



KÜLTÜR VE TURİZM BAKANLIĞI

Dış İlişkiler ve Avrupa Birliği Koordinasyon Dairesi Başkanlığı
(Proje Koordinasyon Merkezi)

Sayı : B.16.0.DİB.0.01.00/746/ 15 3372

Konu : Çevreye Duyarlı Turizm ve Çevre Projeleri

TÜRKİYE SEYAHAT ACENTALARI BİRLİĞİ
Dikilitaş Aşık Kerem Sokak No: 42 Beşiktaş İSTANBUL



Gülberk Hn.
Web için gerekç
20/07/2011

Günür Hn
Hakan Bey

Afzu Hn.
Garnize Hn
Köyüm Hn
İktisat Hn

Turizm sektöründe çevre koruma projelerinin desteklenmesine yönelik olarak Alman Seyahat Acentaları Birliği DRV tarafından geliştirilen Ecotrophea girişimi ile; 1987 yılından itibaren turizm ve çevre konularına önem atfeden projelerin ödüllendirilip tanıtılması yoluyla turistik kalkınmaya katkı sağlanırken çevrenin korunması ve geliştirilmesinin teşvik edilmesi amaçlanmaktadır. Söz konusu girişim ile ilgili olarak İngilizce bilgi yazımız ekinde iletilmektedir.

Bu kapsamda turizmi geliştirme amacının yanı sıra; çevre, fauna, flora, toprak, su, peyzaj ile halk kültürünün korunmasına katkı sağlayan kişiler, topluluklar, şirketler ve belediyelerin ödüllendirilebildiği ifade edilmiştir. Ayrıca doğal türlerin korunması, çevre koruma bilincinin artırılması, turistik destinasyonlarda çevre koruma faaliyetlerinin teşviki, sürdürülebilir turizm için uygulama odaklı faaliyetlerin geliştirilmesi, çevreye duyarlı turizm için çerçeve koşulların ve etkin önlemlerin belirlenmesi, turizm bölgelerinde zarar görmüş çevrenin iyileştirilmesi ve çevresel kayıpların asgari seviyeye indirgenmesi amaçlanmaktadır.

Son başvuru tarihi 15 Eylül 2011 olan yarışma sonucunda kazanan projenin, 24-26 Kasım 2011 tarihlerinde Güney Kore'de düzenlenecek olan ödül töreni kapsamında ödüllendirileceği, Almanya'da ve Uluslararası alanda tanıtımının sağlanacağı hususunda bilgilerinizi rica ederim.

- M. Beşken'le ara

- Eke

• Garnize Güle
• Nur Ceylan (Mihir)

Özgür ÖZASLAN

Bakan a.

Müsteşar Yardımcısı

Ek:2shf.

Dağıtım:

81 İl Valiliği

Türkiye Seyahat Acentaları Birliği (TÜRSAB)

Türkiye Otelciler Federasyonu (TÜROFED)

Turistik Otelciler, İşletmeciler ve Yatırımcılar Birliği (TUROB)

Türkiye Turizm Yatırımcıları Derneği (TTYD)

Türkiye Çevre Eğitim Vakfı (TÜRÇEV)

Belek Turizm Yatırımcıları Birliği (BETUYAB)

TÜRKİYE SEYAHAT ACENTALARI BİRLİĞİ	
GELEN EVRAK	
TARİH	KAYIT NO:
20.07.11	32888

İsmet İnönü Bulvarı No:5 Kat:1/107 06100 Emek/ANKARA
Tel: (0312) 212 83 00 / 2104 Faks:(0312) 212 37 88
212 83 69

Ayrıntılı bilgi için iribet: Yusuf FIRINCI
Kültür ve Turizm Uzmanı
Dahili: 2104 Oda:107



DRV MITGLIEDSCHAFAKTUELLES FACHTHEMENPRESSE SERVICE
ENGAGEMENT



EcoTrophea: 2011 Entry Conditions

Environmental protection in tourism is in the focus of public interest. Both travellers and the tourism business operators and governmental organisations must do their utmost to contribute to the protection and improvement of the environment. The German Travel Association (DRV) has presented the international "EcoTrophea" award for exemplary environmental protection projects donated by it annually since 1987.

The list of existing award winners can be found → here.

The video of the winning project 2010 German Railways (DB) can be found → here.

CALL FOR ENTRIES

- The award is presented to individual persons, groups, organisations, companies or municipalities which have made an essential contribution to the protection or improvement of the environment – the landscape, fauna and flora, soil, water and air as well as people and their culture – whilst supporting at the same time tourism. This can involve projects or activities with the following contents:
- Protection of natural spaces for an environmentally sound utilisation through tourism
- Promotion of environmental awareness and environmental activities at tourism destinations, in the tourism industry or amongst tourists
- Development of practice-oriented concepts for sustainable tourism
- Creation of effective prerequisites and framework conditions for an environmentally sound tourism
- Minimisation of environmental burdens and restoration of destroyed environment in tourism regions

Pure infrastructure measures such as sewers, landfills, waste water treatment systems and the similar are as a rule not eligible; this also applies to pure protective measures with a low connection to tourism. Rather are projects with a holistic character which consider environmental and cultural aspects, recognised.

The award is not necessarily presented to the largest and most expensive measure or activity but a project which has made an effective, exemplary and innovative contribution to environmentally compatible tourism. Special importance is attached to the presentation of the successes achieved and an efficient success control.

THE ENTRY DOCUMENTS

Please send your application with the following documents in German or English exclusively online to: [Ecotrophea \[at\] drv.de](mailto:Ecotrophea[at]drv.de).

I. General information

1. Name of the project
2. Applicant/organisation/company/municipality
3. Contact person, address, telephone number, email address
4. Person possibly authorised to accept the award at its presentation
5. Project homepage

II. Brief description

The brief description should not exceed one page and consider the following aspects:

1. What ideas and goals are pursued with the project?
2. Description of the holistic approach to the project in terms of sustainability and social responsibility
3. What concrete improvements have been achieved for the environment (i.e. landscape, fauna and flora, soil, water or air), culture and people?
4. Description of the innovative components of the project
5. In which way is the project supporting sustainable tourism? What do you offer?
6. How successful has the project been so far? (Development of visitor numbers)
7. Is the project self-financing or are third party funds included in the project?
8. Can the project be replicated and does it hence have a model character?
9. How is distribution organised?
10. What is the impact of the project – regionally, nationally or internationally?

III. Detailed description

Within the framework of the detailed description the afore-mentioned items are to be developed in more detail and illustrated by adding informative project documents, photos, publications, press coverage, expert reports and the similar.

The deadline for submission is 15 September 2011.

If you need additional information, please contact DRV specialist Dorothea Busche, telephone +49 (0 30) 2 84 06 - 44, Fax +49 (0 30) 2 84 06 - 30, E-Mail

Ecotrophea [at] drv.de.

THE JURY

The members of this year's jury are:

- Walter Krombach, Managing Director of the Willy Schamow Foundation for Tourism, Frankfurt
- Prof. Dr. Edgar Kreilkamp, University of Lüneburg
- Three representatives of the travel industry from the DRV Sustainability Committee

THE AWARD PRESENTATION 2011

The EcoTrophea will be presented within the framework of the 61st DRV Annual Meeting which will take place in South Korea from 24 to 26 November 2011. The project management of the winning project will be invited to attend at the expense of DRV.

Coverage by the leading German tourist media will ensure the winning project a high awareness and the possibility to establish numerous German and international contacts. Support of the award winner by DRV for the organisation of a press trip to the winning project is possible.