

What are the benefits that the Selluka Certificate will provide to the business?

As a result of the work carried out by the Directorate of Culture and Tourism, the main benefits of getting a Selluka Certificate/Plaque to businesses have been determined with the support of our partners.

The benefits are;

- Having a Selluka Plaque/Certificate, documents the fact that the business complies with certain hygiene standards and relieves (at least reduces) the anxiety of the domestic and foreign tourists about food security/business hygiene and that the products that get produced and sold are local and special to İzmir.
- These businesses that earn the right to carry the deliciousness, reliable and satisfactory features of Turkish cuisine will be promoted on national and international platforms as the representatives of the Turkish cuisine. Therefore this will make it easier for businesses to become brands.
- The businesses that will have the Selluka Certificate/Plaque within the scope of Historical Kemeraltı Renovation Area will be promoted throughout Turkey and abroad through free advertisements and promotions, particularly at our Governorate's, public body and agencies, and private institutions of our partners' and NGO's websites, at various gazettes and especially gastronomy magazines, at national and foreign platforms.
- Moreover, the businesses that have the Selluka Certificate/Plaque will be promoted to all hotels and restaurants operating in our city, by doing so they will get promoted as the primarily preferred businesses to the local and foreign tourists and those who want to make a gastronomy tour.
- Businesses that receive this certification will be notified to the agencies operating under TURSAB and local and foreign tourists who come with gastronomy tours will be advised to visit these businesses first. On application maps made specifically for gastronomy, businesses with Selluka Certification will be indicated on the routes to be followed.