



ANALYSIS OF THE WEBSITE OF HOTELS WITH SUSTAINABLE TOURISM CERTIFICATE: THE CASE OF TÜRKİYE

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ABSTRACT

The aim of the research is to examine the sustainability practices of hotels with sustainable tourism certificates. For this goal, between the dates of 06.01.2023 and 11.03.2023, a content analysis was conducted on the websites of 119 accommodation establishments that hold a Tourism Operation Certificate from the Ministry of Culture and Tourism of the Republic of Türkiye, which are listed on the website of the Türkiye Tourism Promotion and Development Agency. As a result of the content analysis, a total of 4 main categories and 32 subcategories were identified, which are sustainable management, support for social and economic benefits of the local community, cultural heritage, and environmental policies. It was determined that the accommodation establishments with sustainable tourism certification are mainly located in Antalya (73), Istanbul (17), and Mugla (14). As a result of the research, it was determined that most of the hotels with sustainable tourism certification did not provide any information on their websites regarding being a sustainable hotel. In addition, it was found that the hotels' websites mostly emphasized equal opportunities for employees, involvement of staff in the implementation and development of sustainability policies, providing various training to personnel regarding their responsibilities, energy conservation, preservation of biodiversity and resources, water conservation, reduction of greenhouse gas emissions, and implementation of social service activities.

1. INTRODUCTION

Environmental pollution has started to increase in destinations due to the uncontrolled use of resources, global warming and the concentration of mass tourism on sea coasts in the world since the 1950s (Erdemir, 2018). This increase in environmental pollution caused by the deterioration of natural resources and mass tourism activities have started to decrease the number of tourists by reducing the attractiveness of destinations thus decreasing the tourism revenues of destinations whose livelihood is tourism. The implementation of sustainable tourism activities in destinations has gained momentum to reverse this situation (İsayeva & Kasalak, 2016).

The concept of sustainable hotels has started to be included in the literature with the rapidly increasing importance given to the concept of sustainability in the tourism sector. Sustainable hotels, also referred to as green hotels, are defined as hotels that minimize energy and water consumption to protect the environment, offer innovative practices to reduce carbon emissions, prefer environmentally friendly and recyclable materials from local suppliers in the services offered to guests and in the construction of the hotel, and demonstrate that the hotel owners have a high social responsibility (Ekoyapıdergisi,

2014). Boutique and chain hotels in the world and in Türkiye are trying to achieve the title of sustainable hotel by designing their facilities according to the sustainability principles determined by various organizations (Upadhyay, Pomponi, Vadam & Mohan, 2016, TGA, 2019). Whether hotels are sustainable or not is determined by various certificates and evaluation programs determined by international and national organizations. In this context, programs that evaluate the sustainability of hotels such as 'Green Globe, Green Key, EuEcoLabel, GTBS' (Griffin & DeLacey, 2012; Greenkeyglobal, 2022; EuEcoLabel, 2023; Jarvis et al., 2010) are available in addition to green building certification systems such as 'Breeam, Leed and DGNB' (Ürük & İslamoğlu, 2014).

In Türkiye, the 'Green Star' awarded by the Ministry of Culture and Tourism, the 'White Star' developed by the Turkish Hoteliers Federation (TÜROFED) and the 'GreeningHotels' certificate developed under the leadership of the Association of Touristic Hoteliers, Operators and Investors (TÜROB) are being used to

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evaluate the sustainability of hotels (Ceylan, 2019). In addition, TR-I 'Türkiye Sustainable Tourism Industry Criteria' has been introduced as a result of cooperation with national and international organizations under the leadership of the Turkish Tourism Promotion and Development Agency (TGA) and the Ministry of Culture and Tourism.

Accommodation facilities and tour operators in Türkiye can obtain a sustainable tourism certificate if they meet the specified criteria. The TR-I criteria covers four main issues, namely 'sustainable management, socio-economic impacts, cultural impacts and environmental impacts' (TGA, 2019). It is important that hotels with sustainable tourism certificates indicate which practices they have implemented to obtain this certificate on their websites.

It is important for both tourism researchers and tourism investors to examine the practices of exemplary hotels with sustainable tourism certificates to spread the sustainability criteria to large audiences. Furthermore, an examination of the national literature reveals that although studies have been conducted on hotels with green

star environmental labels (Doğancılı & Akbulut, 2015, Ertaş et al., 2017, Saçılık & Çevik, 2014), environmentally friendly practices (Yılmaz, Özok & Erdem, 2016; Düşmezkalender, 2020), eco-labels within the scope of sustainable tourism (Ceylan, 2019) and green building certification systems in hotels (Sipahi & Tavşan, 2019), no research has been conducted to determine the content of the websites of hotels awarded with sustainable tourism certificates. Therefore, the aim of this study is to review the sustainability practices of hotels with sustainable tourism certification in Türkiye.

2. LITERATURE REVIEW

2.1. Sustainable Tourism

Sustainable tourism is defined as the management of all resources in such a way that the cultural integrity, basic ecological processes, biodiversity and life support systems of regions are preserved and economic, social and aesthetic needs can be fulfilled while meeting the needs of tourists (WTO, 2001). Stukalo, Krasnikova, Krupskyi, Redko (2018) defined sustainable tourism as temporary travel outside an individual's permanent residence for any purpose

Table 1: Objectives of Sustainable Tourism

Economic Continuity	Ensuring the sustainability and competitiveness of tourism destinations and businesses for their long-term development and benefits.
Local Prosperity	Aiming to maximize the contribution of tourism to the host destination, including the rate of visitor spending.
Employment Quality	Increasing the number and quality of local jobs generated and supported by tourism, including wage levels and conditions of service, without discrimination on the basis of gender, race, disability or otherwise.
Social Equality	Ensuring widespread and equitable distribution of economic and social benefits from tourism throughout the local community, including improving opportunities, incomes and services for the indigent.
Visitor Satisfaction	Providing an open, safe and fulfilling experience for visitors, regardless of gender, race, disability or otherwise.
Local Control	Involving and empowering local communities in planning and decision-making about the management and future development of tourism in consultation with stakeholders in the destination.
Community Wellbeing	Avoiding all forms of social degradation or exploitation to maintain and strengthen the quality of life in local communities, including access to social structures, resources, amenities and life support systems.
Cultural Wealth	Respecting and enhancing the historical heritage, authentic culture, traditions and distinctive features of the local community.
Physical Integrity	Preventing the physical and visual degradation of the environment to protect and enhance both the rural and landscape quality of destinations.
Biodiversity	Promoting the conservation of natural areas, habitats and wildlife and minimize damage.
Resource Efficiency	Minimizing the use of scarce and non-renewable resources in the development and operation of tourism facilities and services.
Environmental Cleanliness	Minimizing air, water and soil pollution and waste generation by tourism businesses and visitors.

Source: Unep,2015

(not prohibited by the laws of the country) without engaging in paid activities that do not have any negative impact on the ecology, society and economy of the regions. Niedziolka (2012) defined sustainable tourism as any activity, tourism management and development that preserves natural, economic and social integrity and guarantees the maintenance of natural and cultural resources. 12 main objectives have been identified to develop sustainable tourism in destinations (Unep, 2015). These objectives are defined in table 1 below.

The 12 key objectives of sustainable tourism aim to minimize the negative impacts of tourism and improve the quality of life of local people by supporting the local economy (Kılıç, 2020).

2.2. Sustainable Hotel

Sustainable hotels are defined as businesses that significantly reduce the environmental impact of tourism through environmental best practices in maintenance, service, logistics, product and supply. The most basic practices of these businesses are reducing waste, saving energy and reducing water use (Fredericks, 2020). This definition emphasizes the environmental dimension of sustainability. However, sustainability also has economic and socio-cultural dimensions in addition to the environment (Unep, 2015). In this context, sustainable hotels are defined more comprehensively as accommodation facilities that provide products and services to their guests within the scope of environmental, economic and socio-cultural responsibilities. Environmental responsibilities include activities such as protecting nature, wildlife, reducing waste generation, minimizing water consumption and using sustainable energy sources (Stajonav, 2020). On the other hand, according to EarthCheck (2016), the environmental sustainability responsibilities of hotels are as follows: reduction of greenhouse gas emissions, energy efficiency, conservation and management, ecosystem protection and management, air quality protection, waste water management, solid waste management and reduction of environmentally harmful substances. Furthermore, in addition to environmental responsibility, hotels also have social and economic responsibilities. When purchases are made locally, carbon emissions are reduced and local businesses gain economically. Local businesses that develop economically make local people happy (Frangos, 2018). Some of the green practices implemented by hotel businesses in order to fulfill their environmental responsibilities within the scope of sustainability are as follows (Green Hotels, 2023)

- Prohibiting smoking in rooms
- Using low-flow aerators and shower heads to save water in the bathrooms
- Using fluorescent / led bulbs in the rooms.
- Using natural and vegetable oils in the hotel kitchen
- Using recyclable and biodegradable paper in the hotel
- Preferring natural, non-toxic and phosphate-free, dye-free and soil-soluble types of cleaning products.
- Using sodium bicarbonate (baking soda) for cleaning sinks and toilets
- Preferring natural, organic, dye-free sheets on the beds in the rooms.
- Offering extra blankets in the rooms during winter months to save energy.

- Using natural, odorless, dye-free, phosphate and toxic-free detergents in the hotel laundry
- Using recyclable products in the hotel where possible
- Using ceiling fans
- Avoiding the use of plastic foam in the hotel
- Preferring natural and non-toxic products as insecticides
- Cleaning the air inside the hotel with carbon filters
- Installing sensors in the rooms to save energy
- Using live plants to clean the air in the hotel

In addition to environmental responsibilities in sustainable hotels, economic responsibilities include various practices such as purchasing local products to ensure the competitiveness of tourism destinations and increase welfare as well as increasing the quality of employment by focusing on local employment and training staff. (Greentourism, 2020). The third dimension of sustainability namely socio-cultural responsibilities covers all aspects of the hotel industry that concern people: employees, guests and the local community. The first consideration of hotel businesses should to consider how the products and services they offer affect the local community and take every precaution not to have a negative impact on the locality. In addition, hospitality should be shown equally to everyone within the hotel without discrimination of gender, race and culture. Likewise, hotel staff should be treated fairly without discrimination based on race, gender, age or culture (Aspocomp.com 2020). On the other hand, respecting and protecting the cultural heritage of the local community is among the sociocultural responsibilities of hotels (Greentourism, 2020). The number of sustainable hotels in the world has started to increase recently. Examples of these hotels in the world are Hotel Marcel (USA), Bucuti & Tara Beach Resort (Aruba), Cinnamon Lake Side Colombo Hotel (Srilanka), Hotel Brooklyn, (USA), Room2Chiswick (England). The features of these hotels are as follows (Park, 2023, Sustainable tourism, 2014)

- Hotel Marcel, uses more than 1,000 solar panels to generate electricity to ensure zero carbon emissions. The building uses triple-pane insulated glass to prevent air leakage. The rooms are equipped with energy-efficient lighting systems. Local artworks adorn the walls of guest rooms
- Bucuti & Tara Beach Resort, uses solar panels to generate energy and heat water. The resort uses recycled materials and rainwater for irrigation. There is even a sustainability concierge to help guests experience a 100% carbon neutral travel experience.
- The walls of Hotel Brooklyn, are covered with moss and vines. The hotel has been actively offsetting its carbon emissions by reducing total waste, monitoring energy use and participating in global carbon offset projects such as forest conservation since 2018. A rainwater harvesting system has been commissioned and waste water is recycled.
- Cinnamon Lake Side Colombo Hotel is maintained and energy savings of 35% are achieved by utilizing Srilankaya's endemic kabok plant.

2.3. Eco-Labels in the Hospitality Industry

Eco-labels are tools that minimize the negative impacts of tourism businesses in the provision of products and services and improve the

environmental quality of destinations (Bahar, Samursak, & Çelik, 2015). Another definition defines the eco-label as a document showing that businesses maintain the ecological balance (Üstünay, 2008). According to Yücel & Ekmekçiler (2008), an eco-label is an impartial reward that independently demonstrates that the products and services of businesses are offered by respecting environmental responsibilities. The main purpose of these eco-labels is to minimize the negative impacts of tourism on the environment. Accommodation establishments also provide environmentally friendly services and products through eco-labels which increases their preferability by tourists (Fışkın, Çakır & Özkan, 2016). As a result, accommodation businesses have started to attach importance to having eco-labels issued by national and international organizations (Ertaş et al., 2018). Some national and international eco-labels issued to accommodation establishments are given in Table 2 below.

Table 2: Eco-Labels Used in the Hospitality Sector

International Eco Labels	
LEED (Leadership in Energy&Environmental Design)	This rating system has been designed by the United States Green Building Council (USGBC) to assess a building's environmental performance and encourage market transformation towards sustainable design. It is a green building rating label that also promotes the environmental sustainability of buildings. (PCA,2023).
Green Globe	A rating and certification system promoting improved environmental and health performance for all building types, except residential buildings, by the Green Building Initiative in the United States (EPA,2023)
GTBS (Green Tourism Business Scheme)	This sustainable tourism certification program implemented by the non-profit organization Green Business UK, covers objectives such as protecting natural resources, reducing pollution and protecting local culture (Green Tourism, 2016). 145 criteria are taken into consideration, including compliance with environmental legislation, employee training, energy and water efficiency, use of environmentally friendly products and services, expansion of public transportation, recycling and protection of wildlife in issuing this certificate (Jarvis et al., 1997).
Travelife (Sustainability in Tourism)	An international sustainable certification program for hospitality businesses covering criteria such as reducing carbon emissions, biodiversity, human rights, fair labor, child protection and animal welfare (Travelifesustainability, 2023).
Green Key	An environmental management system that aims to reduce environmental footprints through sustainability management, energy, water and waste management, and raising sustainability awareness among staff (Rheede&Rietbergen, 2014).
TUI Umwelt Champion	This environmental champion award is given to environmentally friendly accommodation establishments by Tui every year. Various criteria such as the importance given to energy and water savings in accommodation establishments, preferring local dishes, using local plants are taken into consideration (Tui-reisecenter,2023).
ISO 14000& ISO14001	An environmental management system that aims to reduce the use of natural resources in enterprises and minimize damage to soil, water and air. (Kenton, 2022).
National Eco-Labels	

Source. Compiled by the author.

3. METHOD

A qualitative research method was used in the study prepared with the aim of examining the sustainability practices of hotels with sustainable tourism certificate in Türkiye. Qualitative research enables a phenomenon to be studied in depth and presented to the reader in a holistic way (Cresswell, 2017). A qualitative research method was preferred in this study to discover which sustainability practices are included in the websites of accommodation establishments that have sustainable tourism

certificates from the Ministry of Culture and Tourism of Türkiye. Document analysis, which is one of the qualitative research data collection techniques, was utilized in the study. Document analysis involves the analysis of materials containing written information about the phenomena to be investigated with qualitative research (Yıldırım & Şimşek, 2013). The sustainability reports on the websites of the Ministry of Culture and Tourism of Türkiye Tourism Management Certified Accommodation Facilities were analyzed. The document analysis was carried out within the framework of two basic research questions identified by the researchers. The research questions are as follows;

- 1- Are sustainability and other environmental practices included in the websites of accommodation establishments holding sustainable tourism certificates?
- 2- Which practices are included in the sustainability information on the websites of accommodation establishments holding sustainable tourism certificates?

The list of the T.R. Ministry of Culture and Tourism Tourism Management Certified Accommodation Facilities on the website of the Turkish Tourism Promotion and Development Agency (TGA) was utilized to determine the sustainability practices of accommodation establishments holding sustainable tourism certificates. The Turkish Tourism Promotion and Development Agency (TGA) website listed 119 Tourism Management Certified Accommodation Facilities with sustainable tourism certificates during 06.01.2023 and 11.03.2023. The websites of these 119 accommodation establishments were examined and checked for information about sustainable practices on their websites. The websites of the Ministry of Culture and Tourism of Türkiye Tourism Management Certified Accommodation Businesses that provide information about sustainable practices were subjected to content analysis. The aim of content analysis is to enable the coding of data collected by the researcher and creating categories (Merriam, 2018). Creswell (2017) defines coding as the process of dividing the data collected in a research into small parts by the researcher before they are compiled in a meaningful way as a whole. Researchers obtain different findings through this coding process. Thus, the researchers subjected the information under the sustainability tab and the sustainability reports on the website to the coding process. Strauss and Corbin (1990) stated that three types of coding are used in the analysis of qualitative data. In this type of coding, researchers establish a code list and categories in line with the relevant literature before starting to collect data (Yıldırım & Şimşek, 2013). The "Türkiye Sustainable

Tourism Industry Criteria', which was prepared in cooperation with national and international organizations under the leadership of the Turkish Tourism Promotion and Development Agency (TGA) and the Ministry of Culture and Tourism, was used to establish codes and categories in this study. Accordingly, the researchers determined their codes and categories based on these criteria and then analyzed the websites of accommodation businesses by selecting the common ones among them. The coding process of the information on the websites of the accommodation businesses lasted until a consensus was reached among the three researchers and among the codes. As stated by Creswell (2017), the consensus between the codes in the research helped to ensure the reliability of qualitative data. On the other hand, in addition to content analysis, the findings were interpreted by using a descriptive analysis method by including direct quotations from examples of the sustainability practices implemented by accommodation businesses. The analysis resulted in four main categories namely 'Sustainable Management', 'Promoting Social and Economic Benefits of Local Communities', 'Cultural Heritage' and 'Environmental Policies' and 32 sub-categories. The "credibility model" developed by Guba (1981) within the framework of the basic criteria of 'credibility', 'transferability', 'consistency' and 'verifiability' was taken as a basis to ensure the validity and reliability of the research. The categories and subcategories determined as a result of the content analysis for the credibility criterion were presented to two academicians who are experts in their fields and finalized according to their feedback (Shenton, 2004). Another method used in the research to ensure credibility was to compare the findings with the literature (Williams & Morrow, 2009). The researchers provided detailed descriptions and direct quotations (Yıldırım & Şimşek, 2013) to ensure the transferability criterion and included the number of enterprises subjected to analysis, the data collection method and the time interval when the data were collected (Shenton, 2004). The researchers explained the study design in detail in the method section in line with the consistency criterion (Shenton, 2004).

4. FINDINGS

As a result of the content analysis conducted by the researchers, four main categories, namely 'Sustainable Management', 'Promoting Social and Economic Benefits of Local Communities', 'Cultural Heritage' and 'Environmental Policies', and 32 sub-categories were determined. Explanations for the categories are given in Table 3 below.

Table 3: Explanations on the Main Theme and Sub-themes established to Determine the Information on Sustainable Tourism Practices on the Websites of Accommodation Businesses Operated by the Republic of Türkiye Ministry of Culture and Tourism with Sustainable Tourism Certificates

Main themes	Sub-categories	Explanations
Sustainable Management	Legal Compliance	Refers to the compliance of accommodation businesses with various national and international laws and regulations in force on health, labor and environmental issues.
	Reporting and Communication	Refers to the preparation of reports showing the sustainability policies of accommodation businesses and communicating these policies to internal and external stakeholders.
	Staff Engagement and Training Processes	Refers to the participation of the personnel of accommodation enterprises in the implementation and development process of sustainability policies and various trainings on the responsibilities of the personnel.
	Customer Experience	Refers to the processes of prioritizing customer feedback and measuring customer satisfaction in the implementation of sustainability policies in accommodation businesses.
	Right Publicity	It refers to the right inclusion of sustainability policies of accommodation establishments in promotional materials and various communication channels.
	Access for all	Refers to having access to the services of accommodation establishments and information for individuals with physical disabilities and other special needs.
Promoting the social and economic benefits of the local community	Policies to prevent abuse and harassment	Refers to the fact that accommodation enterprises have policies that protect employees who fall into special protected and vulnerable groups from abuse and harassment.
	Equal Opportunity	Refers to providing equal rights to employees at various levels of hospitality enterprises, including managerial positions.
	Respectful working environment	Refers to a safe working environment that protects the social and economic rights of employees.
Promoting the social and economic benefits of the local community	Supporting local communities	Accommodation businesses are defined as the infrastructure of the region the activities of which support the social initiatives of the community.
	Local Employment	Refers to ensuring the employment of local people in various positions in accommodation enterprises.
	Local Regional Entrepreneurs	Accommodation businesses support the provision of products and services in accordance with the cultural characteristics and sustainability policies of the region..
	Local Procurement	Refers to the purchase of special local products by accommodation businesses.
Cultural Heritage	Community service activities	It is defined as avoiding practices that jeopardize the sustainability of the basic needs of destinations such as food, water, energy, health or sanitation, and engaging in activities that benefit the region.
	Cultural Interactions	Refers to hospitality businesses following national and international guidelines for the management and promotion of tourists' visits to culturally and historically significant places.
	Cultural Heritage Protection	Refers to accommodation businesses supporting activities for the protection and development of historical, archaeological and cultural sites.
Environmental Policies	Presenting Cultural Heritage	Refers to accommodation businesses offering local cultural elements to their guests in their decor, services, cuisine and various operations.
	Protecting Sources	
	Environmentally Responsible Procurement	Refers to prioritizing suppliers and products that attach importance to sustainability principles in the purchase of all kinds of materials such as goods, food, construction materials, consumables by accommodation businesses.
	Efficient Procurement	Refers to the preference of hospitality businesses for reusable, returnable and recycled goods in their purchasing policies to minimize waste.
	Energy Savings	Refers to the preference of renewable sources in accommodation enterprises and the use of equipment that minimizes energy use.
	Water Saving	Refers to the continuous monitoring of water consumption in accommodation establishments by using equipment and practices that minimize water consumption.
	Reducing Pollution	
	Greenhouse Gas Emissions	Refers to monitoring the carbon footprint in accommodation businesses and implementing procedures to minimize the greenhouse gas emissions of sources.
	Waste Water	Refers to the treatment of wastewater in accommodation establishments to reduce its negative impact on the environment.
	Solid Waste	Refers to the measurement and reduction of all wastes, including food waste, in accommodation establishments or the implementation of recycling practices when waste is not reduced.
	Harmful Substances	Refers to minimizing the use of all chemical substances in accommodation establishments, including chemical paints, swimming pool and all kinds of disinfectants, cleaning materials and pesticides, or using harmless products.
	Minimizing pollution	Refers to the implementation of procedures that minimize noise, light, air, water and soil pollution in accommodation establishments.
Biodiversity, ecosystems and landscape protection		
Biodiversity Conservation	Refers to implementing procedures for biodiversity conservation in accommodation establishments and providing financial support for various conservation activities.	
Wildlife Interactions	Refers to practices implemented by Accommodation businesses that ensure that negative impacts on wildlife populations are avoided.	
Animal Health and Welfare	Refers to the practices of accommodation establishments to provide shelter and care for domestic and wild animals.	

Explanations for the categories determined within the scope of the study are given and the elements to be expressed with each category are clearly stated. In addition, information about accommodation establishments with sustainable tourism certificates within the scope of the study is given in Table 4.

Table 4: Profile Information of Accommodation Establishments with Sustainable Tourism Management Certificates and Operated by the Republic of Türkiye Ministry of Culture and Tourism.

Facility Class	Number	Place	Number
5 Star	95	Adana	1
4 Star	9	Antalya	73
3 Star	8	Ankara	2
Other	7	Izmir	4
Total	119	Bolu	1
		Bursa	1
		Aydın	1
		Muğla	14
		Mersin	1
		İstanbul	17
		Yalova	1
		Zonguldak	1
		Kastamonu	1
		Kocaeli	1
		Total	119
Facility category	Number	Information on Sustainable Accommodation Business	Number
Hotel	92	No	51
Holiday Village	9	Yes	59
Hotel & Golf Resort	5	Certificate Image Only	9
Sports Facility Hotel	1	Total	119
Private Accommodation Facility, Golf Resort	2		
Private Accommodation Facility	2		
Hotel, Resort	2		
Hotel & Restaurant	1		
Thermal Hotel	1		
Tourism Complex	1		
Boutique Hotel	2		
Hotel Staff Training Facility	1		
Total	119		
Type of Need	Number		
Resort	88		
City	31		
Total	119		

According to Table 4, it has been determined that the majority of the hotels with sustainable tourism certificates are located in Antalya province and consist of five-star and resort hotels. Although all of the accommodation establishments have sustainable tourism certificates, only 59 indicate that they have this certificate and display its logo on their website. While 51 accommodation establishments did not include any information about sustainability on their websites, only the websites of 9 hotels included an image of the sustainable tourism certificate and there was no information about sustainability practices other than the certificate image. Other environmental awards and certificates of the T.C. Culture and Tourism Business Certified Accommodation Enterprises in addition to sustainable tourism certificates are shown in Table 5 below. These awards and certificates are among the other important outputs that show that accommodation establishments support sustainable tourism practices. Therefore, environmental awards and certificates received by accommodation establishments other than the sustainable tourism certificate were subjected to content analysis.

It has been determined that hotels with

sustainable tourism certificates mostly have Blue Flag, ISO 14001, Travelife, Zero Waste Certificate and Green Key certificates. Therefore, it can be said that hotels with sustainable tourism certificates also give necessary importance to other certificates issued by various environmental organizations. On the other hand, Table 6 below shows the results of the content analysis of the sustainability-related practices on the websites of hotels with 119 sustainable tourism certificates. An analysis of the sustainability practices on the websites of accommodation establishments reveals that the information is mostly about environmental policies and sustainable management.

Table 5: Other Environmental Awards and Certificates of Sustainable Tourism Certified Accommodation Establishments Operated by the Republic of Türkiye Ministry of Culture and Tourism

Awards and Certificates	Contents	Number
Green Key	This is an international eco-label which aims to contribute to protecting the environment, preventing climate change and sustainable tourism (Türçev, 2019)	11
Travelife (accommodationsustainability)	This is a sustainable tourism certificate issued to accommodation establishments headquartered in the United Kingdom. (Travelsustainability, 2023).	16
Tui Umwelt	Award issued by Tui to environmentally conscious accommodation businesses (Tuigroup, 2013)	7
TuiTierfreundliches	Award issued by Tui for animal friendly hotels (Tuigroup, 2023)	2
Blue Flag Award	This is an international award given for beaches and marinas with the aim of protecting the environment, taking sea water under control and promoting environmental awareness (Blue Flag, 2023)	24
ISO 14001	This is a management system standard that analyzes various factors such as chemical, domestic wastes, sound emission, dust, noise emitted by enterprises and controls environment-oriented practices (Turkish Standard, 2015)	20
Green Star Certificate	This certificate is issued to accommodation facilities by the Ministry of Culture and Tourism with the aim of protecting the environment within the scope of sustainable tourism, raising environmental awareness, incentivizing and promoting the positive contributions of businesses. (T.R. Ministry of Culture and Tourism, 2023)	11
Clean Pool Water Certificate	This certificate is issued to accommodation establishments whose pool waters have been declared clean as a result of measurements made by the Ministry of Health (Ministry of Health, 2018)	2
White Star	This certificate is issued by the Turkish Hoteliers Federation (TUOFED) to increase the efficiency of accommodation establishments by monitoring various environmental practices such as saving water and electricity, reducing the amount of chemical and solid waste. (Kızıllırmak, 2011)	1
Greening Hotel Project	This certificate is issued in collaboration with Turob, Bureau Veritas and Sustainability Academy to increase the environmental awareness of accommodation facilities (Sustainability Academy, 2023)	2
Zero Waste Certificate	This certificate is issued by the Provincial Directorates of Environment and Urbanization to prevent waste in enterprises, improve source management and ensure the recovery of waste. (Sifiratik, 2019)	15
Total		112

Table 6: Knowledge of Sustainable Tourism Practices on the Websites of Accommodation Businesses Operated by the Republic of Türkiye Ministry of Culture and Tourism with Sustainable Tourism Certificates

Sustainable Management	Number	Promoting the social and economic benefits of the local community	Number	Cultural Heritage	Number	Environmental Policies	Number
Legal Compliance	28	Supporting local communities	35	Cultural interactions	19	Protecting Sources	
Reporting and Communication	21	Local employment	28	Protection of cultural heritage	31	Environmentally Responsible Procurement	41
Staff Engagement and Training Processes	55	Local procurement	31	Presenting culture and heritage	7	Efficient Procurement	21
Customer Experience	31	Local entrepreneurs	4	Total	57	Energy Saving	55
Right Promotion	1	Community service activities	45			Water Saving	49
Access for all	2	Total	143			Pollution Reduction	
Policies to prevent abuse and harassment	34					Greenhouse Gas Emissions	47
Equal Opportunity	59					Waste Water	28
Respectful working environment	39					Solid Waste	71
Total	270					Harmful Substances	18
						Minimizing pollution	26
						Biodiversity, ecosystems and landscape protection	
						Biodiversity Conservation	50
						Wildlife Interactions	1
						Animal Health and Welfare	44
						Total	451

It has been determined that almost all the hotels with sustainable tourism certificates provide information on environmental policies on their websites within the scope of sustainability. Accommodation establishments give importance to protecting sources, reducing pollution and protecting biodiversity, ecosystems and landscapes within the scope of this environmental management. Particularly within the scope of protecting sources, accommodation establishments try to purchase all materials needed in the hotel from suppliers that provide products that are manufactured without harm to the environment and in line with sustainability principles and returnable or recyclable to reduce all kinds of waste in the hotel. In addition, it is important to use products and follow strategies to save water and energy in accommodation enterprises. Renewable energy sources such as hydro, geothermal, solar, wind, wood, plant residues, biomass are also used to save energy. Greenhouse gas emissions of the sources in are determined within the scope of pollution reduction and strategies to minimize these emissions are implemented. Some accommodation establishments monitor the nightly carbon footprint of tourists. Wastewater is treated and solid wastes are recycled in accommodation establishments. In addition, the use of environmentally harmful chemicals is minimized and practices to reduce noise, air, water and soil pollution are followed in accommodation establishments. Finally, businesses pay attention to the protection of areas of high natural and biological value, take measures to protect wildlife or follow various local and international guidelines on wildlife within the scope of environmental policies. Furthermore, importance is attached to the welfare of the animals in the accommodation business by giving them shelter. Some sample statements on the environmental policies implemented by accommodation businesses on their websites are given in Table 7 below.

Table 7: Sample Statements on Environmental Policies of Accommodation Businesses with Sustainable Tourism Certificates

<i>Our hotel prioritizes purchasing environmentally friendly building materials, sustainable food and consumption products, low-energy consuming tools, equipment and products, and services selected from suppliers that comply with legal regulations, give importance to human rights, employee health, safety and environmental safety within the understanding of business ethics.' (Hotel 2)</i>
<i>The spawning period of Caretta Caretta turtles starts in March-April in our club location. During the spawning periods, these areas are protected with cages and the spawning and hatching dates are marked on them. Our aim is to minimize intervention as much as possible.' (Hotel 2)</i>
<i>'We avoid using straws to the extent possible and switch to biodegradable straws' (Hotel 9).</i>
<i>'We sort waste into paper, plastic, metal, glass and recycle them into nature with the support of both our employees and guests, ' (Hotel 12)</i>
<i>'We work on the protection, health care and feeding of animals in the environment. We create environments where cats can live comfortably in our hotel. We hang birdhouses on our trees so that birds in nature can rest' (Hotel 13)</i>
<i>'We prefer products in large packaging during the purchasing process to reduce the amount of waste, and buy small packages only when necessary. We also prefer reusable products whenever possible.' (Hotel 14)</i>
<i>Plastic, paper-cardboard, metal, glass, organic and grass wastes are stacked separately in our main waste unit and then delivered to a licensed company for disposal to ensure recycling' (Hotel 15)</i>
<i>'We support natural life by hosting endemic plant species and animals'(Hotel 16)</i>
<i>We purchase goods from nearby regions whenever possible. Thus, by minimizing the CO2 emissions of the delivery vehicles of supplier companies, our aim is to reduce the impact on the environment and support the employees of the region' (Hotel 18)</i>
<i>All reservoirs are adjusted so that no more than 6 liters of water is discharged per use'(Hotel 19)</i>
<i>The endangered endemic sand lily plant grows naturally on the beach of our hotel and the areas where it is present are marked with a warning sign and our guests are guided to see this beauty. This way we aim to protect the sand lily and increase the development and number of sand lilies on the beach.</i>
<i>'Photocell luminaires are used in public areas' (Hotel 20)</i>
<i>'Our wastewater is discharged directly to the wastewater sewage connection system, and we ensure that grease is broken down with auxiliary bacteria to reduce the wastewater pollution load' (Hotel 22)</i>

Sustainable management is the second most prominent category after environmental policies on the websites of accommodation businesses with sustainable tourism certificates. Within the scope of sustainable management, accommodation businesses attach importance to legal compliance,

reporting and communication, staff participation and training processes, customer experience, promotional activities, access services for the disabled, policies that prevent abuse and harassment, policies that offer equal opportunity and a respectful working environment for all employees. In the legal compliance process, it is important that all activities dealing with the environment, health, labor issues, etc. of accommodation enterprises comply with national and international laws, and that accommodation enterprises prepare sustainability reports in the reporting and communication process and communicate these reports to both internal and external stakeholders. In accommodation businesses, care is taken to offer equal promotion opportunities for all employees, avoid discriminatory policies, maintain policies that prevent abuse and harassment of all employees, including child labor and disabled individuals, pay at least the minimum wage to employees and respect the labor rights of employees. In addition, personnel are actively involved in the generation of sustainable management policies and are subjected to trainings on sustainability. Again, customer satisfaction of accommodation establishments is given importance within the scope of sustainable management and accurate and transparent policies about sustainability processes are followed in all kinds of promotional activities. Some sample statements on the sustainable management systems of accommodation establishments on their websites are given in Table 8.

Table 8: Sample Statements on Sustainability Policies of Accommodation Businesses with Sustainable Tourism Certificates

<i>'Sustainability reports, which we aim to publish annually, are an important tool we use to be a transparent and accountable organization' (Hotel 11)</i>
<i>'The aim is to fully fulfill our legal obligations and responsibilities covering environmental aspects and other relevant requirements' (Hotel 12)</i>
<i>'Follow up all guest complaints from all sources, resolve them and to turn complaints into opportunities for ourselves by informing our guests about the issue' (Hotel 14)</i>
<i>'All employees are provided with awareness-raising training by environmental, DGSA and energy consultants every year' (Hotel 15)</i>
<i>'We provide continuous training to the staff on the protection of Caretta caretta turtles and issue warning notifications for our guests' (Hotel 16)</i>
<i>'We consider the needs of our guests and employees with special needs when designing our buildings and concept, and adopt the understanding of accessible service for everyone' (Hotel 17)</i>
<i>'Our hotel is based on the principle of "guest orientation". Guest survey forms are used to receive feedback from our guests about the quality of the services we offer within the scope of continuous improvement to exceed their expectations.' (Hotel 18)</i>
<i>'We have delivered environmental training to 80% of our staff in line with our environmental protection targets' (Hotel 19)</i>

'One of our top priorities is to increase our product and service quality with a continuous improvement perspective to ensure customer satisfaction, which is one of our highest priorities, and carry out remedial activities' (Hotel 20)

'Carry out procurement activities in compliance with relevant legal regulations and national-international best practices' (Hotel 21)

'Our facility operates in compliance with National and International laws. Our facility was awarded the Safe Tourism Certificate in 2020.' (Hotel 22)

'Everyone has the freedom of opinion and faith in our country and we do not discriminate against anyone in terms of language, religion, race, gender, social class, age or union membership. The protection of human rights is our core rule and we expect the same sensitivity from our stakeholders' (Hotel 20)

'We adopt a zero tolerance approach to all forms of verbal, physical, psychological, sexual and/or emotional harassment' (Hotel 21)

The third most frequently mentioned category on the websites of accommodation businesses with sustainable tourism certificates is supporting the social and economic benefits of the local community. Within the scope of supporting the social and economic benefits of the local community, accommodation establishments pay attention to the initiation of various projects to raise the awareness of local people on issues such as education, training, sustainability, sanitation and climate change, and prioritize the employment of local people in accommodation establishments. On the other hand, accommodation businesses prioritize local suppliers for purchasing products and services, developing sustainable products and services that will protect the natural and cultural structure of the local community, and support services for the social benefit of the people of the region. Some sample statements about supporting the social and economic benefits of the local community on the websites of accommodation businesses are given in Table 9.

Table 9: Sample Statements of Accommodation Businesses with Sustainable Tourism Certificates for Supporting Social and Economic Benefits of Local Communities

<i>'We see local communities as an integral part of our organization and maintain a dialogue with them, local authorities and stakeholders' (Hotel 9).</i>
<i>'Organizing beach clean-up events with local people, collaborating with local schools for environmental education, providing quality local employment that sustainably strengthen the local economy' (Hotel 10)</i>
<i>'We make sure that the personnel we employ are local. Thus, we contribute to the revitalization of the economy in the region by the personnel we employ with the multiplier effect of the economy' (Hotel 11)</i>
<i>'We planted saplings together with TEMA and hotel guests and made a whole class in one of our schools TEMA members' (Hotel 13)</i>

<i>'It is our duty to protect children from any form of abuse/ exploitation, including sexual exploitation.'</i> (Hotel 14)	<i>'We contribute to the preservation and development of local/regional properties, sites and traditions of historical, archaeological, cultural and spiritual importance'</i> (Hotel 16)
<i>'Everyone is given equal opportunity regardless of nationality, race, religion, faith, age, sexual orientation, marital status, pregnancy, disability, union membership and political opinion in the recruitment and employment (placement, promotion, social rights, etc.) process of our employees in line with our selection/evaluation criteria such as experience, skill level and merit'</i> (Hotel 17)	<i>'We support the promotion of the food, activities, culture and traditions of the region where the facility is located.'</i> (Hotel 17)
<i>'We provided training on environmental awareness and waste separation to the students of Belek Primary School by our Environmental Consultant and undertook the detailed cleaning of the school. We also equipped the school with the necessary equipment for waste separation.'</i> (Hotel 15)	<i>'The facility supports the promotion of the food, activities, culture and traditions of the region where the facility is located. We work in cooperation and solidarity with the local people to preserve the natural texture and protect historical and cultural assets.'</i> (Hotel 17).
<i>'We support social projects that will contribute to our national values, local development and the survival of our cultural richness.'</i> (Hotel 18)	<i>'Our public spaces are equipped with very special antiques reflecting our Ottoman culture and traditions. All our guests are offered the opportunity to see and feel the pieces of our culture. We also have an antique shop in the lobby'</i> (Hotel 18)
<i>'As the Antalya Promotion Foundation, we supported the "Artifacts are beautiful where they belong" project initiated for the return of the artifacts taken abroad. We aim to deliver our request for the return of the artifacts within the scope of the project to Unesco under the leadership of Atav'</i> (Hotel 19).	<i>'Protect our rich cultural and artistic heritage and contribute to projects that support the development of our country.'</i> (Hotel 19)
<i>'We are aware of our contribution to the local economy with our procurement practices, 54% of our suppliers and raw materials are local.'</i> (Hotel 19)	<i>'We aim to incorporate visits to local historical, cultural and historically significant sites into our programs in our interaction with the local community with the common goal of preserving these values.'</i> (Hotel 20)
	<i>'There is a Turkish corner in our main buffet and we include local products.'</i> (Hotel 15)
	<i>'The pottery workshop of our hotel's mini club gives us the opportunity to introduce the tradition of pottery, a part of our intangible cultural heritage, to small hands. This gives us the opportunity to introduce those provinces in our country where pottery making still continues. Every week, the children who participate in this activity are presented with the pottery they produce with their labor along with an introductory card'</i> (Hotel 21)
	<i>'We continue to sponsor the excavation work in Side.'</i> (Hotel 22)

Cultural heritage is the fourth most prominent category on the websites of accommodation businesses with sustainable tourism certificates. Accommodation businesses attach importance to cultural interactions as well as the protection and presentation of cultural heritage within the scope of cultural heritage. In this context, accommodation establishments support the monitoring of national and international practices within the business to minimize the negative effects of tourist visits to culturally and historically important areas in the local region and support projects to protect these cultural heritage sites and pass them on to future generations. In addition, accommodation businesses offer local and foreign tourists local and regional cultural elements by using them in their cuisine, service delivery or in the decor of the hotel. Some sample statements on the website for the protection of cultural heritage by accommodation businesses are given in Table 10 below.

Table 10: Some Sample Statements on the Web Sites of Accommodation Businesses with Sustainable Tourism Certificates on the Protection of Cultural Heritage

<i>'Our primary goal is to carry out activities that will contribute to the protection of the environment and cultural heritage in the region where we carry out our activities and beyond as much as possible and control our environmental impact'</i> (Hotel 17)
<i>'We are committed to contribute to the development of local culture by supporting local non-governmental organizations. We respect the customs and traditions of the local people and ensure our continuity without jeopardizing them'</i> (Hotel 15)

4. CONCLUSION and DISCUSSION

The increase in global warming and the spread of mass tourism have a negative impact on the environmental conditions in tourism destinations. In particular, mass tourism accelerates the pollution of natural resources and the decline in biological diversity by enabling the population to exceed the carrying capacity of the destinations (Karakaş & Güngör, 2015). Therefore, environmental destruction in tourism activities should be kept at the lowest level considering that natural resources, which are among the tourism attractions, are not renewed and the benefits of tourism should be increased. (Avçıkurt & GÜDÜ Demirebulat, 2016). Destinations have started to give importance to the development of sustainable tourism practices to generate environmental, economic and socio-cultural benefits from tourism (Genç, Atay & Eryaman, 2014). Sustainable tourism activities reduce environmental destruction. Furthermore, both economic and socio-cultural development of the region is ensured as local employment and preservation of local culture are prioritized (Doğan & Gümüş, 2014). On the other hand, the interest of tourists in environmentally friendly destinations and businesses has started to increase (İpar & Aksu, 2022). Therefore, accommodation businesses

have started to implement sustainable tourism practices to gain a competitive advantage and attract tourists (Yılmaz et al., 2016). The evaluation of these sustainability practices of accommodation establishments is done through national and international eco-labels. LEED (Leadership in Energy & Environmental Design), ISO 14000 and ISO 14001, Green Globe, GTBS (Green Tourism Business Scheme), Travelife (Sustainability in Tourism), Green Key, TUI Umwelt Champion & Eco Resort are some of the international labels awarded to accommodation businesses. In addition, the white star environmental program, greening hotels project, green star application and sustainable tourism certificate are issued in Türkiye to reduce the environmental damage of accommodation establishments and protect the economic development of destinations and maintain respect for local culture. Especially in recent years, sustainable tourism criteria, prepared under the leadership of the Ministry of Culture and Tourism and the Turkish Tourism Promotion and Development Agency (TGA) in cooperation with the entire sector and international organizations, have started to play a role in the sustainability practices of accommodation establishments. Therefore, accommodation establishments in Türkiye have started to seek sustainable tourism certification (TGA, 2019). Based on all this information, this study examined the websites of hotels in Türkiye that have sustainable tourism certificates and investigated which practices they include on their websites in line with sustainable tourism criteria. In this context, it was determined that only 59 of the 119 hotels with sustainable tourism certificate have this certificate and have put the logo on their website. In addition, it has been determined that 51 accommodation establishments do not have any information about sustainability on their websites, while 9 hotels only have a visual of the sustainable tourism certificate on their websites. On the other hand, it has been determined that the majority of the hotels with sustainable tourism certificates are located in Antalya province, consist of five-star and resort hotels, and mostly hold Blue Flag, ISO 14001, Travelife, Zero Waste Certificate and Green Key certificates related to the environment other than the sustainable tourism certificate. This finding is consistent with the results of the study conducted by Ertaş et al. (2018). In the study, it was stated that most of the hotels with green stars are located in Antalya and are mostly resort and chain hotels. They also emphasized that most of these hotels do not have any information about green star environmentally friendly practices on their websites. Recently, tourists are willing to pay more for the products and services of businesses that do not harm the environment (İpar & Aksu, 2022). Therefore, accommodation businesses should include their eco-labels on their websites and share them on their social media accounts to attract more tourists and increase their revenues.

Another result of the study is that the hotels with sustainability information provide information on environmental policies on their websites. It has been determined that hotels give importance to protecting sources, reducing pollution and protecting biodiversity, ecosystems and landscapes in their environmental policies. In particular, it is underlined that environmentally friendly products are preferred in the purchasing policies of the

hotels and energy and water savings are ensured to protect the environment. In addition, the websites report that waste management is given importance to reduce pollution and practices to reduce greenhouse gas emissions are carried out. Ertaş et al. (2018) found that hotels with green stars include environmental policies, waste management, staff and guest training, and energy saving information on their websites. Tülek & Altuntaş (2016) examined the practices of green star environmentally sensitive accommodation facilities in tourism and found that hotels have made significant improvements in energy, water, landscaping, chemicals and waste. In this context, this result of the study coincides with the literature. Sustainable management is the second criterion that most of the hotels with sustainable tourism certificates include in their websites within the scope of sustainability. Accommodation establishments included policies on their websites such as compliance with laws, sustainability reports and disclosure of reports to stakeholders, participation of staff in training processes, giving importance to customer experience, promotional activities, access services for people with disabilities, policies preventing abuse and harassment, equal opportunity for all employees and providing a respectful working environment within the scope of sustainable management.

Using local products in destinations and preferring local staff employment revitalize local economies (Aktaş, 2019). Therefore, businesses should attach importance to implementing practices that will cover the economic and socio-cultural dimensions of sustainability as well as the environment. It has been determined that hotels with sustainable tourism certificates most frequently include policies that support the social and economic benefits of the local community in their websites. In particular, it has been determined that local products are prioritized in the procurement policies of accommodation businesses and local people are prioritized in the recruitment of personnel. As a result less money leakage occurs in destinations and tourism revenues start to show the multiplier effect and the foundations of sustainable development are laid.

Finally, it has been determined that hotels with sustainable tourism certificates include some of the activities carried out for the protection of cultural heritage on their websites. In this context, some hotels sponsor excavations, while others offer local products or local dishes to their guests. In particular, local dishes and traditional folklore, which are among the cultural heritage of destinations, are an attraction factor for destinations (Şengül & Türkyay, 2016). Accommodation businesses should increase the use of local cuisine in their menus to increase the number of tourists, and present local entertainment to tourists authentically without degenerating its culture.

This study contributes to the literature. Many studies (Ertaş et al., 2018; Sipahi & Tavşan, 2019; Saçılık & Çevik, 2014; Düşmezkalender, 2020; Yılmaz, Özok & Erdem, 2016; Giritlioğlu & Güzel, 2015) have been conducted on eco-labels in the tourism sector. However, no research has been conducted on sustainable tourism criteria prepared in cooperation with the entire sector and international organizations under the leadership of the Ministry of Culture and Tourism and the Turkish Tourism Promotion and Development Agency (TGA). In this

study, the websites of hotels with sustainable tourism certificates and the extent to which the sustainability criteria are included in the websites and the benefits of introducing sustainable tourism criteria were examined. Therefore, it is thought that the study will contribute to the expansion of the relevant literature. On the other hand, the practices carried out by accommodation establishments on their websites in line with sustainable tourism criteria will be a guide for sector policymakers. Other accommodation establishments that do not have a sustainable tourism certificate may become aware of sustainable tourism criteria and apply for a sustainable tourism certificate. Thanks to the sustainable tourism approach, environmental pollution can be reduced and natural resources can be passed on to future generations. The study revealed that hotels most frequently emphasized sustainable environmental policies on their websites to have a sustainable tourism certificate. Therefore, accommodation establishments should be incentivized to collect and treat rainwater from the roof and ground and reuse the treated water in the establishments to save water. Another step to be taken to save water is to treat gray water from showers, sinks, bathtubs and kitchens and use it for general cleaning works and garden irrigation. Another item that increases the cost of hotels is energy expenditures. Considering that energy saving should be given importance to have a sustainable tourism certificate, electricity can be generated from natural gas in hotels or if the hotel is built in a location where wind is available, a wind turbine can be installed and electricity can be generated with the driving force of the wind. These practices can lead to significant reductions in both energy and water costs. The study also revealed that hotels also attach importance to reducing pollution and protecting biodiversity in their environmental policies. Accommodation establishments that are considering obtaining sustainable tourism certification should also give importance to placing separate waste bins in the hotel for the collection of different types of solid waste and cooperate with municipalities to send their solid waste to solid waste recycling facilities. Furthermore, carbon emission measurements should be made at regularly within the hotel and according to the results of these measurements, practices that increase carbon emissions within the hotel should be abandoned and the use of environmentally friendly products that do not contain chemicals should be emphasized instead of products that increase carbon emissions to reduce greenhouse gas emissions. All plant and animal species in the gardens and within the beach borders of accommodation establishments should be specially protected and conserved for future generations. In the study, it was determined that hotels with sustainable tourism certificates frequently emphasize equal opportunities, staff participation and training processes within the scope of sustainable management policies in addition to environmental policies. Therefore, accommodation establishments should pay attention to avoid any discrimination among their staff in promotions and other social benefits and subject their staff to environmental trainings given by experts at certain times of the year. Since the current study found that supporting the social and economic benefits of the local community and preserving cultural heritage are important, accommodation establishments should

also prioritize the employment of staff residing in the area and the purchase of local products. Thus, the local purchasing policy of accommodation businesses is a driving force in the economic development of the regions. In addition, accommodation establishments should avoid cultural degeneration in all services offered to tourists, especially animation programs presented within the hotel, and pay attention to the presentation of products and services reflecting the authentic culture of the people of the region, and make an effort to provide financial support for various ancient city excavations or restoration works of cultural artifacts in the regions where they operate.

The research has some limitations. The continuous increase in the number of businesses with sustainable tourism certificates has caused difficulties in keeping the study up-to-date. This study is based on the list of Türkiye Tourism Promotion and Development Agency (TGA) dated 06.01.2023 and 11.03.2023. However, the number of accommodation establishments in the list increases with each update. In future studies, the most up-to-date lists can be used to examine the businesses that have sustainable tourism certificates. In addition, interviews can be carried out with the managers of businesses with sustainable tourism certificates and more detailed data can be collected about sustainable tourism certificate practices.

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