Green Zone – 18.11.2026 – Panel Schedule

Panel Topic	Session No	Time	Role	Organisation
Building a National Model for Sustainable Tourism Transformation	Session 1	13:30–14:15	Moderator	Cappadocia University
			Panelist	TGA
			Panelist	GSTC
			Panelist	EarthCheck
			Panelist	International Destination Representative Japan / Switzerland / Australia
Sustainable Tourism Investments: Hospitality, Infrastructure and Innovation	Session 2	14:30–15:15	Moderator	WTTC
			Panelist	Hilton / Accor / Marriot
			Panelist	TÜROB
			Panelist	TAV Airports
			Panelist	TTYD - Tourism Investors Association
			Panelist	AKTOB - Mediterranean Touristic Hoteliers and Operators Association
Preserving Heritage, Shaping the Future: Culture and Gastronomy in Sustainable Tourism	Session 3	15:30–16:15	Moderator	UN Tourism
			Panelist	Ministry of Culture and Tourism – Directorate General of Cultural Heritage and Museums
			Panelist	EPA - Enlarged Partial Agreement on Cultural Routes
			Panelist	UNESCO
			Panelist	Od Urla
			Panelist	Cappadocia University
Driving Sustainable Tourism Across the Travel Ecosystem	Session 4	16:30–17:15	Moderator	Travalyst
			Panelist	THY
			Panelist	EasyJet
			Panelist	DerTour
			Panelist	Booking.com
			Panelist	Trip.com