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The impact of tourism development on the quality of life of the locals in a tourist destination

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ABSTRACT

A healthy symbiosis of local populations and tourists visiting is a prerequisite for the success of a tourist destination, but also for sustainable development of tourism. The local population directly affects the tourism in the destination, and vice versa, tourism is increasingly influencing the local population in sociological, cultural, and economic terms. The purpose of this work is to investigate the impact of tourism development on the quality of life of the locals in a tourist destination, to scientifically formulate the research results, and to propose implementation of measures for creating a balance between the needs of the locals, tourists, and other participants in a tourist destination. This work aims to investigate the attitudes of the local population on the development of tourism on the Elaphite Islands (Lopud, Šipan, and Koločep). Namely, the local population constitutes an important interest group, and the quality of the tourist product depends on their satisfaction with the development of tourism in situ, and their participation in the competitiveness of the tourist destination. In order to prove the above hypothesis, this work undertakes to analyse the results of the author's primary research. The results of the research show that the local population supports the development of sustainable tourism as well as the overall progress of the Elaphites and, with the exception of some minor harmful effects on the environment that have been observed, the local population believes that tourism contributes to economic and social benefits of the destination. Such research should be conducted when developing plans for sustainable tourism of a destination, active support of the local population being crucial for such development to be achieved.

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1 Introduction

With its geographical position, rich cultural and historical sights, and natural beauties, the Republic of Croatia has grown into a recognizable world tourist destination, tourism at the same time having become one of the basic levers and drivers of its economic development.

When planning the development of tourism, it is necessary to harmonize the interests of all stakeholders involved in creating an offer in a tourist destination, tourism not being a simple process of exchanging services between providers and tourists, but a complex system involving many participants (Paskova & Zelenka, 2019). Local populations in tourist destinations, through their interaction with guests/tourists, directly influence the development of the tourist destination, and the shaping of the tourist of-

fer and products. Locals should not only be beneficiaries of sustainable tourism plans but, on the contrary, their active involvement is crucial in all management steps regarding the process of tourism planning (Conaghan, Harrahanm, McLoughlin 2015). The local population has the ability to influence the development of destination tourism, since tourism directly affects the socialization and the formation of identity of the local population and, vice-versa, the local population influences the development of tourism, which all indicates their interconnectedness, and confirms the necessary feedback of their relationship.

The aim of this work is to investigate the attitudes of the local population regarding the impact of tourism on the economy, environment, society, and culture, as well as the attitudes of other important participants that affect

the development of the destination. The work undertakes to investigate positive and negative impacts of tourism on the quality of life of the local population, to determine the preference of the local population towards a number of measures that could improve the destination's tourism, and to define similarities and differences in the attitudes of the local population versus other participants in the destination towards the development of tourism.

The conducted research has determined the following hypotheses: The local population is an important interest group in a tourist destination; The success of the tourist destination and the quality of the tourist product depend on the satisfaction of the local population with the tourist development of the destination; The success of the tourist destination, and the quality of the tourist product, depend on the participation of the local population in the development of tourism in the destination, that is, their inclusion in the planning of the tourist development.

Given the set goals, it was necessary to carry on two primary surveys. The first primary survey was conducted among the local population in the destination by the way of a structured survey questionnaire. The second primary research was conducted with other participants responsible for planning and development of tourism at the destination (Representatives of hoteliers, travel agencies, and restaurants) through an in-depth interview with pre-prepared questions.

2 Overview of previous research

Although often neglected by the participants responsible for the development of tourism planning, and not included as an integral part of tourism policies and plans, the attitudes of the local population constitute an essential element of successful development of tourism.

In addition to economic effects, the development of tourism entails numerous consequences for socio-cultural development and the environment (Tomljenović, Boranić and Čorak, 2011). Depending on the perception of positive and negative effects achieved at the destination, the local population develops a perception of how tourism is being developed (Zaidan, 2016).

The economic performance and sustainability of tourism largely relies on the enthusiasm of local people, and their support for the development of tourism (Gursoy, Jurovski, & Uyusal, 2002, according to Zaidan, 2016). Therefore, before implementing any development plan at a tourist destination, it is of crucial importance to investigate how the domicile population perceives tourism (WTO, 2004, according to Nejati, 2014).

Dulčić and Petrić (2001) also emphasize the role of the local population in the development of destination tourism, insisting on the fact that the social environment of the destination visited by tourists forms one of the driving factors in the development of tourism. The importance of the local population for the development of

tourism is already obvious from the above presented. However, encouraging the local population to preserve and promote local culture and traditional values remains a major task to be achieved. According to Dujmović (2014), "processes of evaluation and full respect of the local population and local cultures, and their active involvement in the development of tourism planning and control of products, is crucial for tourist experience" (p. 208). The research in this work primarily relies on the case study from Folgaria¹ by Brid, Osti and Faccioli (2011), and is partly modelled on the research of Akis, Peristianis and Warner (1996); Nejati, Mohamed and Omar (2014); Pappas and Tsartas (2009) and Abdollahzadeh and Sharifzadeh (2012). According to Simao and Mosso (2013), the perception of the local population about tourism can be greatly influenced by the tourist season in which the research has been conducted. One part of this questionnaire, examining the effects of tourism on the economic, social, and environmental situation was taken from the Brid, Osti and Faccioli (2011) questionnaires. The second part of the questionnaire, which examines the participation of the local community in tourism planning, was created based on the research of Nejati and al. (2014).

Assertions regarding a possible tourism development policy are based on research by Pappas and Tsartas (2009), Abdollahzadeh and Sharifzadeh (2012), while the questions regarding the interaction and connection with tourism are taken from the research of Akis and al. (1996).

3 Tourism of Elaphite Islands

The Elaphite Islands are a group of small and large islands, islets, and reefs that belong to the southernmost islands along the Croatian Coast near Dubrovnik. They abound with lush Mediterranean and subtropical vegetation, and a rich history as evidenced by the legacy of sacred and secular architecture.

They stretch northwest-southeast (Dinaric Direction), parallel to the coast. The key determinant of the Elaphite area is the insularity, characterized by unbreakable ties with the urban area of the City of Dubrovnik. The Peninsula of Lapad separates them from the Dubrovnik-Cavtat archipelago.

The Elaphite Archipelago consists of 13 Islands with a total area of 90 km², of which the islands cover 27 km². The Islands of Šipan, Koločep, and Lopud are the largest in surface area, the best developed in terms of infrastructure, and the only ones permanently inhabited, with the level of tourist and other economic activities being more intense compared to other islands from the Elaphite Group. The total population of the three inhabited islands is about 900 residents, mostly elderly persons.

¹ Small rural communities in the Italian region of Trentino

The development of tourism in the Elaphite Islands is primarily influenced by the proximity of one of the world's most famous tourist destinations and attractions – the City of Dubrovnik. Other basic preconditions for the development of tourism in the Elaphite Islands are their natural characteristics, as well as cultural and historical heritage. It should also be noted that outdoor and nautical tourism represents an extremely great potential for the development of the Elaphite Islands, due to their geographical position.

In recent times, this destination has become famous for organizing different events (Business gatherings, and weddings). It also draws tourists visiting destinations famous for film making, which is the case for the Elaphites.

4 Analysis of research results

The primary research of this work was designed and adapted to previously published works that also analysed the position of tourism destination participants, and their attitudes towards future tourism development (Bučar, 2005; Choi and Murray 2010; Richards and van der Ark, 2013; Mihalic, 2014; Eusebio et al., 2018; Perković, 2019; Institute of Tourism, 2019; Hsu et al., 2019).

The first research in this work was aimed to determine the evaluation of the current development of tourism by its population, and their attitudes towards the future development of tourism in the destination, while the analysis of the results was adjusted according to Richards and van der Ark (2013) and Marušić et al.). As the primary research instrument, a survey questionnaire was used, consisting of a total of 52 questions, divided into 6 parts.

The First Part includes 24 assertions examining the degree of the participants' agreement or disagreement with regard to different effects of tourism in the destination (On the local economy, environment, society, and culture), the last two last ones questioning the balance between benefits and costs in tourism at the local and regional level. The Second Part consists of eight assertions that examine the degree of agreement or disagreement of the population with regard to possible tourism development policy in the future. The Third Part of the questionnaire consists of four assertions problematizing the impact of seasonality in tourism among the domicile population. The Last Part includes six questions aiming to create a socio-demographic profile of the respondents, and five questions targeting the frequency of interaction, and the degree of connection of the respondents with tourism. The respondents were asked to express their level of agreement with the measurement points in terms of perceived impact on tourism, using a 5-point Likert Scale ranging from 1, i.e. "strongly disagree" to 5, "strongly agree", allowing the respondents to express more accurately the intensity of their attitude by degrees.

Given the topic and the set goals, another research that was conducted is focused on other important participants in the destination through an in-depth interview on pre-prepared questions. Analysed, therein, shall be the atti-

tudes of participants from the tourism sector on the development of tourism, and their established interconnection and coherence.

4.1 Survey of the attitudes of the domicile population

The study involved 96 randomly chosen adult residents of the Elaphite Islands. Considering the total population, and the share of persons who participated in the research, this sample is considered as representative, given that the sample is greater than 10% of the total population of the island. The survey was conducted in the last quarter of November 2019.

In relation to socio-demographic characteristics of the respondents, men and women are almost equally represented, with a slight advantage for women, and with most of the respondents being between 30 and 42 years old. The highest level of education of most of the respondents is high school, and a larger number of the respondents are employed in the private sector. Jobs, or main household income, are directly related to tourism for a high percentage of the respondents (78%).

The attitudes of the population about the economic effects of tourism, as expressed in Table 1, show that the perception of the positive economic effects of tourism is high. A very high percentage of respondents (90.25%) confirmed that tourism attracts more investment, and has rapidly increased their living standard, as tourists spend their money at the destination. On the other hand, despite recognizing the positive economic effects, the local population is aware of the economic problems the Elaphite Islands face as a tourist destination. The respondents pointed out that the prices of goods, real estate, and services have increased due to tourism (96.5%). However, it can be concluded that as many as 80.00% of respondents agree, that tourism creates more positive than negative effects on the economy of the local community.

Furthermore, also polled was the perception of the impact of tourism on the environment (Table 2). Despite the respondents, who expressed positive attitudes regarding the ecological effects of tourism in a quite high percentage (84% and 60%, respectively), the scale of negative statements (Survey Questions 3, 4, and 5) is too high to determine the positive attitude of the local population about the ecological impacts of tourism.

As per the above provided poll results, the residents, although recognizing the significant economic benefits of tourism, apart from minor ecological impact on environment, are also aware of the fact that uncontrolled development of tourism, in the first place the uncontrolled construction of tourism infrastructure, poses a potential threat to natural resources. These concerns of the local population about the negative environmental effects are not surprising, and confirm the results of many other studies (Bagri and Kala, 2016; Golzardi et al., 2012; Nejati et al., 2014). Table 3 analyses the attitudes of the island population towards the socio-cultural impacts of tourism.

Table 1 Attitudes of the Population on the Effect of Tourism on the Economy

Rank ^a	Respondents' attitudes	Arithmetic mean ^b	Percentage of agreement ^c
1	Tourism attracts more investment and consumption than other economic activities	4,90	90,25
2	In general, tourism creates more positive than negative effects on the local community economy	4,44	80,00
3	The standard of living has risen rapidly as tourists spend their money at the destination	4,21	92,00
4	The prices of many goods, services, and real estate have risen due to tourism	4,96	96,50
5	Tourism provides for economic prosperity to a small group of people	3,41	40,80
6	Tourism creates more work for foreigners than for the domicile population	2,10	45,10

^a. The questions were ranked by mean; ^b. Scale from 1 to 5; ^c. Percentage of agreement = answers 4 and 5.

Source: Authors

Table 2 Attitudes of the Population about the Ecological Effects of Tourism

Rank ^a	Respondents' attitudes	Arithmetic mean ^b	Percentage of agreement ^c
1	Tourism increases congestion, noise, and environmental pollution	4,03	69,00
2	Roads and other public areas are maintained at a high level thanks to tourism, which otherwise would not be the case	3,80	84,10
3	Tourism produces uncomfortably crowded and inaccessible places in regard to the domicile population during the high season	4,00	62,50
4	Tourism provides an incentive to preserve natural resources	3,66	60,20
5	The construction of hotels and other tourist facilities disfigures the natural environment of the place.	4,52	78,50
6	In general, tourism creates more positive than negative effects on the local community environment	3,13	36,30

^a. The questions were ranked by mean; ^b. Scale from 1 to 5; ^c. Percentage of agreement = answers 4 and 5.

Source: Authors

Table 3 Attitudes of the Population Towards the Socio-Cultural Effects of Tourism

Rank ^a	Respondents' attitudes	Arithmetic mean ^b	Percentage of agreement ^c
1	Meeting tourists from all parts of the country, and the world, is definitely a valuable experience	4,85	90,00
2	In general, tourism brings more positive than negative effects on the society, and culture of the local community	4,55	80,50
3	Tourists are interested in learning about the history and culture of the islands of Lopud, Šipan, and Koločep	4,04	70,30
4	Tourism provides for the restoration of historic buildings	3,95	75,20
5	Communication with tourists enables learning about different cultures	3,00	40,80
6	Tourism encourages the valorisation of local customs and traditions	3,20	55,40
7	Culture is presented to tourists in an authentic way	3,12	52,50
8	Tourism increases transport connections between places, and improves infrastructure and recreation	3,90	75,00
9	Tourism causes security problems and criminal activities	4,30	80,8
10	Tourism produces an undesirable effect on the customs and lifestyles of the domicile population	2,50	20,30
11	The presence of tourists reduces the quality of life of the domicile population	2,85	25,6
12	The increase in the number of tourists has led to distancing (alienation) between tourists and residents	2,50	20,30

^a. The questions were ranked by mean; ^b. Scale from 1 to 5; ^c. Percentage of agreement = answers 4 and 5.

Source: Authors

A large number of respondents believe that tourists are interested in learning about culture and history (70.3%), and as many as 75.20% declared that tourism encourages the renovation of historic buildings, and increases availability of places for recreation of the domicile population. Slightly more than half of the respondents agree with that tourism stimulates the valorisation of local customs and traditions (55.4%), and that culture has been presented to tourists in an authentic way (52.5%). However, although 90% of respondents said that meeting tourists from around the world is a valuable experience, the local population is still not confident regarding security and crime, as well as negative activities of tourists during their stay in the destination. Therefore, 80.8% of respondents found tourists were responsible for problems and criminal activities such as alcoholism, robbery, gambling, drug use etc. In the perception of the respondents, other negative impacts of tourism have not been found significant. Only a small proportion of respondents (20.30%) believe that tourism has an undesirable effect on the customs and culture of life of the domicile population, and the same percentage, with a slightly lower average score, think that the increase in tourists has led to distancing (alienation) between tourists and residents. Finally, only 25.6% believe that the presence of tourists reduces the quality of life of the domicile population.

As for the socio-cultural attitudes of the local population, there is fear of increasing crime and security problems as a more significant social problem. However, this could be a reflection of the age of the population, that is, of the older generation that remained living on the islands. The rest of the respondents' results do not show other undesirable effects, which is also supported by the fact that 80.50% of respondents agreed that tourism brings better and not worse effects on the society and the culture of the local community. These results could be due to the fact that the Elaphite Islands have a significant benefit from tourism, either in terms of financial performance, or in terms of infrastructure and transport connectivity.

The overall assessment of the negative and positive effects of tourism on the local community, that is, the entire

region of Dubrovnik and its surroundings, shows that more than 85% of respondents believe the positive effects of tourism on the local, Dubrovnik, and wider region are more important.

The identified support of the local population for the development of tourism is expected and confirms the already mentioned theory of social exchange (Golzardi et al., 2012; Jani, 2018; Pham, 2012; Zaidan, 2016), according to which the residents shall support the development of tourism as far as the benefits of tourism outweigh the potential costs. Thus, with a positive perception of tourism effects, the residents are more likely to support the further development of tourism, and shall be more willing to participate in exchanges with visitors. On the other hand, residents are likely to oppose the development of tourism if they see more negative effects than benefits from tourism. Seasonality is a key problem of Croatian tourism, as well as one of the possible problems for the local population. Attitudes of the local population about the effects of seasonality have been analysed in Table 4.

A very high percentage of respondents (94.00%) agree that a special strategy should be developed to increase the number of tourists during the low season, which would result in a higher number of tourists throughout the year, while three quarters of respondents (75%) believe that the number of tourists should be reduced during the main season, and increased during the pre- and post- season. However, it is interesting that half of the respondents (50.20%) would still accept keeping the current situation at the destination.

Having analysed the attitudes of the domicile population of the Elaphites, it can be concluded that the residents recognize economic and cultural benefits of the development of tourism, and agree that tourism should be developed by increasing the number of tourists visiting in the low season. They also agree on the prior necessity to analyse the current policy of pronounced seasonality.

This research aimed to analyse the attitudes of the population towards their impact and role in the develop-

Table 4 Attitudes of the Population about the Seasonality of Tourism

Rank ^a	Respondents' attitudes	Arithmetic mean ^b	Percentage of Agreement ^c
1	A special strategy should be developed to increase the number of tourists during the low season, thus increasing the total number of tourists	4,83	94,00
2	The number of tourists should be reduced during the high season and increased during the low season, while maintaining the number and homogeneity of tourists throughout the year	4,10	75,00
3	It is better to maintain the current situation according to which the tourist season is very intense for several months, and the rest of the year is very quiet	3,23	50,20
4	The number of tourists in the high season should be reduced by reducing the total number of arrivals	3,10	35,00

^a. The questions were ranked by mean; ^b. Scale from 1 to 5; ^c. Percentage of agreement = answers 4 and 5.

Table 5 Attitudes of the Population Towards Participation in Tourism Planning

Rank ^a	Respondents' attitudes	Arithmetic mean ^b	Percentage of Agreement ^c
1	Active decision-making and participation of the local community in the development of tourism planning has a positive impact on the community	4,05	77,50
2	The local population is interested in active participation in the decision-making process on the development of tourism	4,14	80,00
3	The involvement of the local population in tourism planning is at a satisfactory level	2,20	18,40

^a. The questions were ranked by mean; ^b. Scale from 1 to 5; ^c. Percentage of agreement = answers 4 and 5.

Source: Authors

ment and sustainability of a tourist destination, and their participation in the development of tourism planning and benefits for the community (Table 5).

The survey was conducted through three questions, intended to find out how much the locals want to participate in their inclusion in the development of tourism planning of the Elaphite Islands.

The results show that, when it comes to proactive decision-making and local community participation in the development of tourism planning, 77.50% of respondents agreed on their benefit for the community. Also, the majority of respondents (80.00%) are positive about the active participation of the local population in the decision-making process on the development of tourism. However, on the contrary, only 18.40% of respondents agreed that the engagement of the local population has been at a satisfactory level so far.

As from the above presented, the desire and willingness of the inhabitants of the Elaphite Islands in terms of tourism planning is unquestionable. The residents want to actively participate in the decision-making process related to the development of tourism but, on the other side, the presence of the local population in tourism planning is still insignificant and minor (18.40%). Therefore, their influence and engagement in terms of involvement in the tourism planning process should be increased.

In practice, it has been proven, and is unquestionable, that those who directly benefit from tourism will be more tolerant of the negative impacts of tourism, and to a greater extent support the development of tourism, as also confirmed by some previous research (Brid et al., 2011; Nejati et al., 2014; Pham 2012).

4.2 Results of research of other important participants at the destination

This research analysed the attitudes of managers in tourism through in-depth interviews, and came to five conclusions related to their attitudes about the development of tourism in the Elaphite Islands. A total of 12 people was interviewed, to include one employee of the tourist board, employees of the real-estate sector, as well as representatives of hoteliers, tourist agencies, and cater-

ing facilities. They all stressed that they believe all participants in tourism benefit from tourism and, that they could benefit much more in future, if everyone gets actively involved in the development of tourism plans.

The majority of those interviewed believe that positive economic, social, and cultural effects of tourism outweigh its negative effects, although a small percentage of the surveyed population noticed harmful effects of tourism on the environment. Some respondents believe that the development of tourism definitely entails a negative impact on the environment (impairment of natural beauty due to mass tourism and unplanned construction, inadequate communal infrastructure, and inadequate disposal of municipal and other waste), while one (tourist board employee) believes that environmental impacts do not constitute a significant problem. As for the goals regarding the development of tourism, their range is much wider, and the clear consensus thereon hasn't been reached. The employees of the real-estate sector emphasized the contribution of tourism in economic terms, believing that the impact of tourism on the local and national economy should be strengthened as one of the primary goals. In contrast to private sector participants, the employee of the tourist board highlighted the promotion of destination management and sustainable development as primarily goals. Given the role and tasks of these participants in the development of tourism, such results are not surprising, and similar results have been obtained in other studies (Tomljenović, Boranić Živoder, Marušić 2012).

All respondents agreed on the importance of the presence of the local population in tourism planning. All interviewed participants believe that the active contribution of the domicile population is currently insufficient, and they pointed out that local and regional authorities should stimulate and encourage the local population to actively participate in the development of tourism planning in order it make tourism sustainable and successful. One hundred percent consensus has been reached among the participants on the topic of seasonality and changes in everyday life, both in summer and winter months. All interviewed respondents agreed that the degree of change in everyday life in the summer and winter months is extremely high. Given the seasonality of island tourism, and the changes in the functioning of the destination neces-

sary to meet the requirements of tourists, this is not surprising.

The main problem observed at comparing the attitudes of the domicile population with the attitudes of other important participants in the tourist destination, is the insufficient involvement and participation of the local population in development planning, offer planning, and decision-making on the development of the tourist destination. This problem has been identified in a high percentage by the local population and the participants responsible for the development of the destination tourism planning, and it represents their common views. According to Živoder, Tomljenović, and Čorak (2011), the goal of the local population is to live in a pleasant environment, and earn an income that enables a quality life. In order to achieve and realize it, it is necessary to identify the mechanisms for their inclusion in tourism development.

The seasonality of tourism constitutes a priority problem, given that 82% of overnight stays on the Elaphite Islands have still been realized during the three summer months. The research conducted in this work shows that the local population is aware of this problem, but also that their influence on increasing the number of tourists outside the main season is negligible, primarily due to traffic connections, but also due to the lack of tourist offers during the low season. The position of the local population coincides with the views of the key participants, who are undertaking various activities, and trying to introduce new contents in order to increase the number of visitors in the off-season period (promotion of the destination in pre and post-season, events, digital nomads, daily migration of tourists from Dubrovnik, diversifying the offer, ...).

According to the research, the third, but no less significant problem in the development of tourism of the Elaphite Islands, is the negative ecological impact of tourism. Despite the general satisfaction with the development of tourism and overall tourism impacts, a high percentage of locals and other participants in tourism are aware of the negative environmental effects that the uncontrolled tourism development entails. This primarily refers to the construction of tourist facilities that are not supported by municipal infrastructure, but also to the disposal of municipal waste. One of the tasks of the people involved in tourism planning and development should be to identify negative impacts, and take appropriate actions to reduce these impacts.

5 Conclusions and recommendations

This work analyses the attitudes of the local population about the development of a tourist destination, but also the way in which they perceive the negative and positive effects of tourism. The obtained results show that the local population believes that tourism brings significant benefits to the destination. Regarding the observed harmful effects of tourism on the environment, the local population believes that the positive economic and socio-cultural ef-

fects of tourism outweigh their negative effects. The inhabitants of the Elaphite Islands "Live Tourism" or are prone to tourism, expressing support for its further development. Given the high degree of dependence of respondents on tourism, such support for the development of tourism is not surprising. Despite the recognition of the benefits of tourism, and the high level of support for its development, the local population expressed great dissatisfaction with their personal influence and involvement in the process of planning and deciding on development. Another reason for concern is the fact that the local population does not support the current seasonal nature of tourist traffic. The work also analyses the attitudes of other participants responsible for the development and planning of tourism at the destination. The results showed generally positive attitudes towards tourism, which are mostly in line with the attitudes of the local population.

This work confirmed the existence of a strong link between the satisfaction of participants in a tourist destination and its tourist development. This research will contribute to already existing studies that focus on the most important interest group within the destination. The research confirmed that the long-term and sustainable tourism development planning should be integrated into the destination by examining the profile of residents, perceptions, and attitudes of all of its participants towards the impacts and development of tourism. The results of this study show the support of the local population for the further development of tourism in the Elaphites into a successful tourist destination, in which the local population is not only ready to welcome tourists, but also to be a promoter of local traditions and customs. The research confirmed that the local population is an important interest group at a tourist destination. The success of the tourist destination, and the quality of the tourist product, not only depend on the satisfaction of the domicile population with the development of the destination's tourism, but also with its involvement in the development of tourism planning.

It is recommended to expand this research by applying combined research methods, with equal importance being given to qualitative and quantitative research methods. In this way, the disadvantages of one method would be offset by the advantages of the other method. A survey of the satisfaction of visitors with the tourist destination should be added to this research for a better insight, as well as main guidelines for the further development of this specific tourist destination.

This research is limited by the fact that high percentage of respondents' main household income is directly related to tourism, so the results obtained are somewhat subjective. Respondents, who directly depend on tourism, will also have a different perception of tourism and its development compared to those that are not employed in tourism. Also, the perception of the population about tourism can be influenced by the tourist season in which the survey is conducted. In the low season, perceptions of negative influences tend to be less (more) evident. The fact

that this research was conducted in the last quarter of November 2019 could to some extent affect the better perception of the local population about tourism.

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