



Biography of Bulut Baęci

President of World Tourism Forum Institute

Early Life and Education

Bulut Baęci, a visionary leader in the global tourism industry, was born in Turkey. From a young age, Baęci exhibited a keen interest in travel and cultural exchange, fostering a deep appreciation for the diverse beauty and heritage of the world. This early passion for tourism laid the foundation for his future endeavors.

Baęci pursued higher education with a focus on business and tourism management. He attended Boęazięi University, where he earned his bachelor's degree in Tourism Administration. His academic journey provided him with a solid grounding in management principles, strategic planning, and international business, which would later prove invaluable in his career.

Career in Tourism

Bulut Baęci's professional journey in the tourism sector began with various roles in international hotel chains. His early experiences allowed him to understand the intricacies of the industry and recognize the potential for innovation and growth within the sector. He is also one of the successful hotel developers in the African continent, having worked extensively with Hilton International on various projects that have significantly contributed to the region's hospitality infrastructure.

Leadership at the World Tourism Forum Institute

Baęci's dedication and visionary approach culminated in his entrepreneurship as the President of the World Tourism Forum Institute (WTFI) in 2015. Under his leadership, the WTFI has grown into a premier global platform for tourism professionals, government officials, and industry stakeholders to collaborate, share insights, and drive the future of tourism.

About the World Tourism Forum Institute (WTFI)

The World Tourism Forum Institute is an international organization dedicated to enhancing the tourism industry through strategic partnerships, innovative initiatives, and comprehensive research. WTFI aims to foster sustainable tourism development, improve global connectivity, and promote cultural exchange. The institute focuses on several key areas:

Events - WTFI organizes high-profile events, including the annual Global Tourism Forum, which brings together leaders from around the world to discuss pressing issues, share best practices, and explore new opportunities in the tourism sector. These events serve as a vital platform for networking, knowledge exchange, and collaboration among industry stakeholders.

Research – Report and Insights - The institute conducts extensive research and report on various aspects of tourism, including market trends, consumer behavior, and the economic impact of tourism. This research helps inform policymakers, industry leaders, and businesses about the latest developments and future directions in the tourism industry.

Sustainable Tourism Initiatives - One of WTFI's core missions is to promote sustainable tourism practices. The institute works with governments, non-profits, and the private sector to develop and implement strategies that protect natural resources, preserve cultural heritage, and ensure that tourism benefits local communities. Initiatives include eco-certification programs, sustainable tourism guidelines, and community-based tourism projects.

Education and Training - WTFI is committed to building the capacity of tourism professionals through various education and training programs. These programs aim to equip individuals with the skills and knowledge needed to thrive in the evolving tourism landscape. The institute offers workshops, seminars, and certification courses covering topics such as tourism management, digital marketing, and sustainable practices.

Policy Advocacy - The institute plays a significant role in advocating for policies that support the growth and sustainability of the tourism sector. WTFI works closely with international organizations, governments, and industry associations to influence policy decisions and promote a favorable environment for tourism development.

Innovation and Technology - WTFI emphasizes the importance of innovation and technology in driving the future of tourism. The institute supports the adoption of digital tools and platforms that enhance the tourist experience, improve operational efficiency, and create new business opportunities. This includes promoting the use of artificial intelligence, big data, and digital marketing strategies in tourism.

Professional Media - WTFI places a strong emphasis on media initiatives, offering diverse platforms for timely news delivery. TownHall and World Magazine are esteemed and prominent media endeavors of the institute. They bring forth the perspectives of influential global leaders, sharing insightful stories, interviews, and features that showcase innovations, challenges, and successes in the global tourism sector.

Bağcı's Leadership and Vision

As President of the World Tourism Forum Institute, Bulut Bağcı has been instrumental in steering the organization towards achieving its goals. His leadership is characterized by a forward-thinking approach, a strong commitment to sustainability, and a deep understanding of global tourism dynamics. Under his guidance, WTFI has launched several impactful initiatives, including:

Global Tourism Forum: The Global Tourism Forum (GTF) is a leading international collaboration platform focused on addressing the tourism industry's challenges. GTF brings together world leaders, policymakers, and industry experts to share insights, explore trends, and foster sustainable growth. It hosts global events and summits that serve as vital forums for dialogue and cooperation among tourism stakeholders, promoting innovation and excellence across the industry. Notable attendees have included Tony Blair, former Prime Minister of the UK; François Hollande, former President of France; Akbar Al Baker, Group CEO of Qatar Airways; Gloria Guevara, former President & CEO of WTTC; Sebastian Bazin, CEO of AccorHotels; Jose Manuel Barroso, former President of the European Commission; David Sassoli, former President of the European Parliament; Conrad Clifford, Senior Vice President of IATA; Federico J. González, CEO of Radisson Hotel Group; and Kenneth Robert Livingstone, former Mayor of London.

Tourism CEO Club: The Tourism CEO Club is an exclusive international networking platform for C-Level tourism professionals, organized by the World Tourism Forum Institute. It aims to unlock the vast potential of the global tourism industry by providing high-performance individuals with extraordinary opportunities. The club facilitates connections, collaborations, and knowledge-sharing among top executives to drive innovation and growth in the tourism sector.

World Tourism Awards: The World Tourism Awards recognize and celebrate excellence in the tourism industry, highlighting the achievements of individuals and organizations that have made significant contributions to the sector. These awards promote and reward tourism excellence globally, encouraging best practices and innovative solutions that enhance the tourism experience and benefit local communities. Categories include Best Airlines, Best Online Travel Agency, Best Wedding Hotel, Best Car Rental Company, and more, providing a comprehensive overview of the top performers in the industry.

Bağcı's efforts have positioned WTFI as a leading voice in the global tourism community, influencing policy, fostering innovation, and driving sustainable growth. His vision for a connected and responsible tourism industry continues to inspire and shape the future of global tourism.

Advocacy for Sustainable Tourism

One of Bulut Bađcı's most significant contributions to the tourism industry is his unwavering commitment to sustainable tourism. Recognizing the environmental and social impacts of tourism, Bađcı has advocated for practices that promote sustainability, protect natural resources, and benefit local communities.

He has launched several initiatives under the World Tourism Forum Institute to raise awareness about sustainable tourism practices and encourage industry stakeholders to adopt eco-friendly measures. Bađcı's efforts have been widely recognized, earning him accolades and respect within the global tourism community.

Personal Life and Interests

Beyond his professional achievements, Bulut Bađcı is known for his passion for travel and cultural exploration. He believes that travel is a powerful tool for fostering understanding and peace among different cultures. Bađcı is also an avid advocate for education and mentorship, often speaking at universities and industry events to inspire the next generation of tourism leaders.

Bađcı is active on social media, particularly on Twitter, where he shares insights and updates about his work and the tourism industry. His Twitter handle is @bulutbagci.

Awards and Recognition

Throughout his illustrious career, Bulut Bađcı has received numerous awards and honors for his contributions to the tourism industry. These accolades reflect his dedication to promoting tourism as a force for good and his impact on shaping the future of the sector. Notably, Bađcı has been appointed as Honorary Councillor for the Republic of Gabon in Antalya, Turkey, by the President of the Republic of Gabon.

He is also an accomplished author, having written several books on tourism and sustainable practices, including:

- Thomas Cook: 1841 Modern Turizmin Dođuşu
- Mansa Musa: Mali İmparatorluđu 1312-1337
- Mareşal: Idriss Deby Itno
- Imran Khan'ın Yolu: Pakistan'a Dođan Güneş
- Turizmde Kriz
- Angola
- Ürdün Krallığı
- Şevket Mirziyoyev: Dođunun Güçlü Adı
- Marco Polo: Bir Maceraperest-Bir Tüccar-Bir Gezgin



François Hollande, Former President of France



Recep Tayyip Erdoğan - President of Türkiye



João Lourenço, President of Angola



Abiy Ahmed - Prime Minister of Ethiopia



Imran Khan - Former Prime Minister of Pakistan



Issam Kazim - CEO of Dubai Tourism



Félix Tshisekedi,
President of Democratic Congo



Numan Kurtulmuş - President of the Turkish
Grand National Assembly



Dato' Ku Jaafar Ku Shaari, Former Secretary
General of D-8