turkish Minister of Culture and Tourism Mehmet Nuri Ersoy noted that not only was Turkey the first country in the world to sign an agreement with GSTC for a national sustainability programme of governmental level, the country had already become a global leader in sustainable tourism practices.

With the cooperation agreement signed with the GSTC at the beginning of 2022, Turkey determined the road map the country will follow in sustainable tourism and accelerated its global sustainability practices.

With this three-year protocol, the National Sustainable Tourism Programme was established to restructure the tourism industry of Turkey - the programme's first phase carried out gradually, will be completed this year, the second phase in 2025 and the third phase in 2030.

### **GSTC sets global standards in sustainable tourism**

The Global Sustainable Tourism Council, the world's top sustainability platform, regulates and manages the global standards created to ensure sustainability in travel and tourism, known as the GSTC Criteria. The independent non-profit organisation aims to create a shared understanding of sustainable tourism with these criteria.