



The Role of Cultural Heritage in Sustainable Tourism Development: The Case of Istanbul Kalkhedon Region

Sürdürülebilir Turizmin Gelişiminde Kültürel Mirasın Rolü: İstanbul Kalkhedon Bölgesi Örneği

Esin Deniz Aydın^{a*}, Ali Yüce^b

^a Cappadocia University, Institute of Graduate Studies and Research, Department of Tourist Guidance, Nevşehir, Türkiye. ORCID: 0009-0008-1685-8796

^b Cappadocia University, Institute of Graduate Studies and Research, Department of Tourist Guidance, Nevşehir, Türkiye. ORCID: 0000-0003-4700-2006

Article Info/Makale Bilgisi

Received/Geliş: 09.03.2025

Accepted/Kabul: 29.06.2025

Keywords

Cultural heritage
Cultural tourism
Sustainable tourism
Economic development
Kalkhedon

Anahtar Kelimeler

Kültürel miras
Kültürel turizm
Sürdürülebilir turizm
Ekonomik kalkınma
Kadıköy

Type of Article/ Makale Türü

Research /Araştırma

Corresponding Author/ Sorumlu Yazar

A. Yüce
aliyuc@gmail.com

www.gpt-studios.org



Abstract / Öz

The aim of this study is to investigate the role of cultural heritage in shaping sustainable tourism development in Istanbul's Kalkhedon (Kadıköy) region. Turkey's unique cultural and historical heritage is inadequately investigated and lacks prioritization in the context of sustainability concerning tourism's appealing aspects. The historical legacy of Kalkhedon is predominantly overlooked due to urbanization and population shifts. The historical ruins of Kalkhedon have largely remained in the shadow of urbanization and population changes throughout the 20th century. Existing literature has explored the relationship between cultural assets and tourism destinations from various perspectives. However, there is a significant gap in research that specifically examines the impact of historical and cultural heritage on sustainable tourism, particularly in regions like Istanbul's Kalkhedon. This study attempts to address the deficiency in existing literature by examining the impact of cultural heritage on sustainable tourism practices and its contribution to the overarching objectives of maintaining the environmental, economic, and socio-cultural integrity of the Kalkhedon region. The research was conducted using a qualitative method and a phenomenological design. Thematic coding was applied to the data collected from in-depth interviews with nine participants, and the analysis was conducted using MAXQDA software. Furthermore, the findings of this study reveal that sustainable tourism not only contributes to economic development but also plays a crucial role in preserving cultural values and raising environmental awareness. Lastly, the study emphasizes the importance of environmental consciousness and local cooperation in sustainable tourism strategies, providing related recommendations.

Bu çalışmanın amacı İstanbul Kalkhedon bölgesi örneği üzerinden sürdürülebilir turizmin gelişiminde kültürel mirasın rolünü araştırmaktır. Türkiye'nin sahip olduğu zengin kültürel ve tarihi mirasın yeterince araştırılmadığı ve turizmin çekici unsurları içerisinde sürdürülebilirlik kapsamında öncelikli olarak değerlendirilmediği görülmektedir. Nitekim Kalkhedon'un tarihi mirasının da büyük ölçüde kentleşme ve demografik değişimler nedeniyle göz ardı edildiği Kalkhedon'un tarihi kalıntılarının, 20. yüzyıl boyunca ağırlıklı olarak kentleşme ve nüfus değişimlerinin gölgesinde kaldığı görülmektedir. Mevcut literatürde kültürel varlıklar ve turizm destinasyonları arasındaki ilişkinin genel olarak ve farklı açılardan ele alındığı fakat özel olarak İstanbul Kalkhedon gibi tarihsel ve kültürel mirasın sürdürülebilir turizm üzerindeki etkisini açıkça inceleyen araştırmalarda önemli bir boşluk olduğu tespit edilmiştir. Bu çalışma, kültürel mirasın sürdürülebilir turizm uygulamalarını nasıl etkilediği ve bölgenin çevresel, ekonomik ve sosyo-kültürel bütünlüğünü koruma gibi daha geniş hedeflere nasıl katkıda bulunduğu Kalkhedon bölgesi örneklemeden hareketle araştırarak literatürdeki boşluğu doldurmayı hedeflemiştir. Araştırma, nitel yöntemle ve fenomenolojik desen kullanılarak yürütülmüştür. Dokuz katılımcıyla yapılan derinlemesine görüşmelerden elde edilen veriler, tematik kodlama ile analiz edilmiş ve bu süreçte MAXQDA yazılımı kullanılmıştır. Çalışmanın bulguları, sürdürülebilir turizmin yalnızca ekonomik kalkınmaya katkı sağlamadığını, aynı zamanda kültürel değerlerin korunması ve çevre bilincinin artırılmasında da önemli bir rol oynadığını göstermektedir. Sonuç olarak, çalışmada sürdürülebilir turizm stratejilerinde çevre bilinci ve yerel iş birliğinin önemi ortaya konarak bu doğrultuda çeşitli öneriler sunulmaktadır.

To cite/Alıntı: Aydın, E.D. & Yüce, A. (2025). The role of cultural heritage in sustainable tourism development: The case of Istanbul Kalkhedon Region. *Geographies, Planning & Tourism*, 5(1): 32-46. <https://doi.org/10.5505/gpts.2025.29484>

1. Introduction

Tourism plays a critical role in preserving cultural heritage and offering meaningful experiences to visitors while simultaneously contributing to global economic development (Dülğaroğlu, 2021). The evolving expectations and

*This study has been compiled from the master's thesis titled "The influence of cultural heritage on the formation of sustainable destination image: The case of Istanbul Kalkhedon" prepared in the program of the Tourist Guidance, Cappadocia University.

interests of tourists have shifted the focus from mass tourism, traditionally centered on sea, sand, and sun, to more diverse experiences such as cultural and historical exploration (Birinci et al., 2018). This transition highlights the importance of aligning tourism activities with sustainable development goals, particularly in preserving cultural and historical values (Akdağ & Üzülmöz, 2017; Ekerim & Tanrıseven, 2020). Given this, cultural tourism has become a popular alternative form of travel that goes beyond traditional experiences. In light of this, the ancient city of Kalkhedon provides an outstanding example of how to incorporate historical assets into sustainable tourist concepts.

The ancient city of Kalkhedon, placed near contemporary Kadıköy, Istanbul, is historically significant as it was founded by the Megarians in the 7th century BCE and was influenced by the Persians, Byzantines, and Ottomans (Meeprom & Fakfare, 2021). Despite its rich history, Kalkhedon's remnants have been largely overshadowed by urbanization and demographic changes throughout the 20th century (Chen et al., 2020). Hence, this study aims to examine the impact of cultural heritage on the development of sustainable tourism, using Kalkhedon as a case study (Lee & Xue, 2020; Tasci & Gartner, 2007).

The existing literature has explored the relationship between cultural heritage and tourism destinations from various perspectives. For instance, Abbasi et al. (2023) and Abubakar ve Ilkan (2016) give emphasis to the significant impact of social media on shaping destination images, highlighting the role of visuals and the effects of Electronic Word-of-Mouth (eWOM). Similarly, Acielma and Güngör (2021) underline the importance of strategic promotion through social media platforms and events to both conserve and promote cultural heritage. Akbaş (2020) examines the socio-economic benefits of tourism, juxtaposed with the negative impacts of mass tourism, through the case study of Sardis Ancient City. In contrast, Akinci and Helinc (2010) and Yuce (2023), explore the relationship between sustainable tourism and local community participation, focusing on regional development and income inequality. Further, Bachleitner and Zins (1999) investigate the economic development potential of cultural tourism in rural areas, while Baloglu and Mangaloglu (2001) analyze how destination perceptions influence marketing strategies. Beerli and Martín (2004) provide an empirical examination of the factors shaping post-visit destination images and their influence on tourist behavior. In addition, Çelikkanat (2015) and Çalık and Ödemiş (2018) have examined the broader implications of cultural heritage on local communities; however, a significant gap remains in the literature concerning its specific role in shaping a sustainable destination image within localized settings, such as Istanbul's historical district of Kalkhedon. The evident lack of scholarly focus on Kalkhedon accentuates the necessity for targeted research in this context. Accordingly, this study seeks to investigate the influence of cultural heritage on the construction of sustainable tourism development, positioning Kalkhedon as a case study. To achieve this, a phenomenological research design is employed, utilizing semi-structured interviews to capture participants' perceptions regarding the role of cultural heritage in shaping sustainable tourism development in Istanbul's Kalkhedon region. Hence, the study aims to enhance strategic planning and destination marketing frameworks by highlighting the essential role of cultural heritage in sustainable tourism development.

2. Conceptual Framework

2.1. Sustainability, Sustainable Tourism, Archaeotourism and Cultural Heritage

Tourism is broadly defined as the activity of traveling beyond one's usual environment for a period, shorter than one year, without seeking economic gain (World Tourism Organization [WTO], as cited in Jusoh et al., 2017). As Jusoh et al. (2017) emphasize, tourism encompasses more than leisure or vacation—it involves diverse forms such as cultural, gastronomic, religious, health, sports, and rural tourism. Leiper (1981) conceptualizes tourism as an open and dynamic system that interacts with its surroundings, while Akbaş (2020) draws attention to the sector's responsiveness to various lifestyle-driven demands, including accommodation and service needs. These perspectives highlight the interconnected and multifaceted structure of tourism.

Sustainability is a comprehensive idea that has been integrated into several sectors globally and possesses multiple definitions. Sustainability is the principle that current requirements must be fulfilled without compromising the ability of future generations to utilize these resources (Toka, 2008). Sustainability is crucial for the preservation of natural resources and the welfare of future generations. Sustainability necessitates the capacity to utilize resources without exceeding their thresholds by identifying the limitations that will maintain equilibrium between consumption and production. This comprehension has arisen from the decline in cultures' contact with nature (Kınacı et al., 2011). Sustainability denotes the utilization of essential resources within a system without significant depletion.

Sustainable tourism originated from the swift global changes that have adversely affected natural resources, diminished social and cultural values, and compelled the tourism industry to pursue solutions for these detrimental impacts (Özbey, 2002). Sustainable tourism relies on the principle that tourism must not adversely affect the environment, social structure, norms and cultural values (Garrod & Fyall, 1998). Sustainable tourism seeks to enhance

the welfare of local populations, promote visitor satisfaction, and save non-renewable resources.

The notion of 'sustainable tourism development' has achieved broad acceptance among global and domestic tourist entities. Sustainable tourism is globally acknowledged for delivering environmental, social, and economic advantages across all tourism forms (Lazano-Oyola et al., 2012). WTO characterizes sustainable tourism as 'tourism that prioritizes the requirements of tourists, the industry, the environment, and host communities, fully considering the present and future economic, social, and environmental repercussions' (WTO, 2005). Sustainable tourism ensures a long-term quality of life for local residents while enriching the experience for visitors (Choi & Murray, 2006).

As stated in the 1954 UNESCO convention (cited in Jusoh et al., 2017), cultural heritage includes both movable and immovable (tangible and intangible) assets that significantly enhance societal value in both material and moral aspects. Its protection serves as a bridge between past and present, while also fostering intercultural dialogue and contributing to the local economy (Pekerşen et al., 2019). Cultural tourism, in turn, plays a pivotal role in highlighting these values, reinforcing identity and diversity while simultaneously creating economic opportunities (Bachleitner & Zins, 1999; Pekerşen et al., 2019).

Closely linked to cultural tourism is archaeotourism, which specifically targets archaeological sites and relics, drawing visitors interested in ancient cultures and civilizations (Jusoh et al., 2017; Srivastava, 2015). Despite its similarities to cultural tourism, archaeotourism is considered a distinct field (Avrami, 2016). Unlike other cultural expressions, archaeological assets are non-renewable and irreplaceable parts of national heritage (Wurz & Van der Merwe, 2005), necessitating their meticulous conservation. In this regard, archaeotourism aligns with both sustainable tourism and cultural heritage management, particularly when infrastructure development is coupled with the empowerment of local creative economies (Jusoh et al., 2017; McKercher & Du Cross, 2002).

The need for sustainability becomes even more pressing given the rapid depletion of natural resources caused by industrialization, population growth, and technological advancement. Sustainability, derived from Latin, refers to the long-term maintenance of natural, economic, and cultural systems (Cebeci & Çakılcıoğlu, 2002; Özmehmet, 2008; Toka, 2008). Okuyucu (2011) and Koç (2008) categorize sustainability into movable (e.g., artworks) and immovable (e.g., buildings) types. In this framework, tourism must avoid exploiting environmental and cultural resources beyond recovery and ensure their continued existence for future generations (Toka, 2008).

Cultural heritage is not only a symbol of social identity and values but also a crucial element in cross-cultural communication (Albayrak, 2011). Within this broad framework, sustainable cultural heritage specifically addresses the preservation and intergenerational transmission of cultural and historical assets. Cultural tourism enables the experiential exploration of these values (McGehee et al., 1996), yet mass tourism—if not carefully planned—can lead to cultural erosion and environmental degradation (Çelikkat, 2015). Thus, the principle of sustainability becomes essential to balance economic gains and heritage preservation (Troel et al., 2005). As Durusoy (2003) points out, effective planning and the creation of new heritage routes can both protect and promote cultural assets. Similarly, when archaeotourism aligns with sustainable tourism principles, it can support both environmental integrity and cultural continuity (Choi & Murray, 2006).

2.2. Brand image, Tourist Satisfaction and Tourist Engagement

Brand image refers to consumers' perceptions of a brand, whereas destination image is shaped by collective impressions and individual perceptions of a destination (Crompton, 1979; Keller, 2013). This image influences tourist behavior, making it crucial for tourism research (Beerli & Martín, 2004; Tasci & Gartner, 2007). Destination images are assessed through cognitive and emotional dimensions, impacting tourist satisfaction and engagement (Gartner & Ruzzier, 2011; Prayag & Ryan, 2011). Satisfaction, influenced by environmental, cultural, and socio-economic aspects, arises when tourists' expectations are met (Kotler & Keller, 2012; Tse & Wilton, 1988).

Tourist engagement is also influenced by self-image congruence with the destination's brand image, where alignment can enhance positive experiences and engagement (Gupta et al., 2018; Meeprom & Fakfare, 2021; Rao et al., 2022). For destination marketers, understanding these alignments and positioning destinations in line with tourists' values is crucial for engagement (Lee & Xue, 2020; Zhang et al., 2014). Cultural and environmental factors, including festivals, natural attractions, and the overall atmosphere, significantly impact tourist satisfaction (Beerli & Martín, 2004; Kladou & Kehagias, 2014), while socio-economic factors like price inflation and inequality also affect satisfaction (Chen & Phou, 2013). Satisfied tourists are more likely to exhibit loyalty to the destination (Yoon & Uysal, 2005), emphasizing the importance of improving cultural, environmental, and socio-economic aspects to foster satisfaction and loyalty (Zhang et al., 2014).

2.3. Sustainable Tourism in Turkey

Cultural heritage in Turkey is protected based on official lists determined by the priorities of the state (Smith, 2006). Heritage items included in these lists are evaluated by the Ministry of Culture and Tourism and the General Directorate

of Foundations and classified by regional preservation boards. As of 2008, there are 114,366 protected heritage items in Turkey, the majority of which are civil architectural structures and archaeological sites.

UNESCO's World Heritage Convention is a global initiative aimed at the protection of cultural and natural heritage. Between 1985 and 1998, Turkey included nine of its sites in the World Heritage List, and these sites play a significant role in the tourism sector due to their cultural wealth. However, the protection and management of these sites sometimes face issues such as insufficient planning and funding (Lockwood et al., 2012). Sites like Kalkhedon, when approached from a sustainable tourism perspective, can both preserve cultural heritage and increase tourism interest.

Turkey's tourist image has been evaluated through various studies. Baloglu and Brinberg (1997) pointed out that Turkey has a negative emotional image, while Baloglu and McCleary (1999) showed that Turkey has a more positive image compared to other Mediterranean countries. Furthermore, Turkey's attractiveness is rooted in national traits, including hospitality, with its cultural and historical treasures (Sonmez & Sirakaya, 2002). Lastly, the influence of travel agencies and the authenticity of tourist experiences are also significant factors (Baloglu & Mangaloglu, 2001).

3. Methodology

3.1. Research Method

This study investigates the role of cultural heritage in shaping sustainable tourism development in Istanbul's Kalkhedon region. Employing a qualitative research paradigm, it adopts an explanatory phenomenological design to gain deeper insights into participants' lived experiences. Phenomenology provides a methodological framework that critically examines predefined concepts (Creswell, 2020; Yıldırım & Şimşek, 2016). This approach emphasizes discovering the essence and meaning of experiences, often through in-depth interviews and open-ended surveys. The analysis of the data focuses on identifying shared themes and structures in participants' experiences, with the researcher setting aside personal biases to reveal participants' subjective perspectives (Sundler et al., 2019).

3.2. Participant Selection

Purposive sampling was used to select participants from diverse professions in Kadıköy, following specific criteria (Morgan, 2008). In January 2024, a group of nine individuals was selected from various professions. According to the researchers such as Creswell (2013) and Neuman (2014) qualitative research emphasizes sophisticated perspectives and comprehensive insights articulated in words, as opposed to the numerical facts that quantitative research depends on for generalizable conclusions. Therefore, for a phenomenological investigation, a sample of 3-10 participants from a homogeneous group is sufficient, provided that data saturation is achieved (Creswell, 2013; Neuman, 2014). Purposive sampling ensures participants meet the study's criteria, unlike convenience sampling, where accessibility is prioritized. Participants, including hotel owners, tour guides, café and store owners, concierges, and homemakers, ranged from 34 to 78 years old and had lived in Kadıköy for 5 months to 55 years. The findings regarding the participants' demographic information are presented in Table 1.

Table 1. Findings regarding participants' demographic information.

Participant	Gender	Age	Occupation	Length of Residence in the Region
K1	Male	52	Hotel Owner	10 years
K2	Male	60	Tour Guide	55 years
K3	Male	38	Café Owner	3 years
K4	Male	41	Tour Guide	20 years
K5	Male	45	Shop Owner	45 years
K6	Male	34	Concierge	25 years
K7	Female	35	Service Staff	5 months
K8	Female	38	Tour Guide	8 years
K9	Female	78	Housewife	38 years

3.3. Data Collection and Analysis

The study aims to explore participants' perspectives on the role of cultural heritage in shaping sustainable tourism development in Istanbul's Kalkhedon region. The method of inquiry and interview questions were reviewed and validated by two experts in the tourism research industry. It was vital to refine the phrasing and remove leading questions by allowing experts to ascertain if the inquiries were relevant, clear, and aligned with the study's objectives. After experts validated the suitability of the interview questions, semi-structured in-depth interviews were employed for data collection. Prior to the interviews, participants were provided with an interview protocol, emphasizing confidentiality and voluntary participation. Each interview lasted 40-45 minutes and was recorded for accurate documentation.

In this study, questions were developed to explore the impact of sustainable tourism on businesses and neighborhoods. A literature review was conducted to identify key themes, focusing on the environmental, economic, and socio-cultural aspects of sustainable tourism. The main themes included: the effects of sustainable tourism on businesses and neighborhoods, its impact on daily lifestyles, the influence of cultural events on tourism, tourist expectations, and unique sustainable tourism practices. Semi-structured interviews were conducted between December 30, 2024, and February 2, 2024, at participants' locations and were later transcribed to gather detailed insights into their experiences and perspectives.

This study established three primary research topics to investigate how cultural heritages can facilitate sustainable tourist development in Kalkhedon. Initially, exploring how local individuals articulate the relationship between cultural heritage and sustainability. Secondly, it was essential to ascertain how cultural heritage contributes substantial value to the advancement of sustainable tourism. Last but not least, finding out how and to what degree the local community believes that cultural events and other sustainable tourism practices should be organized and implemented.

3.4. Interview Reliability and Validity

The reliability and validity of the interviews conducted in January 2024 were ensured through standardization, consistency, content validity, and diversity criteria. Interviews followed a structured protocol, enhancing reliability by maintaining consistent questions for each participant. Content validity was supported by ensuring the questions aligned with the study's objectives, with participants from a variety of professions contributing to the overall validity of the findings. Cross-validations for both validity and reliability were conducted by the author and reviewed by other experts in the field, ensuring the robustness of the research process and findings.

3.5. Data Analysis

Data was analyzed using thematic analysis, following Braun and Clarke's (2021) approach. Thematic analysis involves carefully reading and coding the data to identify meaningful patterns and themes, which are then examined in relation to the research questions and literature. In this study, qualitative data were organized into a matrix for systematic analysis using MAXQDA software, enabling the identification of relationships between themes and patterns. This approach allowed for a detailed interpretation of the data, considering theoretical concepts and the researcher's subjective reflections on participants' experiences.

4. Results

4.1. Contribution of Participants to Sustainable Tourism

Participants' perspectives on sustainable tourism contributions emerge in various themes. Business owners emphasize adding value to the region by offering high-quality products and effective promotion. Some focus on environmental awareness and service quality, while others highlight the importance of recycling and environmental care. Additionally, some participants underline the role of local business communication and marketing strategies in sustainable tourism. The key themes derived from participants' responses are presented as shown in Table 2.

Table 2. *Contribution of participants to sustainable tourism*

Theme	Participant	Statement
Providing Quality Products	K3	"Efforts in our region are insufficient. We try to attract people with high-quality products, promotions, and qualified personnel."
	K5	"By supplying high-quality outdoor sports products to local and foreign customers, we add value to the region."
Providing Quality Services	K6	"Better and more beautiful service can contribute. I sometimes feel these contributions. Our hotel's environment and garden design align with Kadıköy's structure."
	K7	"Yes, we never fail to show kindness and courtesy to both foreign and local guests. We carefully maintain our venue and neighborhood."
Emphasizing Recycling	K1	"We have separate bins for recyclable and non-recyclable waste. We also collect battery waste separately. Over time, we will feel these contributions more."
Protecting Nature	K9	"I believe environmental care and respect for nature are the foundation of sustainable tourism."
Using Communication Strategies	K3	"Instead of focusing on my business as a tourism agency, I analyze my neighborhood and district. Local business owners' high education levels and effective use of the internet and social media enable them to reach tourists worldwide."

4.2. Impact of Sustainable Tourism on Daily Life

The impact of sustainable tourism on daily life appears in various themes. While business owners emphasize economic contributions and local development, some participants focus on environmental awareness and social effects. However, others believe that sustainable tourism has negative impacts. The following Table 3. presents key themes derived from participants' responses.

Table 3. *Impact of sustainable tourism on daily life*

Theme	Participant	Statement
Economic Contribution	K3	"Sustainable tourism increases the brand value of our businesses and helps us grow, contributing to the national economy."
	K4	"In Kadıköy, we offer food and shopping experiences, and we introduce tourists to Kalkhedon Ancient City and places of worship. This creates a lasting impression and benefits local development."
	K5	"Engaging in dialogue with people from different cultures benefits our environment. I believe it has a positive impact."
No Contribution to Society	K3	"Outside of my profession, sustainable tourism has not significantly impacted my environment because it has not yet expanded widely in my area."
Enhancing Social Dialogue	K7	"For social and trustworthy relationships, sustainable tourism fosters healthy communication and collective networks."
	K1	"I have become more aware and realized the need for extra caution. At work, I also warn the staff about this, trying to raise awareness."
	K8	"I believe sustainable tourism enhances the quality of life. In small towns, strong social bonds are closely related to this impact."
Negative Impact	K6	"It mainly affects those working in the sector. Some people react negatively due to political media influences, which harms sustainable tourism and affects tourists' perceptions."
	K9	"Unfortunately, the tourist profile has changed. Previously, environmentally conscious tourists visited, but now, most come from underdeveloped Arab countries for cheap shopping. They lack cultural curiosity, which hampers sustainable tourism and negatively affects our lifestyle."

4.3. Findings on the Impact of Cultural Events

Participation in cultural events and its relationship with tourism emerge in various themes. While some participants argue that the lack of regional cultural events reduces tourism potential, others emphasize how attending such events enriches life experiences. Some believe cultural activities can increase the number of tourists and are closely intertwined with tourism. Others highlight Istanbul's cultural heritage as a key attraction for tourists and stress that intercultural communication through events has a positive impact on tourism. These themes as it is shown in Table 4. illustrate the diverse perspectives on the role of cultural participation in tourism.

Table 4. *Findings on the impact of cultural events*

Theme	Participant	Statement
Emotional Enrichment	K3	"Before the pandemic, our region was more vibrant, theaters and cinemas were packed. Now, no effort is being made to attract the necessary potential."
	K7	"I felt that my spectrum of experiences expanded."
Increase in Tourist Numbers	K4	"Events and tourism are intertwined. The interaction is inevitable, but we need more attractive events to draw tourists."
	K1	"Cultural events and tourism go hand in hand."
Istanbul's Cultural Heritage	K8	"I believe that the inclusion of this event in UNESCO's World Heritage List has brought millions of tourists to our country."
Enhancing Intercultural Communication	K3	"From what I perceive through media, there has been a significant increase in mutual interest and interaction between foreign tourists and younger generations."
	K5	"Interacting with people from different cultures had a positive impact on me, making my social experience richer."

4.4. Findings on the Contribution of Cultural Events to Sustainable Tourism

According to participants' views, cultural events play a crucial role in sustainable tourism. Those emphasizing the potential of regional events to attract tourists believe they positively impact sustainable tourism. Some participants consider these events not only as a means to attract tourists but also as an additional source of revenue that benefits

the local economy as shown in Table 5. Others believe that cultural events broaden individuals' perspectives, while some suggest that local government-supported cultural activities can gain international recognition. Furthermore, certain cultural events are perceived as significant contributors to the country's global promotion.

Table 5. *Contribution of cultural events to sustainable tourism*

Theme	Participant	Statement
Provides Positive Contribution	K3	"Sustainable events unique to Kadıköy should be organized so that both local and international tourists can visit the area frequently."
	K4	"For example, poetry events are held at Nazım Hikmet Cultural Center in multiple languages, but tourists are unaware of them."
	K5	"I believe that attracting more tourists and visitors generates additional revenue for our country."
	K1	"Cultural events help society learn how to coexist harmoniously with nature, increasing environmental awareness."
Enhances Perspective	K7	"I believe cultural events transform us by broadening our perspectives and ways of thinking."
Provides an International Identity	K3	"If cultural activities are led by local governments rather than central authorities and are supported by various entertainment and performance events, they can gain international recognition. In my opinion, this would be the most effective promotion for sustainable tourism."
Increases Global Recognition	K8	"Approximately 10,000 tourists attend the Mevlevi Sema ceremonies at Galata Mevlevihanesi annually, generating significant financial and promotional benefits for our country."

4.5. Findings on Tourists' Expectations Regarding Sustainable Tourism

According to participants, tourists' expectations regarding sustainable tourism are categorized into three main themes as it is shown in Table 6. These are diversity, environmental sensitivity, and cultural experiences. The expectation of diversity includes tourists' demand for unique experiences, such as cuisine, sightseeing, and local storytelling events. Environmental sensitivity reflects tourists' awareness of ecological issues and their interest in sustainability strategies. The expectation of cultural experiences indicates tourists' desire to explore and engage with different cultural elements. However, some participants observed that tourists primarily focus on gastronomy, with limited engagement in cultural activities.

Table 6. *Findings on tourists' expectations regarding sustainable tourism*

Theme	Participant	Statement
Increase Diversity	K5	"Tourists want more alternatives, a more relaxed environment, and greater access to historical sites."
	K4	"Offering the same things repeatedly is not interesting. Kadıköy already has a rich gastronomic scene and historic sites, but tourists should be taken to the courtyards of historic buildings and told their stories. The municipality should take the lead in this."
	K3	"Tourists seek experiences beyond conventional tourism products. They want the freedom and security to explore areas outside designated tourist spots."
	K6	"Recently, expectations have significantly declined. Everything has been standardized; we keep selling the same Bosphorus tours in a repetitive cycle. The Anatolian side tours should be strengthened, and the same concept should not be repeated."
Be Environmentally Sensitive	K1	"From my observations at our business, many guests have commented on our recycling bins and shared their thoughts on how important sustainability is."
	K8	"Some tourists, especially in well-developed tourism cities, expect the existing urban structure to be maintained and improved."
Revitalize Cultural Mosaic	K3	"Tourists seek different tastes and new experiences. They want to see Kadıköy's oriental and folkloric mosaic."
	K9	"Unfortunately, we only see tourists in the markets. They either sit in restaurants in large groups or queue up in front of confectionery shops. It seems like they are here only for gastronomy. Even if their guides explain things, the old charm of Kadıköy is missing."

4.6. Findings on the Impact of Tourists' Expectations on Neighborhood Culture and Business Management

According to participants, tourists' expectations significantly influence neighborhood culture and business management. These impacts are categorized into four main themes as it is shown in table 7. These are making

tourism permanent in the region, ensuring economic development, increasing awareness of sustainable tourism, and enhancing environmental sensitivity.

Table 7. Findings on the impact of tourists' expectations on neighborhood culture and business management

Theme	Participant	Statement
Making Tourism Permanent in the Region	K3	"We strive to meet expectations. The decisions we make regarding our business aim to establish a lasting tourist presence in the area."
	K4	"Long-term tourism investments should extend across Kadıköy and Üsküdar. Simply explaining things to tourists is not enough; as guides, we provide information, but a broader strategy is needed to reach larger audiences."
	K6	"If we do not meet tourists' expectations, they will not speak positively about our country abroad. Tours on the Anatolian side should be diversified, and the same concept should not be repeated."
Ensuring Economic Development	K5	"Attracting more visitors means turning the business into both an economic and cultural meeting point."
Increasing Awareness of Sustainable Tourism	K1	"Being in the tourism sector for a long time has made us more conscious of sustainable tourism. From a societal perspective, we still need time, but through interaction and mutual influence, awareness will gradually increase."
	K7	"There is no negative impact. Through conversation and shared experiences, we develop a better understanding of each other."
Enhancing Environmental Sensitivity	K9	"Honestly, local people should first take responsibility for keeping their surroundings clean and contributing to the environment before considering tourist expectations. Unfortunately, we do not see much progress in this regard."

4.7. Unique Practices in Sustainable Tourism

Participants were asked, "Can you describe the unique sustainable tourism practices of your business or the region you live in?" The responses were categorized into five main themes which are diverse menus, promotion of historical sites, environmental protection, preservation of cultural heritage, and local collaborations as shown in Table 8.

Table 8. Unique practices in sustainable tourism

Theme	Participant	Statement
Diverse Menus	K3	"We communicate with people from different cultures to learn about their culinary preferences and incorporate these recipes into our menu. By personally engaging with foreign visitors, we aim to encourage them to return."
Promotion of Historical Sites	K5	"We guide visitors and tourists by giving recommendations about historical sites in the area."
	K8	"The metropolitan municipality's 'Visit Istanbul' project allows people to explore the city's different aspects. The portal contains information, photos, videos, and maps covering history, cultural heritage, gastronomy, arts, and entertainment."
Environmental Protection	K6	"Our brand prioritizes service quality while maintaining green spaces around the hotel, preventing pollution, and aligning with urban planning standards."
	K1	"At Kalkhedon Hotel, we place stickers in all bathrooms reminding guests to save water. We have separate waste bins for organic, non-hazardous, and hazardous waste. All our lighting uses LED bulbs to conserve energy."
Preservation of Cultural Heritage	K7	"We prioritize preserving the character of our establishment while maintaining the neighborhood's original texture."
Local Collaborations	K3	"One of the best sustainable tourism practices is allowing foreigners to participate in food, drink, and music events in areas such as Kadıköy Bazaar, Bağdat Avenue, and the Marmara coastal strip, with strong support from local businesses and municipal institutions."
	K9	"During the tenure of former Governor Muammer Güler, Kadıköy was very vibrant. His wife, Neval, organized guided tours in every district. Although we covered transportation and food costs, we could visit mosques, churches, and historical sites with large groups, including retirees, housewives, and young people. Foreign tourists admired us, realizing the value we placed on our region. I find these initiatives unique and wish they were revived."

4.8. Findings on the Importance of Sustainable Tourism

Participants were asked, “Why do you think sustainable tourism is so important?” The answers were categorized into three key themes as it is shown in Table 9. economic development, protection of national values, and ensuring sustainability for future generations.

Table 9. *Findings on the importance of sustainable tourism*

Theme	Participant	Statement
Economic Development	K3	“First and foremost, we think about our business. If the promotion of our region is done well and as it should be, not only our business but everyone in the area will benefit. Economic improvement will make local shopkeepers happy, places of worship will be better maintained, and Kadıköy youth will have the entertainment venues they deserve and platforms where they can see their preferred artists.”
	K4	“For me, raising awareness about tourism potential is crucial. It increases demand, and I’m not saying this just to increase revenue, but also to generate love and sympathy. Environmental regulation and the protection of historical textures are key investments.”
	K5	“Sustainable tourism is very important for continuity. In a country like ours, sustainable tourism is essential. If it develops further, more tourists will come, and local shopkeepers will benefit. We want to reach a qualified tourist profile, not just those who come to shop or eat and drink, but those who are curious about the land, history, geography, and who are willing to spend money in the process.”
Protection of National Values	K7	“Historical textures, memories, and stories are sometimes everything. Protecting them and working to preserve them is extremely valuable.”
	K8	“As a tourism professional, I believe that sustainable tourism plays a significant role in contributing to cultural and national values, both financially and emotionally.”
	K9	“I believe sustainable tourism will strengthen our national values, leave a sense of admiration for foreign cultures and make Turkey an attractive destination.”
	K3	“Every historical building in the area has an important history. Whether it was a noble family’s home, a structure from the Ottoman period, or represents the early days of the Republic, these values should not just be used for cafes or restaurants. They must be preserved and passed down to future generations.”
Ensuring Sustainability for Future Generations	K9	“For the sustainability of cultural heritage, it is important to protect the historical texture, maintain human relationships with love and respect, and control commercial activities in the area. By not giving the authority to open businesses to just anyone, we ensure the sustainability of cultural heritage.”
	K1	“It is our responsibility to keep the world clean. The more sensitive we are to our environment, the better the world will be for us and the generations that follow. We must remember that the world is our home, and just as we maintain our own homes, we must also care for the planet.”

4.9. Findings on the Protection of Cultural Diversity in Kalkhedon

The participants provided a variety of suggestions for protecting and utilizing the cultural wealth of Kalkhedon in tourism. These suggestions are categorized into several themes, including promotion of the region, preservation of historical heritage, support for the historical texture, establishment of a collaborative platform, and raising awareness. The key findings based on participant responses are outlined in Table 10 below:

Table 10. *Findings on the protection of cultural richness in Kalkhedon*

Theme	Participant	Statement
Promotion of the Region	K4	“Tourism offices should play a more active role and utilize digital platforms more effectively. The region should be promoted through vibrant documentaries that leave lasting impressions.”
	K3	“Sustainable tourism is crucial, and social media is a great tool for effective promotion. We should target younger audiences through digital channels.”
	K8	“More advertisements and tourism programs should focus on the neighborhood’s history and culture. This would benefit local tradespeople and tourist guides.”
	K9	“We should focus on the region’s history, especially as a former fishing village and highlight its geographical value through specific initiatives.”

Table 10. Findings on the protection of cultural richness in Kalkhedon(continue)

Theme	Participant	Statement
Protection of Historical Heritage	K3	"Historical buildings should be restored quickly, and graffiti and spray-painting on walls should be prohibited with appropriate penalties. We also need to emphasize the preservation of green spaces."
	K6	"We need to change the attitude of locals towards tourists and increase monitoring to prevent damage to historical sites."
	K7	"Preserving the different flavors, textures, and even scents is essential for maintaining the region's cultural richness."
Support for the Historical Texture	K8	"It's important to highlight the area's historical texture, particularly the mosaic of different beliefs, churches, and mosques. More festivals should be organized to celebrate this diversity."
	K5	"We must protect and further promote the historical textures in the area to maintain its unique identity."
	K6	"We need to preserve the old tradespeople and businesses that reflect the cultural mosaic of the region, ensuring the sustainability of its historical fabric."
Establishment of a Collaborative Platform	K3	"Local authorities, residents, and business owners should come together on a common platform to discuss tourism and fully understand its impacts."
Raising Awareness	K1	"Raising awareness is crucial, and we should share information and educate people over time, even if it takes time."
	K7	"Local authorities should focus more on tourism-related issues and engage in conversations with the local population."
	K3	"We need to raise awareness among local authorities, residents, and especially young people, through educational efforts to sustain tourism."

4.10. Findings on Actions Local Residents Can Take to Support Sustainable Tourism

In order to support sustainable tourism, the actions that local residents can take are shaped around several key themes. These actions include creating local collaborations, raising awareness, preserving historical heritage, and activating local governments. Residents have suggested strategies such as investing in and promoting digital platforms to attract more tourists. Volunteering and working in cooperation with local authorities for tourism-related initiatives is another prevalent theme. Additionally, residents emphasized the importance of conveying their expectations to local authorities and actively participating in projects that promote tourism. Encouraging dialogues with visitors and buying from local markets to support sustainable tourism are also among the suggestions.

When participants were asked, "What can we, as local residents, do to support sustainable tourism?" the responses revealed in Table 11. The following themes:

Table 11. Findings on actions local residents can take to support sustainable tourism

Theme	Participant	Statement
Creating Local Collaborations	K3	"If we unite, we can attract more tourists by investing in and promoting through foreign digital platforms."
	K8	"By volunteering and organizing free activities, we can engage people, raise awareness, and create a more conscious community."
	K9	"We can submit suggestions to the municipality and volunteer. I'm in."
Activating Local Governments	K4	"Tourism movement in Kadıköy and Üsküdar is unfortunately limited. Local authorities should be encouraged."
	K3	"We should unite and submit petitions to local authorities to communicate our expectations."
	K7	Residents can actively support local governments by offering project proposals: "We can develop projects and present them to the local government."
Preserving Sustainable Tourism	K5	"We can engage in more dialogues with visitors and take pride in our history."
	K6	"I personally shop for my family's needs at local fairs and regional food markets."
Raising Awareness	K1	"The most important thing is to raise awareness in our neighborhood and workplace. We must act accordingly to set an example."
	K3	"It is essential to discuss and understand what tourism brings and what it takes, without focusing on it as an aim."

4.11. Findings on Participants' Personal Experiences and Contributions to Tourism

The contributions of participants to tourism manifest in several key themes. One participant, a business owner, highlighted environmental issues, such as inadequate trash bins and poor street cleanliness. In the context of preserving historical and cultural heritage, one participant shared concerns about historical buildings being damaged or converted into shopping malls. Another business owner emphasized the importance of interacting with tourists while also focusing on preserving historical and cultural heritage. Regarding increasing tourism awareness, a business owner argued that businesses have a social responsibility to protect cultural heritage and engage in deeper dialogues with visitors.

When participants were asked, "Can you provide more details about your personal experiences and contributions in this context?" the responses are detailed as it is shown on Table 12.

Table 12. *Findings on participants' personal experiences and contributions to tourism*

Theme	Participant	Statement
Lack of Attention to Waste Management	K3	"We take care of our business surroundings, but the district no longer pays as much attention to cleanliness. There are not enough trash bins, and more care should be given to street cleaning."
	K9	"I smoke too, but I don't throw my cigarette butts on the street. It's important for everyone to be sensitive to environmental issues."
Preserving Historical and Cultural Heritage	K6	"They are painting the walls of historical buildings, drilling them, and touching the trees. We warn them, but it's not enough. We should unite and inform local authorities."
	K7	"Turning a historical building into a shopping mall will cause cultural losses. We approached local authorities, but we did not get a positive response. It was going to be sold and turned into a shopping mall. This situation upset me and the other employees."
	K3	"We should not only interact with tourists but also engage more with historical and cultural heritage. As businesses, we should take responsibility for this heritage and provide visitors with a more profound experience."
Increasing Tourism Awareness	K5	"We can engage in more dialogues with visitors. As businesses, we should take more responsibility in this regard."
	K8	"As a tour guide, I told the tourists I was living in a neighborhood in Kadıköy, Istanbul, and explained the area's cultural richness, especially the performing arts, Süreyya Opera House, historical sites, places of worship, gastronomy, and transportation options. I suggest that they take a tour in this region."

5. Discussion

The study aims to examine the views of the respondents on the impact of cultural heritage in promoting sustainable tourism development in Istanbul's Kalkhedon region. The findings reveal that sustainable tourism not only impacts economic development but also significantly contributes to the preservation of cultural values and the enhancement of environmental awareness. Participants emphasized that key reasons for supporting sustainable tourism include raising environmental consciousness, providing high-quality services to tourists, the importance of recycling, and the necessity of other sustainability measures. These factors are seen as foundational to a sustainable tourism approach. These findings align with Šimková and Holzner's (2014) study, which highlighted the importance of quality products and effective promotion strategies in contributing to sustainable tourism. Participants noted that, if the core principles of sustainable tourism are properly applied and promoted, the tourist potential of the region could be enhanced. The role of the local community in sustainable tourism is critical to maximizing both economic and cultural benefits. Participants also highlighted the significant role of tourist guides in the development of sustainable tourism and their contribution to the local economy. This finding is consistent with Şahin and Güzel's (2020) view, which emphasized that tourist guides should not only provide information but also act consciously to contribute to the local economy. Furthermore, the emotional connection that the local community has with the tourist destination was found to contribute to the development of sustainable tourism, echoing the findings of Šegota, Chen, and Golja (2022) as well as Prayag and Ryan (2011). In this context, it can be stated that the contributions of the local community not only support economic development but also strengthen the region's cultural identity and enhance social cohesion. This demonstrates that the sustainable tourism concept supports both economic and cultural benefits for the local community.

The findings also focus on the social impacts of sustainable tourism. Participants pointed out that environmental awareness and social impacts are intertwined, and these effects play a significant role in strengthening local identity. This aligns with the research findings of Lee & Xue (2020). The study also found that the local community's role in fostering healthy communication networks and increasing social interaction is vital to the success of sustainable tourism. Literature emphasizes the crucial role of communication and marketing strategies in increasing tourist engagement. Additionally, participants expressed concerns that media and political influences could create negative perceptions. This finding mirrors the emphasis in Çelikkanat (2015) on the local community's perspective on tourism and its decisive role in economic and social impacts.

Cultural heritage preservation lies at the heart of sustainable tourism. Participants expressed concerns that tourism could harm local lifestyles and stressed that the preservation of cultural heritage should be a priority for sustainable tourism. This finding is consistent with the views of Yaman Kocadağlı (2018) and Akova (2018), who noted that cultural activities contribute to the local economy and raise societal awareness. Participants stated that cultural events attract more tourists, invigorating the local economy and strengthening cultural identity. In this context, it is understood that cultural activities enhance the region's tourist appeal, creating both national and international recognition, and contribute to sustainable tourism.

Findings emphasize the need for careful consideration of the environmental, cultural, and economic dimensions of sustainable tourism. Participants highlighted the importance of using natural and cultural resources wisely. This finding is consistent with the results of studies by Çalık and Ödemiş (2018). Sustainable tourism strategies should encompass not only environmental aspects but also cultural and economic dimensions, as confirmed by participants' opinions. Participants also highlighted that local cooperation, and the preservation of cultural heritage are keys to the success of sustainable tourism. These findings support Akinci and Helinç's (2010) view that local cooperation and the preservation of cultural heritage are fundamental pillars of sustainable tourism.

In terms of preserving historical heritage, participants recommended that historical buildings should be quickly restored, wall damages should be prevented, local attitudes should be improved, and inspections should be increased. They also emphasized the need to preserve old businesses and establish establishments that reflect the cultural mosaic. These suggestions align with similar findings in the literature (Abbasi et al., 2023) and support the call for using social media as a promotional tool. The community's proposal to promote their tourist potential through digital platforms and collaborating with local authorities on voluntary projects encourages tangible steps towards contributing to sustainable tourism.

6. Conclusion and recommendations

This study investigates the role of cultural heritage in shaping sustainable tourism development in Istanbul's Kalkhedon region. It explores how cultural heritage influences sustainable tourism practices and contributes to the broader objectives of preserving the region's environmental, economic, and socio-cultural integrity. Participants emphasized that for sustainable tourism to succeed, a careful balance between environmental, cultural, and economic factors is essential. Specifically, the contributions of the local population to the tourism process have not only strengthened the region's cultural identity but also increased social cohesion, thereby solidifying the foundations of sustainable tourism. Additionally, the conscious contributions of local residents in preserving cultural heritage and taking environmental responsibility have helped increase the social impacts of sustainable tourism.

In conclusion, this study demonstrates that sustainable tourism is not limited to economic benefits; it also provides significant contributions in cultural, environmental, and social dimensions. The statements of the participants highlight that the success of sustainable tourism is based on the active participation of local people and the importance of preserving cultural heritage. These findings align with similar studies in literature, underscoring the critical role of local communities in the success of sustainable tourism strategies. Therefore, it is emphasized that local contributions should be prioritized in the development and implementation of sustainable tourism, and the preservation of cultural heritage must be a central focus.

In line with these findings, a series of recommendations have been developed for the successful implementation of sustainable tourism. Firstly, it is essential to educate and raise awareness among the local population regarding sustainable tourism. A community that understands the environmental and cultural impacts of tourism activities will be more likely to adhere to sustainability principles. Secondly, involving local residents in the tourism process is a crucial step in preserving cultural heritage and increasing environmental awareness. In this context, training local guides and tourism workers is of great importance in ensuring that the core principles of sustainable tourism are embraced. Additionally, tourism activities should contribute to the local economy by encouraging local businesses and supporting establishments that reflect cultural heritage.

Another recommendation is to strengthen local partnerships and community-based projects. Local residents can promote tourism potential through digital platforms, contributing to sustainable tourism. In this regard, the effective use of social media and digital marketing strategies plays a significant role in increasing the region's national and international visibility. Moreover, it is recommended that local governments and relevant stakeholders collaborate to enhance monitoring for the protection of historical and cultural heritage and to expedite the restoration of old buildings. Finally, it is emphasized that sustainable tourism strategies should address not only environmental but also cultural and economic dimensions. To ensure the success of sustainable tourism, policies that encourage local participation and take concrete steps to preserve cultural heritage must be implemented.

7. Limitations

The primary objective of this study was to investigate the impact of cultural heritage in fostering sustainable tourism, with an emphasis on the residents of Kalkhedon, whose lineage traces back to ancient times. The adoption of a phenomenological approach in qualitative research and the implementation of in-depth interviews yielded significant data regarding residents' perceptions, which are essential for ensuring that cultural heritage contributes to sustainable tourism development in a historically significant destination. Although thematic saturation was achieved with data from nine participants, further interviews could have yielded more nuanced outcomes, enhancing the generalizability of the findings. Secondly, employing a qualitative-based study facilitated the acquisition of comprehensive insights; nevertheless, it constrained the capacity to quantify the causal relationship regarding the impact of cultural heritage preservation on the establishment of sustainable tourism development. Ultimately, the execution of in-depth interviews may have resulted in a lack of impartial insights owing to the destination's historical and cultural affiliations.

Ethics Committee Permission/Etik Kurul İzni:

This study, titled "The Impact of Intangible Cultural Heritage on the Formation of Sustainable Destination Image: The Case of Istanbul Kalkhedon", has received ethical approval from the Kapadokya University Ethics Committee (Decision No: E-64577500-050.99-60856, Date: 16.11.2023).

Bu çalışma Kapadokya Üniversitesi Yayın Etik Kurulu tarafından 16 Kasım 2023 Tarih ve E-64577500-050.99-60856 Karar No ile etik kurul izni alınarak yapılmıştır.

Conflict of Interest/ Çıkar Çatışması:

Yazarlar, kendileri ve/veya diğer üçüncü kişi ve kurumlarla çıkar çatışmasının olmadığını beyan eder.

The author declares that there is no conflict of interest with any individual, organization, or institution.

Authors' contribution/ Yazar katkısı:

Idea/Concept – E.D.A.,A.Y.; Design and Design – E.D.A.,A.Y.; Auditing/Consultancy – E.D.A.,A.Y.; Sources – N.E.D.A.,A.Y.; Data Collection and/or Processing; E.D.A.,A.Y.; Analysis and/or Interpretation – E.D.A.,A.Y.; Literature Review - E.D.A.,A.Y.; Writing E.D.A.,A.Y.; Critical Review E.D.A.,A.Y.

Fikir/Kavram – E.D.A.,A.Y.; Tasarım ve Dizayn – E.D.A.,A.Y.; Denetleme/Danışmanlık – E.D.A.,A.Y.; Kaynaklar – E.D.A.,A.Y.; Veri Toplama ve/veya İşleme – E.D.A.,A.Y.; Analiz ve/veya Yorum – E.D.A.,A.Y.; Literatür Taraması – E.D.A.,A.Y.; Yazı Yazan – E.D.A.,A.Y.; Eleştirel İnceleme – E.D.A.,A.Y.

Financial Support/ Proje Desteği:

The authors declared that they did not receive any financial support for this study.

Yazarlar, bu çalışma için herhangi bir finansal destek almadığını beyan etmiştir.

References

- Abbasi, A. Z., Tsiotsou, R. H., Hussain, K., Rather, R. A., & Ting, D. H. (2023). Investigating the impact of social media images' value, consumer engagement, and involvement on eWOM of a tourism destination: A transmittal mediation approach. *Journal of Retailing and Consumer Services*, 71, 103268. <https://doi.org/10.1016/j.jretconser.2022.103231>
- Abubakar, A. M., & Ilkan, M. (2016). Impact of online WOM on destination trust and intention to travel: A medical tourism perspective. *Journal of Destination Marketing & Management*, 5(3), 192-201. <https://doi.org/10.1016/j.jdmm.2015.12.005>
- Acielma, B., & Güngör, Ş. (2021). Kültürel mirasın korunması ve turizm ilişkisi bağlamında Altınköy Açık Hava Müzesi. *Kültürel Miras Araştırmaları*, 2(2), 72-77.
- Akbaş, F. (2020). Sürdürülebilir Turizm Perspektifinden Kültürel Miras Turizminin Sardes Antik Kenti Özelinde Değerlendirilmesi. *Kafdağı*, 5(1), 121-138.
- Akdağ, G., & Üzülmüş, M. (2017). Sürdürülebilir gastronomi turizmi kapsamında otantik yiyeceklerle yönelik bir inceleme. *Journal of Tourism and Gastronomy Studies*, 5(2), 301-309. <https://doi.org/10.21325/jotags.2017.132>
- Akinci, Z., & Helinc, Z. (2010). Sürdürülebilir kalkınma ve turizm: Otantik Yörük Kültür Köyü Projesi. *Akdeniz Sanat*, 3(6).
- Akova, İ. (2018). Coğrafya ve turizm. In Ö. Sertkaya Doğan & E. Duran (Eds.), *Türkiye turizm coğrafyası* (pp. 165-198). Paradigma Akademi. <https://doi.org/10.14527/9786052414767.12>
- Albayrak, A. (2011). Türk Turizminde sürdürülebilir rekabet avantajı elde etmenin ön koşulu: ülke imajı. 12. Ulusal Turizm Kongresi, 42.
- Avrami, E. (2016). Making historic preservation sustainable. *Journal of the American Planning Association*, 82(2), 104-112. <https://doi.org/10.1080/01944363.2015.1126196>
- Bachleitner, R., & Zins, A. H. (1999). Cultural tourism in rural communities: The residents' perspective. *Journal of Business Research*, 44(3), 199-209. [https://doi.org/10.1016/S0148-2963\(97\)00201-4](https://doi.org/10.1016/S0148-2963(97)00201-4)
- Baloglu, S., & Brinberg, D. (1997). Affective images of tourism destinations. *Journal of Travel Research*, 35(4), 11-15. <https://doi.org/10.1177/004728759703500402>
- Baloglu, S., & Mangaloglu, M. (2001). Tourism destination images of Turkey, Egypt, Greece, and Italy as perceived by US-based tour operators and travel agents. *Tourism Management*, 22, 1-9. [https://doi.org/10.1016/S0261-5177\(00\)00030-3](https://doi.org/10.1016/S0261-5177(00)00030-3)
- Baloglu, S., & McCleary, K. W. (1999). U.S. International travelers' images of four Mediterranean destinations: A comparison of visitors and nonvisitors. *Journal of Travel Research*, 38, 144-152. <https://doi.org/10.1177/004728759903800207>
- Beerli, A., & Martin, J. D. (2004). Factors influencing destination image. *Annals of Tourism Research*, 31(3), 657-681. <https://doi.org/10.1016/j.annals.2004.01.010>
- Birinci, S., Kaymaz, Ç. K., & Camci, A. (2018). Göbekli Tepe'nin arkeolojik turizm potansiyelinin değerlendirilmesi (Şanlıurfa). *Atatürk Üniversitesi Sosyal Bilimler Enstitüsü Dergisi*, 22(3), 1351-1367.
- Braun, V., & Clarke, V. (2022). Conceptual and design thinking for thematic analysis. *Qualitative Psychology*, 9(1), 3-26. <https://doi.org/10.1037/qap0000196>
- Cebeci, Ö. F., & Çakılcıoğlu, M. (2002). Kültürel sürdürülebilirlik. 10. Ulusal Bölge Bilimi/Bölge Planlama Kongresi, 17-18 Ekim 2002, İstanbul.
- Chen, C. F., & Phou, S. (2013). A closer look at destination: Image, personality, relationship and loyalty. *Tourism Management*, 36, 269-278. <https://doi.org/10.1016/j.tourman.2012.11.015>
- Chen, R., Zhou, Z., Zhan, G., & Zhou, N. (2020). The impact of destination brand authenticity and destination brand self-congruence on tourist loyalty: The mediating role of destination brand engagement. *Journal of Destination Marketing & Management*, 15, 100402. <https://doi.org/10.1016/j.jdmm.2019.100402>
- Choi, H., & Murray, I. (2010). Resident attitudes toward sustainable community tourism. *Journal of Sustainable Tourism*, 18(4), 575-594. <https://doi.org/10.1080/09669580903524852>
- Cresswell, J. (2013). *Qualitative inquiry & Research design: Choosing among five approaches*.
- Creswell, J. W. (2020). *Nitel araştırma yöntemleri: Beş yaklaşıma göre nitel araştırma ve araştırma deseni* (M. Bütün & S. B. Demir, Çev. Ed.). Siyasal Kitabevi.
- Crompton, J. (1979). An assessment of the image of Mexico as a vacation destination and the influence of geographical location upon that image. *Journal of Travel Research*, 17(4), 18-23. <https://doi.org/10.1177/004728757901700404>
- Çalık, İ., & Ödemiş, M. (2018). Gümüşhane ilinin somut olmayan kültürel miras değerlerinin sürdürülebilir turizm çerçevesinde incelenmesine yönelik nitel bir araştırma. *Akdeniz Üniversitesi İnsani Bilimler Dergisi*, 8(2), 233-249. <https://doi.org/10.13114/MJH.2018.419>
- Çelikkana, N. (2015). *Yerel Halkın Turizme Bakış Açısı: Bodrum İlçesi örneği* [Yüksek Lisans Tezi]. Gazi Üniversitesi.
- Durusoy, (2003). Geçmişten geleceğe bir yol olarak kültürel rota. *TMMOB Şehir Plancıları Odası Haber Bülteni*, 223.
- Dülgaroglu, O. (2021). Turizmde dijitalleşme: Akıllı turizm uygulamaları, dijital turizm ve turizm 4.0. *Turizm ve İşletmecilik Dergisi*, 2(1), 1-15. <https://doi.org/10.29329/jtm.2021.421.1>
- Ekerim, F., & Tanrısever, C. (2020). Türkiye gastronomi festivalleri ve haritalandırılması. *Journal of Tourism & Gastronomy Studies*, 8(3), 2277-2297. <https://doi.org/10.21325/jotags.2020.660>
- Garrod, B., & Fyall, A. (1998). Beyond the rhetoric of sustainable tourism? *Tourism management*, 19(3), 199-212. *Journal of Travel Research*, 50(5), 471-481. [https://doi.org/10.1016/S0261-5177\(98\)00013-2](https://doi.org/10.1016/S0261-5177(98)00013-2)
- Gartner, W., & Ruzier, M. (2011). Tourism destination brand equity dimensions: Renewal versus repeat market. *Journal of Travel Research*, 50(5), 471-481. <https://doi.org/10.1177/0047287510379157>
- Gupta, S., Pansari, A., & Kumar, V. (2018). Global customer engagement. *Journal of International Marketing*, 26(1), 4-29. <https://doi.org/10.1509/jim.17.0091>
- Jusoh, A., Sauman, Y., Nayan, N., & Ramli, Z. (2017). Archaeotourism and its attractiveness in the context of heritage tourism in Malaysia. *International Journal of Academic Research in Business and Social Sciences*, 7(4), 1162-1174. <https://doi.org/10.6007/IJARBS/v7-i4/2923>
- Keller, K. (2013). *Strategic brand management: Building, measuring, and managing brand equity* (4th ed.). Pearson.
- Kınacı, B., Pehlivan, N., Albuz, N., & Seyhan, G. (2011). *Turizm çeşitleri ve çevre*. In B. Kınacı (Ed.), *Turizm ve çevre (çevre koruma)* (pp.47-77). Pegem Akademi.
- Kladou, S., & Kehagias, J. (2014). Assessing destination brand equity: An integrated approach. *Journal of Destination Marketing & Management*, 3(1), 2- 10. <https://doi.org/10.1016/j.jdmm.2013.11.002>
- Koç, Z. (2008). *Taşınmaz kültürel miras yönetimi ve mali teşvikler*. İstanbul Ticaret Odası Yayınları.

- Kotler, P., & Keller, K. (2012). *Marketing management* (14th ed.). Prentice Hall.
- Lee, S. W., & Xue, K. (2020). A model of destination loyalty: Integrating destination image and sustainable tourism. *Asia Pacific Journal of Tourism Research*, 25(4), 393-408. <https://doi.org/10.1080/10941665.2020.1713185>
- Leiper, N. (1981). Towards a cohesive curriculum tourism: The case for a distinct discipline. *Annals of tourism Research*, 8(1), 69-84. [https://doi.org/10.1016/0160-7383\(81\)90068-2](https://doi.org/10.1016/0160-7383(81)90068-2)
- Lockwood, M., Worboys, G., & Kothari, A. (Eds.). (2012). *Managing protected areas: A global guide*. Taylor & Francis. <https://doi.org/10.4324/9781849771900>
- Lozano-Oyola, M., Blancas, F. J., González, M., & Caballero, R. (2012). Sustainable tourism indicators as planning tools in cultural destinations. *Ecological indicators*, 18, 659-675. <https://doi.org/10.1016/j.ecolind.2012.01.014>
- McGehee, G. N., Murphy, L., & Uysal, M. (1996). The Australian international pleasure travel market: Motivations from a gendered perspective. *The Journal of Tourism Studies*, 7(1), 45-57.
- McIntyre, G. (1993). *Sustainable tourism development: Guide for local planners*.
- McKercher, B., & Du Cross, H. (2002). *Cultural tourism: The partnership between tourism and cultural heritage management*. Routledge.
- Meeprom, S., & Fakfare, P. (2021). Unpacking the role of self-congruence, attendee engagement and emotional attachment in cultural events. *International Journal of Event and Festival Management*, 12(4), 399-417. <https://doi.org/10.1108/IJEFM-02-2021-0018>
- Morgan, D. (2008). Probability sampling. In L. M. Given (Ed.), *The SAGE encyclopedia of qualitative research methods* (pp. 681). SAGE Publications.
- Neuman, W. L. (2014). *Social Research Methods: Qualitative and Quantitative Approaches* (7th ed.). Pearson Education Limited.
- Okuyucu, A. (2011). Osmaneli ilçe merkezinde kültürel mirasın korunması ve turizm amaçlı kullanımına yönelik bir araştırma [Yüksek lisans tezi, Ankara Üniversitesi]. YÖK Ulusal Tez Merkezi. <https://tez.yok.gov.tr/UlusalTezMerkezi/>
- Özbey, F. R. (2002). Küreselleşme sürecinde sürdürülebilir turizm kalkınması. *Anadolu Üniversitesi İİBF Dergisi*, 8(1).
- Özmehmet, E. (2008). Dünyada ve Türkiye sürdürülebilir kalkınma yaklaşımları. *Yaşar Üniversitesi E-Dergisi*, 3(12), 1853-1876.
- Pekerşen, Y., Güneş, E., & Seçuk, B. (2019). Kültürel miras turizmi değerlerinin korunması ve sürdürülebilirliği kapsamında yerel halkın tutumu: Cumalıkızık örneği. *Türk Turizm Araştırmaları Dergisi*, 3(3), 350-368. <https://doi.org/10.26677/TR1010.2019.166>
- Prayag, G., & Ryan, C. (2011). Antecedents of tourists' loyalty to Mauritius: The role and influence of destination image, place attachment, personal involvement, and satisfaction. *Journal of Travel Research*, 51(3), 342-356. <https://doi.org/10.1177/0047287511410321>
- Rao, X., Qiu, H., Morrison, A. M., & Wei, W. (2022). Extending the theory of planned behavior with the self-congruity theory to predict tourists' proenvironmental behavioral intentions: A two-case study of heritage tourism. *Land*, 11(11). <https://doi.org/10.3390/land1112069>
- Şegota, T., Chen, N., & Golja, T. (2022). The impact of self-congruity and evaluation of the place on WOM: Perspectives of tourism destination residents. *Journal of Travel Research*, 61(4), 800-817. <https://doi.org/10.1177/00472875211008237>
- Šimková, E., & Holzner, J. (2014). Motivation of Tourism Participants. *Procedia-Social and Behavioral Sciences*, 159, 660-664. <https://doi.org/10.1016/j.sbspro.2014.12.455>
- Smith, L. (2006). *Uses of Heritage* (1st ed.). Routledge. <https://doi.org/10.4324/9780203602263>
- Sonmez, S., & Sirakaya, E. (2002). A distorted destination image? The case of Turkey. *Journal of Travel Research*, 41(2), 185-196. <https://doi.org/10.1177/004728702237418>
- Srivastava, S. (2015). Archaeotourism: An approach to heritage conservation and area development: Case analysis of Badoli temples. *Global Journal of Engineering, Science & Social Science Studies*, 1(2), 31-42.
- Sundler, A. J., Lindberg, E., Nilsson, C., & Palmér, L. (2019). Qualitative thematic analysis based on descriptive phenomenology. *Nursing Open*, 6(3), 733-739. <https://doi.org/10.1002/nop.2.275>
- Şahin, İ., & Güzel, Ö. (2017). Turist rehberliğinde duygusal zekâ. In Ö. Güzel, V. Altıntaş, & İ. Şahin (Eds.), *Turist Rehberliği Araştırmaları: Öngörüler ve uygulamalar* (pp. 161-196). Detay Yayıncılık.
- Tasci, A. D., & Gartner, W. C. (2007). Destination image and its functional relationships. *Journal of Travel Research*, 45(4), 413-425. <https://doi.org/10.1177/0047287507299569>
- Toka, Ş. M. (2008). *Tarihi çevrelerin sürdürülebilirliği: Isparta Çayönü örneği* [Yüksek lisans tezi, Süleyman Demirel Üniversitesi]. YÖK Ulusal Tez Merkezi. <https://tez.yok.gov.tr/UlusalTezMerkezi/>
- Troell, J., Bruch, C., Cassar, A., & Schang, S. (2005). Enhancing participation and governance in water resources management: Conventional approaches and information technology. In L. Jansky & J. I. Uitto (Eds.), *Enhancing participation and governance in water resources management* (pp. n.a.). United Nations University Press.
- Tse, D. K., & Wilton, P. C. (1988). Models of consumer satisfaction formation: An extension. *Journal of Marketing Research*, 25(2), 204-212. <https://doi.org/10.1177/002224378802500209>
- Wurz, S., & Van der Merwe, J. H. (2005). Gauging site sensitivity for sustainable archaeotourism in the Western Cape Province of South Africa. *The South African Archaeological Bulletin*, 10-19.
- Yaman Kocadağlı, A. (2018). Cities in a changing world: Urban tourism. In E. Duran & Ö. Sertkaya Doğan (Eds.), *Tourism Geography of Turkey* (pp. 67-97). Paradigma Akademi.
- Yeşilyurt, B., & Kurnaz, A. (2021). Somut olmayan kültürel miras listesine gastronomik bir bakış. In *2nd International Congress of New Generations and New Trends in Tourism* (pp. 27-28). Sakarya Üniversitesi.
- Yıldırım, A., & Şimşek, H. (2016). *Sosyal bilimlerde nitel araştırma yöntemleri*. Seçkin Yayıncılık.
- Yoon, Y., & Uysal, M. (2005). An examination of the effects of motivation and satisfaction on destination loyalty: A structural model. *Tourism Management*, 26(1), 45-56. <https://doi.org/10.1016/j.tourman.2003.08.016>
- Yuce, A. (2023). Digital twins and sustainable developments in the tourism and hospitality industry. In *Handbook of research on applications of AI, digital twin, and internet of things for sustainable development* (pp. 461-472). IGI Global. <https://doi.org/10.4018/978-1-6684-6821-0.ch027>
- Zhang, H., Fu, X., Cai, L., & Lu, L. (2014). Destination image and tourist loyalty: A metaanalysis. *Tourism Management*, 40, 213-223. <https://doi.org/10.1016/j.tourman.2013.06.006>