

## Sustainable tourism community: A case study of Istanbul

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### ABSTRACT

**Keywords:**  
Sustainability,  
Community,  
Tourism industry.

Considering the changes in the demands and needs of tourism community, sustainability is the most significant and essential guide who leads to diverse changes worldwide. Mindful of environmental, economic, cultural, and social changes worldwide, tourism community is a concept and also a fact that has a diverse range of impacts on locality and thence city life. Related to tourism, tourism is able to be seen as a relationship of three bottom lines between resource, production, and consumption. As a result of not only correlation to economic vitality due to new tourism marketing, but also development of communication and transportation, the world has literally become a local region. Not only a rapidly growing number of tourists but also a growing demand of consumption from society living in cities is one of the reasons why there is an increase in competition for resources citywide. This report will explain a combination of challenges of tourism development and restructuring of sustainable tourism community, which is involved in a new economic, social, cultural, and environmental pattern to understand the impacts of tourism with examining city of Istanbul as a case study.

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### 1. Introduction

As tourism grows as part of regional and national economies, many places from cities to rural areas have promoted tourism as a means of economic development and prosperity. However, crowded tourism also raises concerns about sustainability. Tourists can increase undesired cultural, economic and environmental damage; disrupt local real estate markets; cause pollution and over-development; and turn local cultures into commodities. It is possible for tourism to make a profit without harming local and global communities. While social scientists have been critical of the concept of community for a long time, the concept of community has gained popularity in the discourse of tourism planning and development. However, one of the reasons for preventing the success of community-based tourism (CBT) programs is that organizers do not see the local community with the tourist community included in the concept of community. As expected, this new idea, the Tourism Community, can be used wisely in tourism marketing. Due to the communication power of tourism, the representation of destinations has

direct and potentially significant effects on people who are presented, represented and misrepresented and (sub) groups that do not have such representations.

A community participation approach has long been advocated as an integral part of sustainable tourism development. The approach is expected to increase the carrying capacity of a community by reducing the negative effects of tourism and increasing its positive effects. Participation is not only to distribute material resources more efficiently and fairly, but also to transform the information sharing and learning process into the service of people. We can define the purpose of participation as redistribution of power. Thus, the sustainable tourism community can ensure the redistribution of tourism benefits and costs. In the context of tourism planning, the concept of sustainable tourism community includes tourism of all communities (tourists, global tourism organizations and companies, local government officials, local citizens, architects, developers, businessmen and planners).

### Research Paper

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The image of tourism is based not only on the local community, however, on the assets of the natural environment, infrastructure, facilities and local community, including special events or festivals. Therefore, the collaboration of the host community is necessary to properly access and develop these assets. Public participation is a driving force to protect the natural environment and culture of local communities as tourism products, but also promotes more tourism-related income. However, since the tourism industry is sensitive to both internal and external forces, many tourism development plans are often partially implemented or not implemented at all. Besides, even those that have been fully implemented are not always sustainable. Therefore, all plans should be linked to the overall socio-economic development of both tourism communities in order to increase the feasibility and life of the projects. Therefore, this study reviews the basic theories used to discuss the participation of a joint community of two different combinations: sustainable tourism community, tourism and local communities, including redistribution of power, cooperation processes and social capital creation. This theory forms the basis for defining a community-based tourism (CBT) model. The author examines Istanbul with a case study to evaluate the actual level of participation of this model in a study area.

Tourism has become the logical outcome of the global nature of capitalism in many ways as an environmental end game. Governments managing newly emerging economies force their citizens living in touristic areas to migrate from where they live in order to gain a place in the global tourism market. This reveals a new concept of refugee: the tourism refugee. The spread of tourism habitat means protecting myriad economic, ecological, social and political process with neoliberal engagement. This process, which we can call neoliberal conservation, is performed for the privileged part of the world population, which is the living condition created by the capitalist civilization (Mostafanezhad et al., 2016: p. 1). To end this unfair approach does not mean to end tourism activities. On the contrary, a tourism market to be built by including the local community is possible. Sustainable and community-based tourism proves to us that mass tourism is possible without hindering nature, culture and social life. Facilitation of tourism can be realized especially with the panoply of political forms (Douglas, 2014: p. 12).

Local communities are developed with tourism, utilizing their resources. These resources may include cultural and natural assets and tangible and intangible heritage. These resources were actually in place before tourism activities and they did not exist for tourism activities. It would be somewhat different by type of tourism and / or community; however, tourism does not require extensive economic or capital investment, except for large-scale infrastructure such as airports. Hence forth, developing states consider tourism as foreign exchange gains. World Heritage Sites can actually be used to develop communities. Economic, socio-cultural, environmental and behavioural impacts of these touristic sites should be carefully brought to tourism in sustainable ways. In many places, tourism can work as a community development tool. Tourism can have an important meaning especially for local communities in rural or isolated areas. For some areas, tourism is the only industry they can foster for their economic development. On the other hand, tourism can also become an alternative, new and main industry for places where traditional industries have been declining. Tourism can be used as a tool for local communities to benefit from the positive change of rural or urban areas (Jimura, 2019: p.67).

Gross National Product shows that any output produced in their country is important. Tourism is an important economic output for countries established as distant islands or small or underdeveloped countries. 40.9% of the GNP of these countries consists of tourism revenues. Therefore, the importance of local governments and local communities is emphasized for tourism activities. Revenues of local governments from tourism of local communities vary depending on various factors. Some of these factors are the number of tourists staying in the touristic area, the duration of the trips, the amount of spending per tourist, and the amount of spending in local conditions. However, while the economic gain of local residents from tourism revenues is indirect, it is observed that local communities are difficult to experience the opinion that they are financially effective. As a matter of fact, the fact that central governments or local governments have increased their income from tourism does not require local residents to gain income from tourism or an increase in their income (Jimura, 2019: p. 82). With the development of the tourism industry, governments generate employment. Tourism is a preferred alternative for job creation in regions where some types of industry have declined.

Tourism is therefore trigger the inflow of people to a tourist destination. Touristic cities or regions, whose population is increasing and whose social structure is diversified, can therefore create new employment areas. Therefore, positive change is not limited to the tourism industry. Furthermore, tourism can also protect existing employment opportunities in the tourism and relevant industries. Besides, tourism provides young people and/or women in traditional societies with employment opportunities (Jimura, 2019: p. 83). However, the number of tourists increases as the tourism industry develops, and this development can cause inflation and increase the cost of living for local residents. This issue can affect the price of property, daily goods and services, all of which are important for local people's daily lives. The main cause of this phenomenon is that the level of demand for these products can increase because of the influx of people and businesses from outside local communities. Especially the developments in the real estate market cause quite challenging living conditions for the local community. A very high demand for property is observed in popular tourist destinations, although tourism is not the only reason for inflation and increase in the cost of living. Local inhabitants are deprived of affordable housing especially in tourism cities where the building stock is not sufficient and the transportation infrastructure is not developed (Jimura, 2019: p. 84).

Tourism can encourage overcrowding and local residents may feel threatened by this development. The presence of a large number of foreigners can lead to the invasion of the privacy of the local people. This flow of visitors can also trigger various jams, such as traffic jams. Noise pollution and parking problems are also socio-cultural issues that can be worsened by tourism. The parking and driving system is one of the best ways to reduce traffic congestion and has been adopted by many attractions. Tourism can cause local population growth. The above factors can cause changes in the social structure of local communities, including social polarization. Social polarization refers to an increase in the uneven distribution of wealth. However, the unsustainable development of tourism can lead to this increase or advance. Tourism can also increase solidarity among local residents. The sense of community is very effective in strengthening the harmony of their behaviour towards becoming a tourism community of a local community accompanied by events or festivals (Jimura, 2019: p. 97). The main types of environmental impacts of tourism related to

tourism destination development encompass inappropriate development, loss of habitat, extinction of species, pollution and loss of spirit. Concerning inappropriate development, an extensive development of resort complexes with high density can instigate serious negative environmental impacts on flora and fauna. Especially, trekking tourism is a painful business for local communities and their natural environment. Deforestation is one of the major issues in the local natural environment where trekking tourism occurs. A lot of litter is landfilled locally and this can trigger soil pollution. (Holden, 2016: p. 116).

Most tourist destinations are also local peoples' places of residence. Hence, their life must come first and the necessity to sustain their life must be secured. Such basic infrastructure for local residents includes water, electricity and gas. Hence, it must be remembered that, originally, these basic services were provided to satisfy the needs of local communities, and tourism does not always guarantee further development of such infrastructure. If tourism develops without extra investment in such basic infrastructure, there is competition between local residents and visitors for limited facilities and services. This problem occurs in developed countries as well as in less-developed countries (LDCs). Tourism development also requires infrastructure for local communities and visitors, including transport infrastructure and services, attractions, restaurants and cafes. Transport is essential for tourism. Moreover, transport infrastructure and services affect the attractiveness of a tourist destination. Parking spaces are also required to accommodate privately owned and rented cars used by local residents and visitors, although many tourist destinations encourage visitors to come by public transport to realize tourism in a sustainable manner (Jimura, 2019: p. 117).

The need to change cultural practices for presentation and sale to tourism interests was a commonly cited problem. When the reports from local communities are analysed, it is seen that the control regarding cultural changes is out of the local authorities. Therefore, among the effects of tourism complained by local residents, there is an inability to change culture. The use of certain images of local people and their culture to promote regions resulted in residents being trapped in certain lifestyles in order to meet tourist expectations. The patterns of employment associated with tourism also had negative impacts

on destination cultures. Due to the changing cultural social structure, traditional activities have become obsolete. In particular, young people have gradually moved away from local culture values as they adapt to changing culture faster (Moscardo, 2008: p. 3). In particular, the bonds established between tradition and nature are weakening gradually. In addition to the damage caused by tourism, local residents, which keep pace with the changing lifestyle due to new cultural values, have become harmful to nature. Hence forth, the role of ecotourism within the sustainable tourism concept and the role of interpretation in ecotourism are sustainability, with its fundamental concerns including environmental degradation, impact on local communities and the need for high-quality tourism management. Although ecotourism involves the natural environment, it is differentiated from nature-based tourism by the characteristic that it contributes to conservation. The primary motivation of ecotourists is education. Through education, the local community understands how it can live without harming nature and tourist structures at the centre of tourism. In addition, tourists are obliged to adapt to these living conditions as they perform their services sustainably (Moscardo, 2008: p. 93).

## 2. LITERATURE REVIEW

### *Tourism Community Stakeholders*

Tourism is one of the global industry's most precious resources, not only because it provides space for commodification and consumption, but because it provides many of the resources required to enable rising flows of seasonal and permanent lifestyle for both almost every culture and individual. Tourism is also essential to support the life of individuals to the ultimate freedom and luxury while it is a global social phenomenon contributed to increasing green and sustainable network worldwide. However, at the prevailing view lies the belief that tourism analysis is able to compromise the combination of interdisciplinary and multidisciplinary through its emerging conscious that construe to each change among interconnected economic, social, and environmental changes worldwide (Mathieson and Wall, 1992: p. 1; Burns, 1995: p. 9; Meethan, 2001: p. 4; Shaw and Williams, 2004: p. 76). In this context, tourism is able to be described as "Tourism activity that engages local community interests in a meaningful partnership with the tourism industry to construct a destination product that is appropriate from a local business, societal and environmental perspective (Murphy, P. and Murphy, A., 2004: p. 7)."

As an emerging niches market of tourism industry, according to WTO tourist is "a visitor who travels either internationally, by crossing an international border, or domestically by travelling within her/his own country. In both cases the visitor travels to a place other than her/his usual (home) environment, is away from home for at least one night and the purpose of the visit is not paid for by the place visited. Tourists that stay for a few hours but not overnight are called excursionists" (cited in Murphy, P. and Murphy, A., 2004: p. 12). In order to able to describe tourist through its current appearance into globe, 'purpose of trip', 'residence of the traveller' and 'length of stay' are significant and considerable measures (Mathieson and Wall, 1992: p. 37; Murphy, P. and Murphy, A., 2004: p. 12). Tourist seems likely related that mobilisation, relaxation and safety, consumption, leisure conditions and an experience of being different places. In addition, the characteristics of the interacting groups or individuals and the conditions of place where homes the communication are the major factors for reconstructing a relationship between tourist and host globally (Mathieson and Wall, 1992: p. 135). According to this view, redefinition of tourist by WTO (UNWTO, 1995) is that "travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes."

Matthew (cited in Murphy, P. and Murphy, A., 2004: p. 15) asserts that "Community comes from the word communion, to share a common task together. And it's in the sharing of that task that people do bigger things than they knew were capable of. Then there is really something to celebrate." Besides, Dalton (cited in Murphy, P. and Murphy, A., 2004: p. 16) described that "Interest in community is based on the practical grounds that people increasingly are coming together to identify their needs and through cooperative action improve their social and physical environment." In addition to this, Warren (cited in Murphy, P. and Murphy, A., 2004: p. 17) states that "...an aggregation of people competing for space. The shape of the community, as well as its activities is characterized by differential use of space and by various processes according to which one type of people and/or type of social function succeeds another in the ebb and flow of structural change in a competitive situation." With respect to the emerging tourism community, it reflects a strong sense of belonging together and wanting to preserve and enhance the home territory. Such feelings are synonymous with smaller sized

communities and could be equated with localised destination areas. The tourism within these communities is likely to include a combination of international tourists, domestic tourists and excursionists (Murphy, P. and Murphy, A., 2004: p. 14-18, 24-26, 287). The relevance of these definitions and also a many of others to community tourism is derived from its being based on social, cultural, historical, economic, and environmental principles that conceptualise change as an outcome of competition (Murphy, 1985: p. 131-133; Mathieson and Wall, 1992: p. 137,141,154,161; Choi and Murray, 2009; Koutsouris, 2009). Communities have shaped in relation between mobility which compromises goods, information, services, and financial transactions are all mobile over space, as are people. Meanwhile, despite the developmental models require self-interest, intensity, and diversity within communities, the notions is able to turn community spirit which encompasses each stakeholder of tourism in order to create desirable destinations (Burns, 1995: p. 9, 41; Mathieson and Wall, 1992: p. 141, Shaw and Williams, 2004: p. 2,283; Getz and Timur, 2009).

Tourism industry is one of the global forces that are shaping the socio-economic and environmental relations worldwide. Tourism industry not only enhances usage of place for users and visitors and also creates more appropriate spaces for a diverse range of providers and other sectors of the economy. Tourism is also of the largest and fastest growing global industries by economic measure including gross output, value added, employment, capital investment and tax contributions. The combination of global, national, local and other tourist-related bodies that make returns on investment and aid in remedying economic challenges is to support and promote the tourism industry (Mathieson and Wall, 1992: p. 183; Shaw and Williams, 2004: p. 4, 11, 224). Considering the rapidly changing global tourism pattern for at least last three decades, worldwide international arrivals counted 1.4 billion in 2018. Tourism industry generated US\$ 1.7 trillion or close to US\$ 4.6 billion a day in 2018. Almost 30% of the world's exports of commercial services and 6% of overall exports of goods and services are accounted by tourism industry in 2018. In this context, Europe is to remain the strongest magnet for tourism with arrivals growth holding half of total arrivals whilst Asia and Africa has marked increase in international tourist receipts during the period between 2017 and 2018 with almost 5% for each. Correlated to a global export category, tourism ranks fourth after fuels, chemicals and automotive

products (UNWTO, 2019). Despite the advantages of providing international tourism data through leading origin and destination countries, in order to understand tourism growth and its impacts on globe and local, the data searching must be able to extend behind also rising domestic tourism (Mathieson and Wall, 1992: p. 1; Lockwood and Medlik, 2001: p. 4).

## 2.2. Urban age for Sustainable Tourism Community

The socio-spatial reorganisation of tourism community has had three different paradigms between 19th and 21st centuries including modernity, post-modernity, and currently globalisation through economic, social, cultural and political changes worldwide (Meethan, 2001). In Modernity, the differentiation between home and leisure has been described as a consequence of regulated production towards wage labour that organised around clock time. As a react of fragmentation, discontinuity and alienation in Modernity, the tourists meet to a new conceptualised tourism as 'sacred journey' and a form of 'secular pilgrimage' towards the utopian authentic against a dystopian vision of modernity in 'post industrial modernity'. As the postmodernism consolidated through urban areas relating to changing patterns of consumption, tourism became largely to dominate and structure new patterns of consumption based on cities and regions with its control of resources and trade routes (Meethan, 2001: p. 14-32; Bailey and Richardson, 2010). As a result of not only correlation to the revaluation of space due to commodification but also a reassertion of the locality, the world has literally become a local region for tourism. It is apparent that rapidly growing new forms of culture is a mixture of diverse components. Although there are argues that homogenised culture is appearance worldwide at now more than ever as a result of a loss of identity between local communities (Meethan, 2001: p. 5-36; OECD, 2009). In this context, "As globalisation involves increasing interconnectivity, increasing economic 'depth', and the extension of commodity relations, it may appear that the local is therefore being subsumed into a wider economic framework (Meethan, 2001: p. 40)."

One of the great introductory clichés of tourism studies is urbanisation. As a consequence of mass factory production and marked suburbanisation, increasing economies of scale, political activity through local government, and civic identity, and centralised social and leisure facilities were shaped

the pattern of space. Therefore, 'reimagining of the city' allowed considerable impacts on urbanisation through creation of new spaces of consumption as part of expansive series of changes in urban living (Meethan, 2001: p. 7-22). Moreover, as a result of the inevitable rebirth of a new urban style of life through heritage and urban conservation movements, a growing number of individuals have been obligated to move into central and inner city from their suburbs. It is able to emphasize that the consequence of gentrification related to new pattern of production and consumption, the dereliction of local community has emerging. In this process, old physical environment and community were restored to attract new urban life and also new economic production, tourism (Meethan, 2001: p. 20-22). "This can be seen in terms of gentrification and the revaluation of urban space, where the interpretation of problem areas into areas of opportunity changed both the economic and symbolic valuation of place. By the same time token, the developments of these new spaces of urban consumption contributed to a devaluation of the traditional resort areas (Meethan, 2001: p. 32)." It seems likely that re-urbanization, reflecting economic restructuring a global effort to improve living, working and leisure conditions in city centres. In addition, as previously mentioned, urban consumer and increasing visitor of cities is the major cause for regenerating globally integrated tourist-historic cities rather than local concerns (Ashworth and Tunbridge, 1990: p. 264; Meethan, 2001: p. 22; EC, 2000). On the one hand, in terms of 'tourist gaze', the creation of representations and symbols encompass not only for central importance to tourist industry, but also for the new urban destinations. On the other hand, in order to supply global and regenerated cities to be confirmed by experience, understanding of tourism is able to reveal and design by travel writing, TV programmes, and online world (Meethan, 2001; Urry, 2002).

And therefore, Meethan (2001: p. 37) asserts that "the development of tourist space means change at the level of lived experience for those whose space of home, or of work, is the space of leisure for others." It is able to be seen that "Local practices and local values shape responses to globalisation, but also help to shape globalisation (Shaw and Williams, 2004: p. 270)." However, not only sophisticated consumer with exaggerated expectations but also lower prices and transaction is one of the reasons why there is an increase in demand for places are made and remade through engagement with tourism but not local

communities yet (Lockwood and Medlik, 2001: p. 28; Meethan, 2001: p. 5-7; Shaw and Williams, 2004: p. 19). Related to this, 'the renaissance of tradition and reenchantment of place' is quickly replicated by urban areas towards "the concern for style, the stylization of life, the 'no rules only choices' slogan of the ever renewable lifestyle (Featherstone, 1990)" As a result of commodified aesthetic attributes of places, tourism has become major element of growth in the sites of leisure consumption where has reached a new intensity (Lefebvre, 1991: 32-34, 222; Meethan, 2001: p. 14-38). Correlated with these ideas, the production of tourist spaces is able to be seen as a dynamic process of commodification which has changing relationship between source, production, and consumption as a three bottom line that address local community to be survived (Meethan, 2001: p. 40; Bramwell, 2011). It is also a new system of communication requires both material and symbolic changes to delineate socio-economic positions and distinctions as the production has introduced with a combination of different styles including both different cultures and epochs and excluding local identity (Meethan, 2001: p. 7-29; OECD, 2006; Chhabra, 2008).

In fact, the culture and life style desired to be created is a fully planned community. "While cities have been planned for many years, it was during the early 20th century that the first so-called 'planned' communities were constructed, where an attempt was made to create a sense of place and *communitas* in an artificially constructed environment. Early attempts to create public housing 'communities' were dismal failures, with their consequences still being felt today in terms of the concrete ghettos they created. The first of these so-called modern community-creation movements is arguably the Garden City movement of Europe and the United Kingdom, followed by the post World War II New Town movement in the UK (Beeton, 2006: p. 6)."

Metropolises are the most important tourist destinations due to the diversity of resources they offer. Small but architectural or nature-specific towns may also be the sea of tourist consumerism. Towns and cities are actually much more interesting than the tourist is often allowed to appreciate. Tourists get in touch with the local community in towns and benefit their own personal development. Destination attributes, resource endowment and potential impact are the basis on which communities should pursue specific tourist types — ethnic, cultural, historic, environmental

and recreational, the first four being most controllable at this level (Richards and Hall, 2000: p. 102). Tourism also helps towns and cities to develop themselves. They improve their personal behaviour and diversify their landscape designs in order to increase the number of visitors and economic gain of the host community. These developments make the touristic cities more tolerant and safe. Consequently, tourism can positively promote a community to potential investors and residents as well as visitors. However, not all tourist images attract the desired type of resident or even reflect the community's self-image. When looking at developing communities through tourism, one of the most important elements is that of the image of the community in its target markets. However, it is important to acknowledge that if there is a conflict between the tourist's image and what they experience, they will most likely be dissatisfied. Hence, if the community's vision and goals do not change, the grassroots response will begin to occur due to the number of visitors lost (Chiu, 2014).

Since tourism is based on places visited and people, it cannot exist outside the community. For this reason, tourism and community are interdependent variables, any change that occurs in one affects the other. Therefore, tourism is important in indispensable value as a community development tool. Especially it is significant for rural and peripheral communities (Beeton, 2006: p. 16). Community Based Tourism (CBT) aims to create a more sustainable tourism industry, focusing on the host community in terms of planning and maintaining tourism development (Beeton, 2006: p. 50). CBT is an essential theory for the response tourism community for both host and visitor communities. CBT is vital for tourism's economic and technological development of the local community and for the visiting groups to have a happy and peaceful experience. Another theory is Corporate Social Responsibility (CSR). CSR is about adopting business practices based on ethical values and managing all aspects of the enterprise in terms of its impact on employees, shareholders, the environment and communities. CSR is one of the main approaches to achieve sustainable tourism development. The rapidly increasing number of visitors and increasing expectations from destination places are important for both local communities and financial institutions. Therefore, public-private partnership has been valued as of the twenty-first century in terms of sustainable tourism development. By developing public-private

partnerships between the community, local government, local businesses, tourism operators and private sector capital and intellectual property, such organizations are able to leverage the ethical benefits of tourism development in communities (Beeton, 2006: p. 195-7).

### 2.3. Sustainable Tourism Community

In terms of sustainable tourism community, pattern of sustainable development is required from not only local, urban, and national but also cross-border and macro regional territory to interact with tourism. The link between community and tourism has been applied most strongly in the areas of economic development, social planning, and urbanisation. "A sustainable society is one that can persist over generations, one that is farsseeing enough, flexible enough, and wise enough not to undermine either its physical or its social system of support (Meadows, 1992)." Such awareness of the local people by tourists and authorities is clearly one of the first principles of sustainable tourism. Mindful of the transformation of new global economy, integrated new policies, and the creation of a new familiar and global structure, globalisation is a concept and trigger to mass tourism in cities. A new established dominant pattern for mass tourism reflects not only the social division of the time including summer, month, week, weekend holidays and also day-trip towards the benefit of new infrastructures, but also the socio-economic division through spaces and places including seaside resorts, statutory holidays, and camps. A new leisure places is demarcated from the work habitat and defined physical and social space deliberately isolated from the surrounding environment and local communities for conspicuous consumption and the activities that could be pursued for its users, tourists (Meethan, 2001: p. 8-9, 11). "Tourism must travel to consume, and what they consume is their destination (Meethan, 2001: p. 15)." Given the complexities involved in between tourist and host communities, tourism is not able to lead the drive for solidarity and cultural cohesiveness among host community with a balanced concern for sustainable consumption and social stability in a commodified place where address production at same time consumption. Considering the competition of basic community resources including space on the road, in the open and public spaces and facilities including affordable housing rather than hotels or hostels, community centres, and public transit, residents have to face with visitors. The less localised and changed forms of consumer behaviour

that is shaped in urban locations. A significant problem the community faces today is that the local population is still struggling to survive in the symbolic boundaries created by the development of new consumption spaces between insiders and outsiders (Mathieson and Wall, 1992: p. 1; Meethan, 2001: p. 152; Murphy, P. and Murphy, A., 2004: p. 17). The appearance of new spaces which are generally compact and walkable are in micro locations is identifying the name of local communities as a result of a community or neighbourhood sentiment. Nevertheless, the same identifying is not evidence that for an integral aspect of cohesion between existing neighbourhoods and users to use new spaces mutually (Murphy, P. and Murphy, A., 2004: p. 17-23). There is immense inequality between individuals: as Nash (cited in Meethan, 2001: p. 57) states "What is a limit for one people is not necessarily a limit for another." The role of tour guides and other each partnership is vital to prevent division between front and back and therefore public and private or vice versa such as tourist and local ghettos (Meethan, 2001: p. 152-169; Jensen, 2010). In order to response to requirement of tourism community including interconnected and developed transport system, luxury or well facilitated hotels and hostels, and leisure activities which are resulted by high energy consumption and a large of greenhouse gases, cities perform to increase their infrastructure and global support facilities. In opposite this effort, in order to able to be sustainable tourist community and to minimise its consumption, the changes in consumer's profile including demographic shifts, technology, and time pressure must be aligning with the changes in host community's profile including changes in working patterns and modes of consumption in the hospitality industry through a range of measures such as zoning regulations, building codes and design standards with new green economy structure (Ashworth and Tunbridge, 1990: p. 53; Lockwood and Medlik, 2001: p. 30; Meethan, 2001: p. 83-136; Gracan, 2010; Blazevic and Zivadinov, 2010).

To take an advantage of the combination of community and business, the triple bottom line including host community, the tourists and the industry is able to make a breakthrough for an attainable and acceptable form of community tourism towards economic prosperity, environmental quality, and social equity (Mathieson and Wall, 1992: p. 186; Lockwood and Medlik, 2001: p. 70; Meethan, 2001: p. 58-59; Murphy, P. and Murphy, P., 2004: p. 28, 261). If

participation of locality is to be more than a globalised, standardised, and franchised initiatives, and if that local ownership are structured without emerging new local elites, consequently tourism development is able to be only really succeed (Meethan, 2001: p. 60-75). Elliot (Meethan, 2001: p. 121) asserts that "There has been a movement away from traditions and religious and other values and vigorous local communities have disappeared; others have become more materialistic, hedonistic with weaker family networks and community support systems." Changes to the culture can compromise its ability to provide cohesion that benefit residents. Although as tourism impacts on the community increases in reverse way, the community is not suitable to bridge growing gaps between local community and its identity (Meethan, 2001: p. 83-136).

As a result of social impacts of tourism, the cultural and economic distance between tourists and hosts is appeared increasingly. The quality of life of residents is able to be sustained with local socio-cultural events in the new space. Considering the acculturation theory that is driven by exchange process between tourists and hosts, while cultures are meeting with each other, stability of weaker culture is able to be promoted against the stronger culture to not face a mirror effect. As cultural drift happens in a temporary contact situation, influences are more visible and permanent in local society compared to tourist community (Murphy, 1985: p. 131-133; Mathieson and Wall, 1992: p. 137,141,154,161; Choi and Murray, 2009; Koutsouris, 2009). The cities are compounded form that has crisscrossed and telescoped by the interaction of residents through vitality, history, and services in order to bridge to its new global appearance. Tourism has generally resulted not only from destinations where is beautiful, vibrant, prosperous, and well serviced but because of locations which has well infrastructure, accessibility, and something special among its life circle (Murphy, P. and Murphy, A., 2004: p. 287; Choi and Murray, 2009).

Approaches and models created for tourism plans include sustainable development, system, community, integrated planning, comprehensive planning, flexibility and functional systems. Community Approach focuses on decentralization and emphasizes on democratization throughout gained significance when political power shifted from the central government to cities, towns, and neighbourhoods, thereby giving voice and



empowerment to local communities to address their own problems. The involvement of local residents in decision-making processes enhances the cooperation between the host community and the travel and tourism industry to advanced levels (Philips and Roberts, 2013: p. 3). More sustainable holistic tourism policy can plan Community-Based Tourism-Promotion Zones (CBTPZ, or CTZ for short) within tourist cities or in certain tourist areas. "CTZ, acting directly under the national government, would implement selective capital investments, land use, zoning, building and design regulations, and economic incentives to execute the vision. The proposed zones would allow special land uses, such as mixed-use areas and redevelopment where appropriate (Philips and Roberts, 2013: p. 137)."

As tourism becomes important in communities around the world, developing tourism sustainably has become a primary concern. Communities are a basic reason for tourists to travel, to experience the way of life and material products of different communities. Communities also shape the 'natural' landscapes, which many tourists consume. Communities are of course the source of tourists; however, the effects that certain places and social contexts cause during their visits shape the context of the host community's experiences. Sustaining the community/particular communities has therefore become an essential element of sustainable tourism. Tourism development, which is aimed to be realized without community sustainability, cannot be sustainable. (Richards and Hall, 2000: p. 1).

Increasing geographic and social mobility has weakened the concept of community by graying the boundaries of globalization and localization. It has become difficult to distinguish which one is the local community and which is the global visitor. The population of the cities has increased due to the tourist community. Since the natural and infrastructure resources of the city are also offered to the visitors, any blockages or deprivations that may occur should be prevented. Environmental, economic, political, technological, cultural and social considerations should be planned as holistic and sustainability in line with the understanding of place-based communities (Richards and Hall, 2000: p. 2-5)

### **3. METHOD**

In this article, in order to understand the sustainable tourism community planning theories and applications in depth, a literature research was conducted and a case study approach was

applied. Case study is particularly suited to study the dynamic process-oriented nature of collaborative planning processes. Case study research is inherently multidisciplinary and includes qualitative techniques for the discussion, observation and analysis of documents. During the case study, three main data collection methods were used in the study: administrative, planning and analysis of official documents and records and reports of informal national and international organizations; In-depth telephone and face-to-face interviews with experienced planners, researchers, university students and urban residents living in tourist venues and areas involved in sustainable tourism planning processes; observations to improve interpretation of interview findings. The first contacts for this article were established through London Metropolitan University. A total of 16 people were interviewed. The technique of interviews was semi-structured. Most of the interviews were started by asking three basic questions and then some broad questions about the nature of the changes of local communities living in the tourist area, the socio-economic and socio-cultural context of the change process, the background and involvement of the tourism planning process. Although an interview guide was used, the progress of the negotiations was released and the questions were open-ended. The interviews were held in the shops and workplaces of the participants, airport, and touristic centres or in places selected by the participants.

### **4. FINDINGS**

Istanbul is an ageless city as a result of its multiple historical, economic and social layers which connects ages, civilisations, and mobilities since almost 2,500 years. Related to Istanbul, Istanbul is a 'hinge city' where "is a city of migrants rather than immigrants, a place of location rather than a destination, a city of mobilities" according to Sennett (cited in LSECities, 2009: p. 13). Istanbul is lively, beautiful, busy, chaotic, romantic, historical and magnificent. As a city of more than 16 million people during the day, your location will really change the impression you have. In this big city built on two continents that transcend continents, people live, work and have fun at great distances. European side is for business but at the same time Asian side is for housing. People working for foreign and domestic large firms and organizations live on neighbourhood islands, which are formed by protected residences created in the centre of the city. In fact, special regions have been designed to live in remote suburbs, where small-scale cities are located in the surrounding areas of

Istanbul and where these privileged employees go and go in the city centre daily. Like these high-income and high-income people, low-income urban dwellers live far from the city, but their travels are longer and complicated. It could be a tourist paradise because it saw three empires in the long history of the city: Eastern Roman, Byzantine and Ottoman Empires. Maybe this city has seen tourists from different parts of the world: Europe, Middle East, Central Asia, Eurasia, and Africa. Or it may have attracted the cause by creating strange mixtures due to its conditions. Istanbul is a mixture of east and west or a combination of old and new or traditional and modern. Is Istanbul the most in the west? Or is it the other way around? Is "Contrast" an Istanbul-born phenomenon? These theories are not hidden in the history of the city, but the cement that forms the city even today. Vikings called it Miklagard means big city, the Slavs called it Tsarigrad means the City of Caesar, and it was Constantinapolis for the Romans and Greeks (Gray, 2019).

Istanbul has natural, heritage, and culture resources that make it a home for many types of tourism. For example, it is well-known city for health and medical tourism. It also has high standard marinas for yacht tourism and suitable ports for cruise tourism. Considering many heritage sites and attractions related to different faiths, Istanbul as a city has been a vital destination for religious tourism. Being a business centre makes Istanbul one of the major destinations for business tourism and MICE (meetings, incentives, conferences, and exhibitions) tourism. Istanbul hosted 128 international meetings in 2012 and 146 in 2013, ranking 8th in convention delegate statistics according to the International Congress and Convention Association (Lowry, 2017). Istanbul is considered an important location for education tourism with many universities and international schools. Istanbul also offers many venues for shopping for everything from very low-priced goods to expensive high-fashion and popular luxury goods. With many venues including stadium, courts, and pools and sea, Istanbul is a well-known city brand in sports tourism also as hosting many international sport games.

According the image of cities, impact of globalisation in Istanbul is invisible yet. Although it is a strong built relationship, however, it is not an enough evidence for globalisation in this age. Nevertheless, in last decades, it is clearly seen that in order to attempt effort to regenerate centre of

the city under the control of the globally interconnected stakeholders and partnerships for socio-cultural and socio-economic development. Nevertheless if the analyses expand towards daily life of central zone rather than physical community, It is able to be seen that Istanbul is a world city which consist of a range of diversity in communities whose has both root at closest regions and exchange between each other in the same area towards historical, social, economic, and religious assets. In this view, Istanbul is a historic and world city but not global yet, globalising city (Ashworth and Tunbridge, 1990: p. 25-59; Urry, 2002; Scott, 2002: p. 79; Shaw and Williams, 2004). Recognising of heritage has become an urban resource and this resources support 'history industry', which shaped not only form, functioning, and aim of the 'commodified city' but also its communities. In this view, "Tourism is important to cities and that cities are important to tourism (Ashworth and Tunbridge, 1990: p. 51)." The heart of Istanbul concern is in the conjunction of tourist, historic and city. And it is located in centre of city. History of concern most relate about the preservation of aspect of old built environment. However, there is another necessity to be able to sustain area, preservation of local community (Fsadni and Selwyn, 1996: p. 66-72; Ashworth and Tunbridge, 1990: p. 3-12). Thus, "the historic city originates from architectural forms and morphological patterns, as well as the historic associations they contain, but ultimately is resolved in economic and social priorities (Ashworth and Tunbridge, 1990: p. 8)." Therefore, reconstruction and conservation of built environment represented one side of the conservation ethic; other one must be conservation of communities. After being a European Capital of Culture in 2010 and self-realisation of historical peninsula, there is markedly increased in tourism and international and national attractions including musical, historical, and artistic festivals, biennale, symposium, and conference in Istanbul. Besides, as a global tourism destination, Istanbul has remarkable location, temperate climate with a long summer season, unique architectural heritage with certificated by UNESCO World Heritage List, built patrimony, and a range of other attractions including local flavours, foods, restaurants, architectures in the local environment, historical festivals and also fashion design. As a result of these objectives, Istanbul is an 8th most visited city in 2019 with almost 15 million international tourists by using almost 1% of railways and more than 99% of airways. When the statistics of 2019 are compared with 2012, a marked increase is seen.

2012 tourism statistics are as follows: Istanbul was a 9th most visited city with almost 8 million international tourists by using 68% of airways, 24% of highways vehicles, 7% of railways, and 1% of seaways as a result of cultural and natural assets and a relatively weak currency. A domestic arrival is also important to reevaluate sustainability in tourism community. "International tourism traffic is the tip of the iceberg. Domestic travel, in terms of the number of trips taken, far exceeds the level of international trips." In Istanbul, the number of national visitors is also accounted more than double the number of international arrivals (IMM. Directorate of Strategic Planning, 2009; Duman and Kozak, 2011; The Republic of Turkey. Ministry of Culture and Tourism, 2010; UNWTO, 2012; The Republic of Turkey. Ministry of Culture and Tourism, 2019; UNWTO, 2019; The Republic of Turkey. TurkStat, 2019).

Traditional decentralised urbanisation of Istanbul has different sections of the society which are inhabited their own areas through appearance of diversity but not complexity. However, the urban fabric in historic quarters being destroyed for 'tourist bazaars' and other touristic consumption spaces as a result of demand of visitors for a familiar environment where homes global firms and business to feel safe and flexible. However, during the period, residents who provide the lifeblood to the neighbourhoods move out. This is also resulted by the loss of a community as part of a continuing culture (Fsadni and Selwyn, 1996: p. 36-43; McDonald, 2008). Istanbul especially the Historical Peninsula is shaping to increase hotel capacity, urban cultural amenities, and associated infrastructure for creating touristic spaces to harbour the millions of tourists annually. There are 604 accommodation establishments of the different categories in Istanbul. In addition, this number of establishments had the total of 60,446 rooms and 123,271 beds. High proportion of hotels is located in the district of Beyoğlu, Fatih, and Şişli. That capacity alone was sufficient to accommodate the annual volume of 10 million tourists. Moreover, in a nearer future, the number of hotel has been increased at 817 hotels through 56,164 rooms and 113,099 beds. A historical peninsula of Istanbul has five different districts where has average people per km<sup>2</sup> is 137 compared to 68 of Istanbul. Related to the data, the density of historical quarters seems to be extremely increased by accession of urban and domestic tourists in the next decades. As a result of these paradigms, congestion in Istanbul has more than ever become visible in the centre zones of Istanbul

(Griffin and Hayllar, 2006; Güçer, Taşçı, and Üner, 2006; Bezmez, 2008; Göymen, 2008; Dincer, Enlil, and Evren, 2009; The Republic of Turkey. Ministry of Environment and Urbanisation, 2019; Bayındır, 2010; Cansız and Keskin, 2010; IGD, 2010; Leiper and Park, 2010; Alvarez and Korzay, 2011; Gunay and Dokmeci, 2011; Malkoç, 2011; The Republic of Turkey. Ministry of Culture and Tourism, 2019).

Tourism management alone is not enough. In addition, the organization and employees must comply with these plans. The experience of every tourist visiting the destination planned to increase the economic return of tourism to touristic areas plays an important role in the promotion of that centre (Kozak & Kozak, 2018). According to the researches, there are three basic factors that direct the experiences of tourists: learning, enjoyment and escape. However, it is understood that learning has the most important effect on increasing the quality of experience of the tourist (Tonguç, 2010). Considering these three factors, identified five different types of cultural tourists: purposeful, sightseeing, casual, incidental, and serendipitous. For example, the audio guides of museums around Sultanahmet square should have options that meet the different expectations and preferences of various tourists. Sound and light shows that are staged intermittently at different periods in Sultanahmet and Beyoğlu districts are an example of product differentiation. It is beneficial for tourism to repeat these and similar activities with new technological opportunities. In addition, planning the visual shows such as the theatre that tells about the rich life history of Istanbul (Rome, Byzantine and Ottoman) can increase the depth of experience of the tourists (Yenen, 2009). The touristic districts of Istanbul, such as Sultanahmet and Beyoğlu, are not far from problems that harm tourists' experience and satisfaction. Tourist congestion, for example, is a major problem in these centres. For example, İlber Ortaylı, the former president of the Topkapi Palace Museum, claims that 15,000 tourists can visit the palace at the same time and this palace is beyond the decision of the museum administration. Effective planning can reduce museum congestion. Another problem on the target is the absence of parking spaces for tour buses, increasing tourist experiences. However, experiences in the city are not always in the benefit of Istanbul. Tradesmen and citizens whose jobs are disturbed due to the density of tourists may exhibit negative behaviours towards tourists. Tourists who want to get rid of this kind of negative behaviour and use the time

better have to deal with the deceit of the taxi drivers. Besides, local residents entering an unfair fee for taxi use and location competition, taxi drivers who usually offer the opportunity in favour of tourists refuse local passengers (Altunel and Erkut, 2015). Another problem with tourism is vehicle traffic jams. Traffic congestion has a great negative effect on tourist satisfaction, as well as becoming unbearable for local residents. There is an urgent need for parking and taxi driver arrangements. Along with these improvements, this historic site, offering high-quality hospitality and food and beverage options, will help guarantee a high-quality tourist experience with a high level of satisfaction (Alvarez and Yarcın, 2010).

Another data obtained as a result of interviews is whether Istanbul is sustainable in terms of tourism. According to tourism planners, tourism workers and the majority of tourists, Istanbul has a sustainable tourism infrastructure. Tourists are very pleased with their experience, because it is especially affordable. Tourism workers are pleased with the TL equivalent of their earnings as a result of the low value of the Turkish lira against the foreign exchange. However, the common topic that these three working groups complain about is transportation. Istanbulites do not find the tourism infrastructure of the city sufficient. They emphasize that their lives are getting harder especially due to tourism. They complain about the disruption in transportation, traffic, the increase in the rents of the regions near the tourist area and the increase in the prices of rest and entertainment places such as cafes and restaurants in tourism centres. "I think that the arrival of tourists contributes to us in many areas, both social and economic, but because of those who want to benefit from tourists, the price of everything is doubled and we have difficulties because of this logic to act (Avcı, G., Personal Communication, 03 March 2020)." Not only Istanbulites but also tourism workers or businesses complain about the exorbitant increase in prices. One of the answers to whether the tourists make their daily lives difficult is as follows: "In my opinion, they make it difficult. If they understand our needs by putting themselves in our shoes, there will be no problems. In some areas, guests from Arab countries keep apartments for rent at high prices. And this causes prices to increase (Durmuş, L., Personal Communication, 02 March 2020)." Istanbul experienced an increase in the number of Arab tourists coming to Turkey's southern border and the resulting humanitarian crisis has also affected the tourism activity seen in Istanbul. Although

tourists are generally satisfied with Istanbul residents and touristic shops and entertainment places in Istanbul, there are also some complaints. "Towards Arab not all of them have a good attitude as most of them see Arabs either as Syrian refugees or Saudi rich and not smart, which can give the rest of us some bad time but generally they can be more trained to be more hospitable (Gad, A., Personal Communication, 26 February 2020). Gad is a tourist from the United Kingdom continues as follows: "In general they are nice I didn't have any personal problem, but again due to the Syrian crisis I believe also as an Arab I get some looks from people just as I have middle eastern face (Gad, A., Personal Communication, 26 February 2020)."

In conclusion, mindful of all infrastructural, economic, cultural, social and environmental changes citywide, tourism developments is a central driving force behind the rapid social, political, and economic changes that are reshaping local societies. The consequences of these processes are outlined and the resulting issues there by emerging some questions. Who has so changed our cities, by which methods, and for what reasons? What sort of cities therefore does community want and is it their heritage or culture. To avoid a conflict between tourism communities and exclusion of local community, Istanbul is able to take advantage of green economy with local ownership through local brand imaging for increase in tourism infrastructure including hotels, commercial streets and centres, and leisure spaces. Considering the youthfulness of global tourism development in Istanbul, Istanbul makes it sustainable tourism possible through participation of its residents not only as a provider but also as a driver. In addition to social promotion in the touristic sites must be accompanied with sustainable built environment. One of the great clichés of tourism development in Istanbul is that, the sites include enormous opportunity to regenerate sustainable built environment and to sustain life of local community thanks to time which of cluster examined sustainable studies about sustainable building codes, application of green stars, and bridging local engagement for new cases as like Istanbul (UNESCO, 2008; Bilgili, 2010; Coenders and Mundet, 2010; Baloğlu and Şahin, 2011; IMM, 2011; The Republic of Turkey. TurkStat, 2019).

## 5. CONCLUSION AND DISCUSSION

It would be realistic to implement tourism community based planning considering the operational, structural and cultural limits of

community participation. Participation at local level is essential to achieve the global goal for sustainable development. However, such participation often involves shifting power from local authorities to local actors. Moreover, true consensus and true local control are not always possible, practical or even desirable by some communities that develop CBT. Local communities should develop strategies to welcome and interact with tourists and showcase themselves and their visible culture. This involves finding the right balance between economic gain and cultural integrity. Tourists should, of course, return to their homes with the least amount of damage to the tourist sites they visit. They should protect local culture and nature as much as possible. Its effects on city life should be minimal. Hotel and restaurant chains serving tourists should limit their activities that will negatively affect local dynamics. From the transportation to the rentals, the holiday program to be made by the tourists should be planned without affecting the local economy and social life. This study aimed to emphasize the importance of how to prevent damage to the city and rural areas, especially when developing cultural tourism products. Due to the communication power of tourism, cultural heritage representations have direct and potentially significant impacts on peoples and communities presented, represented and misrepresented. Every CBT program that wants to achieve sustainable success requires the participation of tourists and local people.

The concept of a sustainable tourism community is important not only to improve guidance and hospitality skills, but also to distinguish between the concepts of tourists and the local community. The effects of local communities on tourists are also important. It is necessary to inform the local people they visit about complex visits as they imagine. Education in this way may not be sufficient to solve all problems, however, brief information to tourism workers and tourists will certainly help planners make principled decisions to implement the concept of sustainable tourism community. At this point, the problem continues to develop economically sustainable and environmentally sustainable forms of tourism that are acceptable for various interest groups within communities. Professionally trained local guides are one of the key elements to achieve a sustainable Tourism Community, provided they receive sufficient incentives for their work. In addition to providing tourists with an unforgettable experience, they can

help communities have more realistic expectations about tourism development.

This article is of the opinion that although community-based tourism is often advocated, considering the literature and practise, there are very few directives on how this can be achieved in practice. Using the model presented here, it is suggested that the first step in practical tourism planning is to examine the current situation in terms of community participation and then identify the necessary initiatives to promote it. Stakeholders can use this model to improve their participation in tourism development in the community in question. However, the applicability and usability of the model in later stages of tourism development and in different cultural contexts has not yet been determined.

Increased cooperation is the basic need of development for local communities. Increased cooperation between local residents and visitor community is also essential in terms of sustainable tourism. In order to restructure sustainable tourism community created by local communities, visitors, and tourism industry, some suggestions emerge at the end of our research. These are:

- Successful companies and stake holders operating in touristic zones should be examined and suggestions for other companies should be put forward.
- Thanks to the characteristics of the regional clusters, it is possible to prevent the local challenges of individuals, organizations and regions, which are constantly updated, with sustainable plans. It is possible to transform the touristic region into an advantageous centre that creates socio-economic and socio-cultural value and vitality.
- In order to gain competitive advantage, the private sector needs to see that it is to their advantage to work in cooperation, to support the local community and to make the right demands from the government, which can stimulate economic growth. For this reason, in order to artificially change market competition, it is not effective to take subsidies from different levels of government or to companies that compete.
- Current collaborations among local people will be useful to understand what your region can actually do for tourism. It is necessary to analyse well which touristic assets and community values are present that form the basis of using and developing your competitive advantage. Expanding the

partnerships and collaborations offered by tourist networks already in a regional cluster will definitely strengthen the region's economy and contribute to a vibrant, healthy regional development.

- To conduct research on the formation and development of regional clusters to help local stakeholders, especially the local tourism industry, to realize the objectives.

- We need to develop knowledge and awareness of how individuals behave in small groups. According to the results, companies and employees operating in the tourism sector should be trained.

- Different routes should be created in tourism centres that will attract the attention of tourists. The entire physical infrastructure from the facade of the buildings on these routes to the sidewalks on the ground should be changed to attract attention. Training should be provided to the employees of companies and institutions on these routes to behave tolerant and understanding to the visitors. This education does not only make the experiences of tourists more joyful. It also increases the level of human development locally and the local community has higher living standards.

- The local community living in regions other than the created routes should also be informed about tourist activities. Especially the residents of the region, which are lined up in the network of touristic routes, should help the experience of tourists to be more unique.

- Improve the reflection skills of institutions and individuals working for tourism, especially used in project management. Thus, thinking and behaviour can become widespread with examples, and tourist centres can have access to medium-term goals for the formation of a sustainable tourism community.

- Informational posters, brochures and forms about the local community should be given to the tourists at the points where the tourists enter the city or the touristic area. Apart from the historical, natural or modern structures they visit, it will be beneficial for the tourism community to be more sustainable in order to obtain information about the local spirit. In addition, tourists should be informed about what they can do to make their visits to help the host community.

- It should be optimistic for the future of tourism and touristic region.

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