

SUSTAINABLE TOURISM DEVELOPMENT: THE CASE OF SAGALASSOS

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ABSTRACT

Sustainable development is the first step to take action by bearing future generations in mind as well. Uncovering historical and cultural assets are important not only for cultural tourism, but it is also important in terms of flourishing the region thanks to the tourists who come to see them, and this must be secured without exploiting the region's historical texture and natural landscape.

This paper investigates such issues as the ancient city of Sagalassos itself; the work done to uncover this city; the importance given to the environment and what has been done to flourish the region so far, as well as what should be done from now on. This study has a potential importance in that it shows that protecting the natural landscape and cultural texture will be realized both giving due importance to the environment and providing the development.