

Our programme in **Turkey**

Our Objective

To work with destination partners to help identify ways to preserve the natural resources of Fethiye and the surrounding region whilst continuing to provide economic benefits.



Current situation

Turkey is a destination that is fortunate to have superb natural resources. The Fethiye region in particular is renowned for its spectacular marine environment and productive inland areas rich in agriculture and cultural heritage. Such natural bounty has not gone unnoticed and today Turkey attracts around 35 million foreign tourists every year.

This exerts pressure which, if left unchecked, has the potential to destroy the very resources that sustain the people of Fethiye and draw tourists to visit.

Our approach

We have been working with local farmers to reduce use of pesticides and improve yields, as well as creating links to enable them to supply fresh, local produce to hotels. We are also aiming to improve sustainable boating practices through bringing together stakeholders including the marinas,

local government and excursion providers, and raising awareness of sustainability issues within the marine tourism sector.

Projects

Blue Wave (Mavi Dalga)

2015 - ongoing

The Fethiye-Gocek Special Environmental Protection Area (SEPA) is located in Muğla province and is a well-established tourist destination. One of the main reasons why tourists visit is to enjoy the beautiful marine environment, with most tourists taking a least one boat trip during their stay. However, the increasing popularity of marine recreation threatens to destroy the very thing that supports the economy of the region - the environment.

The demand for berthing space in the Muğla region is set to double over the next two decades as recreational marine tourism grows. We're bringing



stakeholders together to embed sustainable practices and increase awareness, so that marine tourism can flourish, without damaging the marine environment.

Aim:

1. To increase awareness and understanding of the threats to the marine environment from marine tourism,
2. To increase the level of sustainable practices being carried out in the Fethiye-Gocek Special Environmental Protection Area (SEPA).

Key activities

So far, we have:

- Established a partnership with local stakeholders who are responsible for delivering the project (D-Marin Göcek, Chamber of Shipping Fethiye Branch, TURMEPA - an environmental NGO and the Travel Foundation)
- Collected baseline data on current sustainable marine practice being carried out on crewed boats, daily boats and gulets
- Produced 20,000 Blue Wave Fethiye Bay maps, to educate tourists about the threats to the marine environment, to be distributed them at marinas, bays and by boat operators.



More than today, we must think about tomorrow.

Onur Ugan, Marina Manager, D-Marin Göcek

- Delivered training workshops for staff working in local marinas and for boat operators
- Monitored Blue Wave project interventions through Project Discovery, with face-to-face surveys and mystery shopping activities.

Taste of Fethiye (Fethiye Lezzeti)

2011 - 2015 (with support in 2016)

Until recently there was limited opportunity for local farmers to sell to hotels, and food was travelling from further afield to reach the plates of tourists. Alongside a coalition of three leading tour operators, the Travel Foundation worked to enable local supply of produce to hotels.

We worked with local farmers on sustainable production methods, and on integration into the tourism supply chain.

Aim:

1. To develop a model of local supply of fresh fruit and vegetables from local suppliers to the mainstream tourism industry
2. To improve financial and other benefits to local producers (such as increasing yields with sustainable farming methods)

Key activities

- Developed the Taste of Fethiye brand
- Delivered an education programme to five villages
- Worked through a wholesaler to develop production and purchasing agreements with hotels
- Researched alternative markets to hotels through



other tourism businesses and domestic markets

- Worked with producers to increase the range and volume of produce available
- Educated producers on sustainable farming methods, and the benefits

Results

- Taste of Fethiye is now held up as a best practice example of how to link tourism with local food production and was first runner up in the UNWTO Ulysses Awards for Innovation in Sustainable Tourism in 2015.
- 41% of Taste of Fethiye produce was purchased by hoteliers in 2015, compared to just 17% in 2012.
- Taste of Fethiye farmers generated £1M total revenue from the sale of fresh fruit and vegetables. 27% of this was generated through local hotels purchasing the produce.

Expected impact and outcomes

More fresh local produce being grown with fewer pesticides, and better boating practices which conserve the environment, leading to improved biodiversity.

Working in collaboration

Taste of Fethiye: TUI, Thomas Cook, Co-operative Travel, Fethiye Tourism Promotion Foundation (FETAV), Chef Mavi, Fethiye Chef's Association, Fethiye Chamber of Commerce and Industry (FTSO), Ministry of Agriculture and Rural Affairs (MARA).

Blue Wave: The Chamber of Shipping, TURMEPA, D-Marin Göcek.

Supporting resources

www.thetravelfoundation.org.uk/destination/turkey

Last updated in January 2017 by Jane Rowan, Destinations Programme Officer.



After all these years we feel ourselves as a big family with farmers, project manager and hoteliers. We are receiving quality products from the farmers and delivering them to hotels as fresh as possible.

We see the increasing interest from the hoteliers too. Every year we are increasing our sales with new hotel agreements. As the company owner I always thought that we are very much lacking in marketing and communication. With the help of Taste of Fethiye project we feel that we've improved our communication and marketing skills.

Senay Coskun, owner of the wholesaler in Fethiye