

A Research on Tourism Potential of Sındırgı and its Surroundings Within the Scope of Sustainable Tourism

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Abstract

The tourism industry has shown rapid growth and development in recent years both nationally and internationally. However, interest in undiscovered natural and cultural environments is also increasing. One of the places that has not lost its natural, historical and cultural tastes and has significant tourism attractions is the Sındırgı district and surroundings of Balıkesir. It is thought that tourist attractions such as historical assets, cultural richness, forest, vegetation, thermal resources that the region has have a significant tourism potential. In this study, it is aimed to examine Sındırgı district and its surroundings within the borders of Balıkesir province within the scope of sustainable tourism by examining the current tourism potential and to present opportunity-threats with strengths and weaknesses. For this purpose SWOT analysis method was used in the study and the required data were obtained through secondary sources and observation. According to the results of the research, it is understood that the region has many natural and cultural riches that can be used for tourism purposes. It has been determined that the region is suitable for rural tourism activities, it has been declared as a thermal tourism development region and geographical location has provided important advantages. It has been suggested that all of these should be developed within the framework of sustainable tourism principles in order to develop the weaknesses of the region and prevent possible threats.

Keywords: Tourism, Sustainable Tourism, Sındırgı, SWOT Analysis.



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