

UNIVERSITY OF LJUBLJANA
SCHOOL OF ECONOMICS AND BUSINESS

MASTER'S THESIS

SARA MAVRIČ

EUROPEAN MASTER IN TOURISM MANAGEMENT
FACULTY OF HUMANITIES, UNIVERSITY OF SOUTHERN DENMARK
SCHOOL OF ECONOMICS AND BUSINESS, UNIVERSITY OF LJUBLJANA
FACULTY OF TOURISM, UNIVERSITY OF GIRONA

MASTER'S THESIS

**ANALYSIS OF RESIDENTS' SATISFACTION WITH SUSTAINABLE TOURISM
DEVELOPMENT: CASE OF GORIŠKA BRDA, SLOVENIA**

SARA MAVRIČ

AUTHORSHIP STATEMENT

The undersigned Sara Mavrič, a student at the University of Ljubljana, School of Economics and Business, (hereafter: SEBLU), author of this written final work of studies with the title Analysis of residents' satisfaction with sustainable tourism development: Case of Goriška brda, Slovenia, prepared under supervision of prof. Tanja Mihalič.

DECLARE

1. this written final work of studies to be based on the results of my own research;
2. the printed form of this written final work of studies to be identical to its electronic form;
3. the text of this written final work of studies to be language-edited and technically in adherence with the SEBLU's Technical Guidelines for Written Works, which means that I cited and / or quoted works and opinions of other authors in this written final work of studies in accordance with the SEBLU's Technical Guidelines for Written Works;
4. to be aware of the fact that plagiarism (in written or graphical form) is a criminal offence and can be prosecuted in accordance with the Criminal Code of the Republic of Slovenia;
5. to be aware of the consequences a proven plagiarism charge based on the this written final work could have for my status at the SEBLU in accordance with the relevant SEBLU Rules;
6. to have obtained all the necessary permits to use the data and works of other authors which are (in written or graphical form) referred to in this written final work of studies and to have clearly marked them;
7. to have acted in accordance with ethical principles during the preparation of this written final work of studies and to have, where necessary, obtained permission of the Ethics Committee;
8. my consent to use the electronic form of this written final work of studies for the detection of content similarity with other written works, using similarity detection software that is connected with the SEBLU Study Information System;
9. to transfer to the University of Ljubljana free of charge, non-exclusively, geographically and time-wise unlimited the right of saving this written final work of studies in the electronic form, the right of its reproduction, as well as the right of making this written final work of studies available to the public on the World Wide Web via the Repository of the University of Ljubljana;
10. my consent to publication of my personal data that are included in this written final work of studies and in this declaration, when this written final work of studies is published.

Ljubljana, July 15th, 2021

Author's signature: 

ABSTRACT

Development of tourism at a destination is conditioned by several factors. The support, approval and satisfaction of local residents are certainly an important prerequisite for success. This study investigates residents' satisfaction with sustainable development of tourism in Goriška brda, a rural tourism destination in Slovenia. Based on the concepts of sustainability and responsibility, the core aim of this research is to analyse the perceptions and satisfaction of residents of Goriška brda with economic, environmental and socio-cultural impacts of tourism, their satisfaction with tourism destination management, tourism development and quality of life. Self-administered questionnaires have been used as data collection instruments. A total of 357 residents of Goriška brda were included in the sample. The findings show that the respondents are most satisfied with economic impacts of tourism and least satisfied with tourism destination management. The respondents support tourism development of the destination and recognize positive environmental and socio-cultural impacts as well. Positive relationships have been confirmed between all six investigated variables. The study showed that residents whose households' income depends on tourism are more satisfied with destination management and tourism development than those whose households' income does not depend on tourism. No significant difference has been confirmed between these two groups of residents regarding quality of life and the impacts of tourism. The study findings show the gaps and opportunities for improvement that local authorities shall take into account in the future planning of resident-friendly sustainable and responsible tourism in Goriška brda.

Key words: local residents, sustainable tourism, responsible tourism, satisfaction, rural tourism

TABLE OF CONTENTS

TABLE OF CONTENTS	i
LIST OF FIGURES	iii
LIST OF TABLES	iii
INTRODUCTION	1
1 LITERATURE REVIEW	5
1.1 SUSTAINABLE AND RESPONSIBLE TOURISM DEVELOPMENT	5
1.1.1 SUSTAINABLE TOURISM DEVELOPMENT	5
1.1.2 RESPONSIBLE TOURISM DEVELOPMENT	7
1.1.3 SUSTAINABLE AND RESPONSIBLE DEVELOPMENT OF RURAL DESTINATIONS	8
1.2 RESIDENTS' PERCEPTIONS OF TOURISM IMPACTS	10
1.2.1 RESIDENTS' PERCEPTIONS OF SOCIO-CULTURAL IMPACTS	11
1.2.2 RESIDENTS' PERCEPTIONS OF ECONOMIC IMPACTS	12
1.2.3 RESIDENTS' PERCEPTIONS OF ENVIRONMENTAL IMPACTS	13
1.3 RESIDENTS' SATISFACTION WITH SUSTAINABLE TOURISM DEVELOPMENT	14
1.3.1 RESIDENTS' SATISFACTION WITH QUALITY OF LIFE	15
1.3.2 RESIDENTS' SATISFACTION WITH TOURISM MANAGEMENT	16
2 RESEARCH CONSTRUCT	19
3 PRESENTATION OF THE CASE: GORIŠKA BRDA	24
4 RESEARCH METHODOLOGY	27
4.1 RESEARCH PARADIGM	27
4.2 RESEARCH APPROACH	29
4.2.1 SAMPLE	29
4.2.2 QUESTIONNAIRE DESIGN	30
4.2.3 DATA COLLECTION	33
4.2.4 DATA ANALYSIS PROCESS	34
5 ANALYSIS AND RESULTS	36
5.1 SAMPLE PROFILE	36
5.2 DESCRIPTION OF THE VARIABLES	40
5.2.1 SATISFACTION WITH SOCIO-CULTURAL IMPACTS OF TOURISM	41
5.2.2 SATISFACTION WITH ECONOMIC IMPACTS OF TOURISM	43

5.2.3	SATISFACTION WITH ENVIRONMENTAL IMPACTS OF TOURISM.	44
5.2.4	SATISFACTION WITH TOURISM DEVELOPMENT	46
5.2.5	SATISFACTION WITH TOURISM MANAGEMENT	48
5.2.6	SATISFACTION WITH QUALITY OF LIFE.....	49
5.3	RELATIONSHIPS BETWEEN VARIABLES	51
5.3.1	RELATIONSHIP BETWEEN SATISFACTION WITH TOURISM IMPACTS AND SATISFACTION WITH TOURISM DEVELOPMENT ..	52
5.3.2	RELATIONSHIP BETWEEN SATISFACTION WITH TOURISM IMPACTS AND SATISFACTION WITH QUALITY OF LIFE.....	53
5.3.3	RELATIONSHIP BETWEEN SATISFACTION WITH TOURISM IMPACTS AND SATISFACTION WITH TOURISM DESTINATION MANAGEMENT	53
5.3.4	RELATIONSHIP BETWEEN SATISFACTION WITH TOURISM DESTINATION MANAGEMENT AND SATISFACTION WITH TOURISM DEVELOPMENT	54
5.3.5	RELATIONSHIP BETWEEN SATISFACTION WITH TOURISM DESTINATION MANAGEMENT AND SATISFACTION WITH QUALITY OF LIFE.....	55
5.3.6	RELATIONSHIP BETWEEN SATISFACTION WITH TOURISM DEVELOPMENT AND SATISFACTION WITH QUALITY OF LIFE	55
5.4	INVESTIGATING DIFFERENCES BASED ON ECONOMIC DEPENDENCE ON TOURISM.....	55
5.4.1	SATISFACTION WITH THE IMPACTS OF TOURISM.....	56
5.4.2	SATISFACTION WITH TOURISM DESTINATION MANAGEMENT ..	57
5.4.3	SATISFACTION WITH TOURISM DEVELOPMENT	57
5.4.4	SATISFACTION WITH QUALITY OF LIFE.....	58
6	DISCUSSION	59
	CONCLUSION	67
	REFERENCES	70
	APPENDIX	1
1	APPENDIX 1: INDICATORS AND QUESTIONNAIRE ITEMS	2
2	APPENDIX 2: QUESTIONNAIRE	4
3	APPENDIX 3: CALCULATIONS OF CRONBACH'S ALPHA	8
4	APPENDIX 4: TESTS OF NORMALITY	2

5 APPENDIX 5: HISTOGRAMS AND SKEWNESS AND KURTOSIS COEFFICIENTS	3
5.1 SOCIO-CULTURAL IMPACTS OF TOURISM	3
5.2 ECONOMIC IMPACTS OF TOURISM.....	4
5.3 ENVIRONMENTAL IMPACTS OF TOURISM	5
5.4 TOURISM DEVELOPMENT	6
5.5 TOURISM MANAGEMENT	7
5.6 QUALITY OF LIFE	8

LIST OF FIGURES

Figure 1: Conceptual model	19
Figure 2: Bar chart for age groups.....	37
Figure 3: Pie chart for work connection to tourism (n=127).....	38
Figure 4: Bar chart for income dependence on tourism in Brda (n=101)	39
Figure 5: Respondents' agreement with the statement: "The COVID-19 pandemic has strongly affected the sustainable development of tourism in Brda."	40
Figure 6: Respondents' agreement with the statement: "Because of COVID-19, tourism in Brda will be more sustainable."	40
Figure 7: Histogram for socio-cultural impacts of tourism	43
Figure 8: Histogram for economic impacts of tourism	44
Figure 9: Histogram for environmental impacts of tourism	46
Figure 10: Histogram for tourism development	47
Figure 11: Histogram for tourism management	49
Figure 12: Histogram for quality of life	51

LIST OF TABLES

Table 1: Tourist arrivals and overnight stays, Brda, 2010-2020	24
Table 2: Frequencies and percentages for gender	36
Table 3: Frequencies and percentages for age group	36
Table 4: Frequencies and percentages for work involvement in tourism.....	37
Table 5: Frequencies and percentages for income dependence on tourism	38
Table 6: Descriptive statistics for socio-cultural impacts of tourism	42
Table 7: One-Sample Wilcoxon Signed Rank Test Summary for socio-cultural impacts ..	42
Table 8: Descriptive statistics for economic impacts of tourism	43
Table 9: One-Sample Wilcoxon Signed Rank Test Summary for economic impacts.....	44
Table 10: Descriptive statistics for environmental impacts of tourism	45
Table 11: One-Sample Wilcoxon Signed Rank Test Summary for environmental impacts	45
Table 12: Descriptive statistics for tourism development	46
Table 13: One-Sample Wilcoxon Signed Rank Test Summary for tourism development..	47

Table 14: Descriptive statistics for tourism management	48
Table 15: One-Sample Wilcoxon Signed Rank Test Summary for tourism management ..	49
Table 16: Descriptive statistics for quality of life	50
Table 17: One-Sample Wilcoxon Signed Rank Test Summary for quality of life.....	50
Table 18: Spearman correlation coefficient for tourism development, economic impacts, socio-cultural impacts, environmental impacts	52
Table 19: Spearman correlation coefficient for quality of life, economic impacts, socio-cultural impacts, environmental impacts	53
Table 20: Spearman correlation coefficient for tourism management, economic impacts, socio-cultural impacts, environmental impacts	54
Table 21: Spearman correlation coefficient for tourism management and tourism development	54
Table 22: Spearman correlation coefficient for tourism management and quality of life...	55
Table 23: Spearman correlation coefficient for tourism development and quality of life ..	55
Table 24: Mann-Whitney U test for economic impacts, socio-cultural impacts and environmental impacts according to opinion of respondents whose household income depends on tourism and respondents whose income does not depend on tourism.....	56
Table 25: Mean ranks for tourism management according to opinion of respondents whose household income depends on tourism and respondents whose income does not depend on tourism.....	57
Table 26: Mann-Whitney U test for tourism management according to opinion of respondents whose household income depends on tourism and respondents whose income does not depend on tourism.....	57
Table 27: Mean ranks for tourism development according to opinion of respondents whose household income depends on tourism and respondents whose income does not depend on tourism.....	57
Table 28: Mann-Whitney U test for tourism development according to opinion of respondents whose household income depends on tourism and respondents whose income does not depend on tourism.....	58
Table 29: Mann-Whitney U test for quality of life according to opinion of respondents whose household income depends on tourism and respondents whose income does not depend on tourism	58
Table 30: Indicators and questionnaire items	2
Table 31: Test of normality: Socio-cultural impacts	2
Table 32: Test of normality: Economic impacts	2
Table 33: Normality test: Environmental impacts.....	2
Table 34: Test of normality: Tourism development.....	2
Table 35: Test of normality: Tourism management	2
Table 36: Test of normality: Quality of life	2

INTRODUCTION

Tourism is one of the world's largest industries, which has a significant economic impact, provides a lot of employment opportunities as well as promotes natural and cultural heritage. Although there are many benefits that the tourism industry portrays, negative impacts of tourism cannot always be ignored. To balance the impacts and be socially, economically and environmentally beneficial, tourism was one of the first industries that recognized the importance of sustainability (Budeanu, Miller, Moscardo & Ooi, 2016). Therefore it is ahead of many other industries in the field of sustainable development and has made huge improvements to showcase the emphasis that it places on it (Budeanu, Miller, Moscardo & Ooi, 2016). The United Nations Environmental Programme (UNEP) and the World Tourism Organization (UNWTO) encourage countries worldwide to include sustainability in their policies and actions for management and development of tourism (UNEP, 2005). The core principles of sustainability are connected to economic, environmental and socio-cultural aspects of development (Spangenberg, 2002; UNEP, 2005; Kuhlman & Farrington, 2010; Muresan et al., 2016). Sustainability is the end goal, which can be achieved by acting responsibly (Goodwin & Font, 2013; Goodwin, 2016). Responsible tourism adheres to the ideals of sustainable development, which provide economic and social gains as well as increased well-being and preserved environment for destination stakeholders (Leslie, 2015). *“According to the principles of sustainability and responsibility, tourism should provide socio-economic benefits that improve the lives and communities of tourism stakeholders”* (Leslie, 2016, p. 77). Sustainable strategies and their responsible implementation, considering all destination stakeholders should be the central focus of sustainable and responsible development of every tourism destination. This is particularly significant in rural destinations as sustainable tourism development is frequently perceived as a necessary complementation and a key strategy for development of rural tourism destinations (Richards & Hall, 2000; Sharpley & Roberts, 2004; Saxena, Clark, Oliver & Ilbery, 2007; Garau, 2015; Kim & Jamal, 2015; Kantar & Svržnjak, 2017). It may encourage the revitalization and evolution of rural destinations as it aims to maintain the local environment, culture and traditions, stimulate economic activity, improve the life quality of local residents as well as promote new work opportunities and generation of income (McAreavey & McDonagh, 2010; Garau, 2015; Campón-Cerro, Hernández-Mogollón & Alves, 2017; Kallmuenzer, Nikolakis, Peters & Zanon, 2018; An & Alarcon, 2020; UNWTO, 2020).

Sustainable tourism development highly depends on the inclusion of all stakeholders and their cooperation (Yu, Chancellor & Cole, 2011; Mihalič, Šegota, Knežević Cvelbar & Kuščer, 2016). Responsible tourism advocates the development of destinations that would be optimal for people to live there as well as for people to visit them (Goodwin, 2019). Hospitable hosts are the core and are very important stakeholders in the process of tourism development as they are directly affected by it. The support of local residents for tourism development might be a crucial component in determining the success of a tourism

destination (Pham, Andereck & Vogt, 2019). Without active support of the local community, it is difficult to develop tourism in a sustainable and responsible way. It is important to understand locals' attitudes, their views and desires and take them into account when planning tourism development (Yu, Chancellor & Cole, 2011; Nunkoo, Smith & Ramkissoon, 2013; Sharpley, 2014; Zhu, Liu, Wei, Li & Wang, 2017; Obradovic, Tesin, Bozovic & Milosevic, 2020). Knowing residents' views facilitates policy making for minimization of potential negative impacts that tourism development might bring as well as maximization of the benefits it portrays (Obradovic, Tesin, Bozovic & Milosevic, 2020). Many researchers suggest that the perceptions and expectations of local people should actively guide tourism planning, which should be "resident responsive" (Ap, 1992; Vargas-Sánchez, Plaza- Mejía, & Porras-Bueno, 2009; Sharpley, 2014). Poor planning of tourism can result in negative consequences that may affect the whole sector and all stakeholders involved (Jaafar, Rasoolimanesh & Ismail, 2016).

A lot of research has been conducted to identify, measure and compare the variables that influence how tourism impacts on host communities are perceived, in order to explain and predict their responses to tourism development (Sharpley, 2014). Various factors have been identified that can influence residents' attitudes towards tourism (Gursoy, Ouyang, Nunkoo & Weif, 2018). According to Nunkoo and So (2016, p. 11) the topic of residents' support for tourism is among "*the most systematically documented areas in tourism.*" Numerous studies have been conducted on residents' perceptions of tourism and their support for tourism development (McGehee & Andereck, 2004). The reason for the growing interest in these studies has been the fact that apart from the benefits it brings, tourism development can also have a negative effect on the local community and destination (Almeida García, Balbuena Vázquez & Cortés Macías, 2015). Researchers have concluded that the satisfaction of residents is one of the most important factors for successful development of tourism. Satisfaction refers to the benefits of tourism, quality of life of the local community and involvement in decision making and development (Mihalič, Šegota, Knežević Cvelbar & Kuščer, 2016; Mihalič & Kuščer, 2019b; Mihalič, 2020; Obradović, Tešin, Božovič & Milošević, 2020) and it can also be measured as perception of sustainability of tourism or attitude towards tourism (Sánchez del Río-Vázquez, Rodríguez-Rad & Revilla-Camacho, 2019).

Plenty of context-specific studies have been conducted on residents' perceptions of tourism. Building on existing academic literature and research, this thesis aims to contribute to an assessment of residents' perceptions and satisfaction with tourism development of a rural destination. The three-pillar sustainability concept represents a good framework for studying positive and negative tourism impacts in economic, environmental and socio-cultural context (Mihalič, Šegota, Knežević Cvelbar & Kuščer, 2016), however, expanding the three-pillar concept of sustainability, including the enablers of sustainability implementation allows for a more holistic view of sustainable development of tourism (Mihalič, 2016; Mihalič, Šegota, Knežević Cvelbar & Kuščer, 2016). Therefore, the basis of this research is sustainable-responsible tourism, which

considers current and future tourism impacts, focuses on quality of life and responsibly addresses all destination stakeholders, especially the local communities as well as the socio-political environment (Mihalič, 2020). The area of the research in this thesis is a rural tourism destination Goriška brda (shortly and mostly used in the following of this thesis: Brda), which is located at the western border of Slovenia. Tourism has gained an important role in recent years. The recognition of the destination has increased, which led to an increase in tourist arrivals and overnight stays as well. Alongside, tourism businesses have developed and tourism offers have been enriched. The region has opted for and has been awarded several awards for sustainable development (Interview with destination manager, 2020). Sustainable development is one of the priorities of the destination. Consequently, the stakeholders and destination management strive for sustainability in all areas, but especially in tourism (ZTKMŠ Brda, 2020b). Local residents' attitude and perceptions of tourism development are gaining more and more importance in sustainable and responsible development of tourism destinations, which is the case in Brda as well. Therefore, monitoring residents' satisfaction is a basis for proper, resident friendly, development of tourism. Similarly to most of the studies on residents' perceptions, this thesis adopts a quantitative approach (Nunkoo, Smith & Ramkissoon, 2013) and it is designed as a questionnaire-based survey.

The aim of this thesis is to analyze the perceptions and satisfaction of residents of Goriška brda with sustainable and responsible tourism development at their destination. This is investigated through their satisfaction with economic, socio-cultural and environmental impacts of tourism, their satisfaction with tourism development, their quality of life at the destination and their satisfaction with tourism destination management. Also, the study attempts to explore the differences between the satisfaction of residents whose households' income depends on tourism and those whose income does not depend on tourism. Therefore, the following research questions were formulated:

- How are local residents affected by and satisfied with sustainable and responsible tourism development of Goriška brda?
- Are there any differences in perceived tourism impacts and satisfaction among rural residents based on their dependence on tourism?

With the aim of constantly being updated about residents' opinions and possible triggers of dissatisfaction, investigating the gaps between residents who are involved in tourism and more knowledgeable about it and those who are not directly involved in it, is a valuable and important ongoing process. This thesis thus tries to objectively assess the current situation and opinion of the residents and outline the aspects with room for improvement. A sustainable-responsible tourism perspective is applied to identify the impacts and enablers of tourism development in a rural destination. To investigate how the implementation of sustainability into practice is perceived and recognized by the local residents, a questionnaire that monitors residents' satisfaction with aspects of sustainable responsible tourism development has been prepared. This research aspires to contribute to the knowledge of local authorities to further develop tourism, representing a basis for

tourism planning and development, as well as to add value for the local community and tourism planners. As the tourism industry has been hit by the COVID-19 pandemic, it is even more important to adhere to the guidelines of sustainable and responsible tourism development to ensure that proper revival of tourism will be acceptable for all destinations' stakeholders, most importantly the residents.

In the following literature review, the concepts of sustainable and responsible tourism, applied to a rural tourism destination will be introduced and summarized and a review of academic literature on residents' perceptions and satisfaction with certain aspects of tourism will be presented. Next, the construct of the research will present a conceptual model and outline the hypotheses. The context of this research, a Slovene tourism destination Goriška brda will be introduced. The methodology chapter will clarify the philosophical approach of the study, including the methods that were applied, the design of the questionnaire as well as the processes of collection and analysis of data. Results and analysis section will present the findings and tests of the hypotheses that are set for the purpose of this research, which will be further elaborated in the discussion chapter. Lastly, a summary of the findings and concluding remarks will be stated in the conclusion.

1 LITERATURE REVIEW

The following chapter is divided into three parts. First, sustainable and responsible tourism development are discussed and then applied to a case of a rural tourism destination. The second part discusses the socio-cultural, economic and environmental impacts of tourism on a destination and the perceptions of host communities that have derived from previous research on the topic. The last part involves the satisfaction of local residents with the development of tourism at a destination, with a special emphasis on their satisfaction with quality of life and tourism management.

1.1 SUSTAINABLE AND RESPONSIBLE TOURISM DEVELOPMENT

Fast development of the tourism industry has raised concern and awareness about the natural, socio-cultural and economic prosperity of the future. Therefore, sustainability has become one of the top priorities of tourism development, which can be achieved through responsible actions (Goodwin & Font, 2013; Goodwin, 2016). Thus, responsible tourism complements the concept of sustainable development and can be referred to as “sustainability in action” (Mihalič, 2020, p. 5). In the following, both concepts and their reciprocity are presented and further applied to a rural tourism destination.

1.1.1 SUSTAINABLE TOURISM DEVELOPMENT

The dynamic concept of sustainable development has been widely discussed in the past decades and applied to different sectors of the economy, including tourism. Sustainable tourism development is a continuous process in which tourism organizations continuously adjust to the environmental and market changes (UNEP, 2005; Liburd, 2018). The growth of the tourism industry makes such development more and more significant for all the involved stakeholders (Brida, Osti & Barquet, 2010; Hussain, Ali, Ragavan & Manhas, 2015).

As emphasized by the United Nations Environmental Programme (UNEP, 2005, p. 2) “*making tourism more sustainable is not just about controlling and managing the negative impacts of the industry.*” Sustainable development of tourism entails the minimization of costs while maximizing the benefits that development of tourism brings to the destination (Cottrell, Vaske & Roemer, 2013). It takes account of all impacts and addresses the needs of all involved stakeholders: visitors, the (tourism) industry, environment as well as the host communities (UNWTO, n.d.-b). Informed participation of stakeholders, strong political leadership, constant monitoring and introduction of preventive and corrective measures are required (UNEP, 2005).

Environmental, social and economic principles of sustainable tourism are outlined in the World Tourism Organization’s definition: “*Sustainable tourism development meets the needs of present tourists and host regions while protecting and enhancing opportunities for the future. Sustainable tourism is envisaged as leading to management of all resources*

in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity, and life support systems” (WTO, 1998, p. 21). The three-pillar concept of sustainability has been widely accepted and has become the main tourism paradigm, included in the majority of tourism development strategies of tourism destinations (Kuhlman & Farrington, 2010; Mihalič & Kuščer, 2019a; Mihalič, 2020).

The cooperation and coordination of all stakeholders is an important prerequisite for sustainable tourism development (Bramwell, 2011; Mihalič, Šegota, Knežević Cvelbar & Kuščer, 2016). Their perceptions and values inevitably influence the process (Liburd, 2018), since collaboration and co-creation of tourism strategies, policies and management is seen as an essential step towards sustainability (Graci, 2013; Liburd, Duedahl & Heape, 2020). There has been a shift in focus from the national level to local (community) level of sustainable development. As a local development strategy that focuses on socio-cultural, environmental and economic aspects (Balbuena Vázquez & López López, 2020), sustainability is a strategic decision that aims to benefit the local community (Marzo-Navarro, Pedraja-Iglesias & Vinzón, 2015).

As concluded by many researchers, despite the fact that the commitment to sustainability is high, there is still too little proper application of its principles into practice (Liu, 2003; Moscardo & Benckendor, 2015; Mihalič & Kuščer, 2019a; Mihalič & Kuščer, 2019b). Thus, most criticism of sustainable development is connected to its practical implementation and the lack of measurability (Liu, 2003; Ko, 2005; Bettencourt & Kaur, 2011; Mihalič, Šegota, Knežević Cvelbar & Kuščer, 2016; Mihalič, 2020). Liu (2003) stated that practically implementable policies and measures need to be developed in order to effectively manage sustainable tourism development. It is further elaborated by many scholars that a political/institutional dimension should be given more attention in sustainability debate (Ritchie & Crouch, 2003; Mihalič, 2016; Mihalič, Šegota, Knežević Cvelbar & Kuščer, 2016). The institutional perspective, with proper management and mediation, should help balance the three main dimensions (Spangenberg, 2002; Cottrell, Vaske & Roemer, 2013). Effective governance, policies and collaboration among stakeholders is the base for successful sustainable development (UNWTO, 2018). Since political dimension does not directly refer to tourism impacts, *“the fourth pillar of the sustainability concept has never materialised”* (Mihalič, 2016, p. 3). Instead, it has been included into three requirements to make tourism more sustainable, namely, awareness of sustainability and ethics, environmental education, informed participation of all stakeholders with a strong political leadership and the maintenance of tourist satisfaction on a high level (UNWTO, 2004; Mihalič, 2016). The debate around implementation of sustainability principles in practice has been complemented with the concept of responsible tourism, which will be further elaborated in the following section.

1.1.2 RESPONSIBLE TOURISM DEVELOPMENT

As a result of the slow implementation of sustainability principles in the tourism industry, responsible tourism became another tourism paradigm, which received attention from tourism researchers (Camilleri, 2015; Mihalič, 2016; Mathew & Sreejesh, 2017; Mihalič & Kuščer, 2019a; Mihalič, 2020). The concept of responsible tourism is based on sustainability and addresses sustainable tourism in its implementation (Mihalič, 2016; Mathew & Sreejesh, 2017; Mathew & Thankachan, 2019; Mihalič, 2020). It is considered as *“a response to the limitations of sustainable tourism and it is often regarded as the practice-based application of the concept of sustainability”* (Burrai, Buda & Stanford, 2019, p. 998).

The Cape Town declaration emphasized that the aim of responsible tourism development is to minimize the negative impacts of tourism, generate economic benefits and enhance the well-being of the local community while also improving their working conditions and involving them in decision making, preserve natural and cultural heritage, promote respect between tourists and hosts and with that build local pride and provide tourists with a meaningful experience (Goodwin, 2014; Goodwin, 2016). *“Responsible Tourism is about making better places for people to live in and better places for people to visit”* (Goodwin, 2019, para. 2). It requires responsibility and action from all involved stakeholders to achieve sustainable development (Goodwin, 2019). Goodwin’s conceptualization of responsible tourism is related to *“accountability, capacity to act and the capacity to respond”* (Mihalič, 2016, p. 5). It equally captures all three pillars of sustainability, the economic, socio-cultural and environmental (Mathew & Kuriakose, 2018) with the goal to build high-quality tourism destinations, which would be satisfactory for both locals and tourists (Leslie, 2016).

Responsible tourism is based on sustainability strategies, adding them appropriate actions, awareness and ethics (Mihalič, 2016; Mathew & Thankachan, 2019; Mihalič & Kuščer, 2019a). It can be seen as a strategy that embraces planning and management which aim to bring positive socio-cultural, economic and environmental impacts. Its core is in empowerment of local communities and improvement of their quality of life (Mathew & Sreejedh, 2016; Mathew & Kuriakose, 2018). Responsible tourism is strongly connected to local communities. As per Goodwin (2016), the challenge of sustainability applies to the local level since the destinations and host communities are different and thus the optimal balance of needs can only be determined by local people (Goodwin, 2016). Responsible tourism is the issue of local populations and destinations (Goodwin, 2016; Burrai, Buda & Stanford, 2019). The local community should benefit from tourism development (Leslie, 2016) and participate in decision-making about actions that impact their livelihood at the tourism destination (Burrai, Buda & Stanford, 2019).

As suggested by Mihalič and Kuščer (2019b), sustainable tourism can be achieved if the conceptual impacts of tourism are taken into account and if the necessary responsible

actions for implementation of the positive impacts are accomplished. Mihalič (2016) combined the two tourism paradigms of sustainable and responsible tourism into a sustainable-responsible tourism model, which represents a framework for studying sustainability and responsible implementation (Mihalič & Kuščer, 2019a). “Responsustable” tourism differentiates between the three conceptual pillars and the enablers of responsible implementation of sustainability (Mihalič, 2020). Sustainability pillars are assessed through the positive and negative tourism impacts, environmental, socio-cultural and economic. Responsibility, on the other hand, is assessed as implementation of the enablers of sustainability, which are the destination ethics, awareness and knowledge, the satisfaction and cooperation of the involved stakeholders and the visitors’ satisfaction (Mihalič & Kuščer, 2019a; Mihalič, 2020). As per Mihalič (2020), positive and negative environmental, socio-cultural and economic impacts are measures/indicators for sustainability, while (dis)satisfaction is a measure/indicator for responsibility, the implementation of sustainability (sustainability enablers).

Sustainable-responsible tourism can be referred to as “*quality of life centered tourism that takes full account of its current and future economic, socio-cultural and natural impacts and responsibly addresses destination’s stakeholders (host communities and industry), visitors and the socio-political environment*” (Mihalič, 2020, p. 9). Sustainable strategies and their responsible implementation, considering all destination stakeholders (including the residents), should thus be the central focus of sustainable and responsible development of every tourism destination.

1.1.3 SUSTAINABLE AND RESPONSIBLE DEVELOPMENT OF RURAL DESTINATIONS

Rural tourism is a type of tourism that takes place in the countryside, rural areas and focuses on rural lifestyle, culture and heritage of rural tourism destinations. It is much more than just agricultural and farm tourism – eco-tourism and nature-based tourism as well as cultural tourism are an important part of tourism development at the countryside destinations (McGehee & Kim, 2004). Rural tourism comprises all different forms of tourism and tourism activities that are taking place in rural areas (European Commission, 1986; Garau, 2015; Lane & Kastenholtz, 2015; Kantar & Svržnjak, 2017). Its attributes are special (reduced) tourist offer, natural and cultural heritage, contribution to the local economy and sustainability vision. It is seen as an alternative to mass tourism, thus attracting tourists from urban areas to connect with the rural environment (Kantar & Svržnjak, 2017; Amaral, 2019; An & Alarcon, 2020). Rural tourism is situated in rural areas and is rural in scope, purpose and structure, representing the different and dynamic rural setting, economy, heritage and place practices (Sharpley & Roberts, 2004). Due to the fact that rural areas around the world are so varied and offer different tourism activities, there is no definition that could more complexly describe the term rural tourism (OECD, 1994).

Rural areas have a big potential to develop tourism (Marzo-Navarro, Pedraja-Iglesias & Vinzón, 2015). Sustainable development of tourism can help overcoming challenges that rural places are facing, since it promotes their revitalization through enhancement of residents' quality of life, preservation of the local culture, conservation of natural environment, job opportunities and income generation (McAreavey & McDonagh, 2010; Campón-Cerro, Hernández-Mogollón & Alves, 2017; Kallmuenzer, Nikolakis, Peters & Zanon, 2018; An & Alarcon, 2020).

As already mentioned in the previous section, sustainability represents a local development strategy, which covers environmental, socio-cultural as well as economic dimension (Balbuena Vázquez & López López, 2020). Rural tourism and sustainable development are often seen as interdependent (Sharpley & Roberts, 2004; Kantar & Svržnjak, 2017). Furthermore, rural tourism has gained importance as being a key strategy for sustainable development of rural destinations (Sharpley & Roberts, 2004; Saxena, Clark, Oliver & Ilbery, 2007; Garau, 2015; Kim & Jamal, 2015), as it can stimulate economic activity (Garau, 2015; UNWTO, 2020). Recently, sustainable rural development has become an ideal and one of the key dimensions of European, national and local policies (McAreavey & McDonagh, 2010) since it promotes the growth of rural destinations (Kim & Jamal, 2015; Rasoolimanesh, Roldán, Jaafar & Ramayah, 2016).

Although rural tourism brings a lot of benefits to destinations, there are still negative impacts that cannot always be outweighed with the positive ones (An & Alarcon, 2020). There are several components required so that rural tourism development could be successful, including good leadership and management, cooperation of local entrepreneurs and broad support from the local community (Wilson, Fesenmaier, Fesenmaier & Van Es, 2001; Marzo-Navarro, Pedraja-Iglesias & Vinzón, 2015). Rural tourism is mostly developed on a local level (Wilson, Fesenmaier, Fesenmaier & Van Es, 2001), managed and marketed by local tourism organizations (Adeyinka-Ojo, Khoo-Lattimore & Nair, 2014). Decision making on the local level is important for sustainable tourism development as it allows for a holistic vision of the destination, its priorities, opportunities and constraints (UNEP, 2005). Since the goal of sustainable responsible development is also to positively contribute to local residents' well-being and quality of life, their attitudes and satisfaction with tourism development are to be monitored and taken into account at all times (Marzo-Navarro, Pedraja-Iglesias & Vinzón, 2015; Demirovic Bajrami, Radosavac, Cimbalevic, Tretiakova & Syromiatnikova, 2020). The contribution of tourism to rural areas is valid only if local businesses and residents participate in tourism development. Local inhabitants know their place best and control the resources, thus their support is essential for sustainable and responsible development of tourism (Demirovic Bajrami, Radosavac, Cimbalevic, Tretiakova & Syromiatnikova, 2020). It is necessary to have a holistic view of all stakeholders at the destination in order to manage the complexity and involvement of many different players in rural tourism (Marzo-Navarro, Pedraja-Iglesias & Vinzón, 2015). Thereafter, it is crucial to manage tourism development responsibly with

all the dimensions of sustainability in mind, aiming for the balance between economic, socio-cultural and environmental benefits of tourism development.

1.2 RESIDENTS' PERCEPTIONS OF TOURISM IMPACTS

There are various impacts of tourism development on a destination, however, the major ones are related to socio-cultural, economic and environmental aspects. All three groups have positive and negative perspectives (Andereck, Valentine, Knopf & Vogt, 2005; Almeida García, Balbuena Vázquez & Cortés, 2015). The impacts on the community are interlinked, having both beneficial synergies in some and opposite relationships in other cases (UNWTO, 2004). Nevertheless, tourism development depends on how these impacts are perceived by the local residents (Yu, Chancellor & Cole, 2011; Mihalič, Šegota, Knežević Cvelbar, Kuščer, 2016). Researchers suggest that, in order to achieve sustainable development of tourism, these impacts need to be mitigated (Nunkoo & Ramkissoon, 2011; Sharpley, 2014; Park, Nunkoo & Yoon, 2015). Minimizing the negative and maximizing the positive impacts through responsible tourism planning is crucial for gaining the support of the local community, which is a precondition for sustainable development (Choi & Sirakaya, 2005; Nunkoo & Ramkissoon, 2011; Sharpley, 2014; Park, Nunkoo & Yoon, 2015; Nunkoo & So, 2016).

Several factors have been identified, which can influence residents' perceptions of the impacts of tourism (Gursoy, Jurowski & Uysal, 2002; McGhee & Andereck, 2004; Wang & Pfister, 2008; Almeida-García, Angeles Pelaez-Fernandez, Balbuena-Vazquez & Cortes-Macias, 2016). The economic dependence and reliance on tourism is among the most mentioned factors that can influence residents' perceptions of tourism (Harrill, 2004; Choi & Murray, 2010; Sharpley, 2014; Foroni, Modica & Zenga, 2019). Several studies reported that residents whose household's income depends on tourism-related activities have a much more positive and favourable attitude towards tourism and perceive its economic, socio-cultural and environmental impacts more positively as a result of the direct personal benefits obtained from its constant growth (Perdue, Long & Allen, 1990; Ko & Stewart, 2002; McGhee & Andereck, 2004; Andereck, Valentine, Knopf & Vogt, 2005; Wang & Pfister, 2008; Vargas-Sanchez, Plaza-Mejia, & Porrás-Bueno, 2009; Choi & Murray, 2010; Nunkoo & Ramkissoon, 2010; Sharpley, 2014). Nevertheless, there are many other factors that can impact these attitudes (Wang & Pfister, 2008; Sharpley, 2014). Some studies reported that residents that were employed in the tourism sector did not have positive opinions of tourism impacts, which was a result of low salaries, seasonality and early phase of tourism development (Alrwajfah, Almeida-García & Cortés-Macías, 2019). Local residents are more willing to support sustainable development of tourism if their personal benefits from it are significant (Wang & Pfister, 2008; Muresan et al., 2016). In general, residents tend to have positive perceptions of economic impacts, while socio-cultural and environmental impacts are perceived as positive in some cases and as negative in others (Almeida García, Balbuena Vázquez & Cortés, 2015).

1.2.1 RESIDENTS' PERCEPTIONS OF SOCIO-CULTURAL IMPACTS

Tourism development in an area and the visitation of tourists from different cultures and social backgrounds can significantly impact the socio-cultural characteristics of the local community (Hwang, Stewart & Ko, 2012; Slabbert, du Plessis & Digun-Aweto, 2020). While socio-cultural impacts of tourism might be less evident than economic and environmental ones (Slabbert, du Plessis & Digun-Aweto, 2020), they are crucial for the well-being of the local residents. Various researches have been conducted on residents' perceptions of socio-cultural impacts of tourism (Almeida García, Balbuena Vázquez & Cortés, 2015). However, the results vary since some studies report the dominance of negative perceptions (e.g. Andereck, Valentine, Knopf & Vogt, 2005), while others report predominantly positive ones (e.g. Yoon, Gursoy & Chen, 2001; McGehee & Andereck, 2004; Andereck & Nyaupane, 2011; Latkova & Vogt, 2012). Accordingly, residents' perceptions of socio-cultural impacts depend on the context and characteristics of the destination in which tourism is developing (Almeida García, Balbuena Vázquez & Cortés, 2015).

Positively, tourism can enhance cultural exchange, understanding and peace (Yoon, Gursoy & Chen, 2001; UNEP, 2005; Zhu, Liu, Wei, Li & Wang, 2017). Tourism promotes socialization between tourists and local residents (Andereck, Valentine, Knopf & Vogt, 2005). The awareness and pride of the cultural identity of the local community could be stimulated and the traditions, crafts and culture might be revived. Moreover, local heritage gets more importance and is better preserved (Yoon, Gursoy & Chen, 2001; Andereck & Nyaupane, 2011; Nunkoo & So, 2016; Rasoolimanesh, Roldán, Jaafar & Ramayah, 2016; Zhu, Liu, Wei, Li & Wang, 2017). The improvement of infrastructure, social services and recreational areas benefits the local residents as well (Andereck, Valentine, Knopf & Vogt, 2005; Wang & Pfister, 2008; Latkova & Vogt, 2012; An & Alarcon, 2020; Slabbert, du Plessis & Digun-Aweto, 2020), giving them more leisure opportunities (Perdue, Long & Allen, 1990; Yoon, Gursoy & Chen, 2001; Andereck & Nyaupane, 2011). Such impacts positively influence residents' support and satisfaction with tourism development since they contribute to their well-being and improvement of their quality of life (McGehee & Andereck, 2004). On the other hand, increased tourist visitation can cause pressure on local infrastructure and services and overcrowding, which results in dissatisfaction of the local community (Andereck, Valentine, Knopf & Vogt, 2005, Zhu, Liu, Wei, Li & Wang, 2017). Also, traditional cultures can be changed and customs destroyed (Gursoy & Rutherford, 2004; UNEP, 2005), resulting in commodification and touristification of traditions (Ko & Stewart, 2002; Tosun, 2002). A common negative aspect is related to traffic and parking problems, which are even more evident during the peak season (Perdue, Long & Allen, 1990; Gursoy & Rutherford, 2004; McGehee & Andereck, 2004). Other socio-cultural impacts that negatively influence residents' attitudes towards tourism include changes in value systems of residents, increase in crime rates and increased consumption of alcohol in public places (Ko & Stewart, 2002; Andereck, Valentine, Knopf & Vogt, 2005;

Rasoolimanesh & Jaafar, 2017). The awareness of authorities about the values of the community is crucial for successful mitigation of negative impacts and promotion of the benefits that tourism development portrays.

1.2.2 RESIDENTS' PERCEPTIONS OF ECONOMIC IMPACTS

The economic impacts of tourism are among those most visible and prominent for the host community. Therefore, most research on tourism impacts comprehends these impacts (Wang & Pfister, 2008). As already mentioned, economic dependency on tourism is one of the factors that can significantly influence residents' perceptions and support for tourism development (Sharpley, 2014). In general, the economic aspect is the principal cause of residents' favourable attitudes towards tourism development. However, the perceptions depend on the destination where tourism develops (Almeida García, Balbuena Vázquez & Cortés, 2015).

The positive economic impacts of tourism entail the direct or indirect increase in income of locals, through increased spending of visitors (Ko & Stewart 2002; Andereck, Valentine, Knopf & Vogt, 2005; Andereck & Nyaupane, 2011). Rise in visitation and spending also stimulates local production (Dwyer, 2020) and leads to infrastructural improvements (Yoon, Gursoy & Chen, 2001). Tourism promotes the economic growth of the region, increases tax revenues and attracts new investments and opportunities for the development of local enterprises (Gursoy, Jurowski & Uysal, 2002; Gursoy & Rutherford, 2004; UNEP, 2005). The multiplier effect of tourism can positively contribute to other sectors of the economy (An & Alarcon, 2020; UNWTO, 2020). It can be a complement to the existing industries and business activities, allowing for additional secondary income (Wilson, Fesenmaier, Fesenmaier & Van Es, 2001; Marzo-Navarro, Pedraja-Iglesias & Vinzón, 2015). There are new job and business opportunities for local residents, which can lead to improved standard of living (Yoon, Gursoy & Chen, 2001; Gursoy, Jurowski & Uysal, 2002; Ko & Stewart 2002; McGhee & Andereck, 2004; Andereck, Valentine, Knopf & Vogt, 2005). Although a lot of studies found that residents have a positive opinion of economic impacts (e.g. Gursoy, Jurowski & Uysal, 2002; Andereck, Valentine, Knopf & Vogt, 2005), several researches concluded that tourism also portrays adverse impacts (e.g. Perdue, Long & Allen, 1990; Bujosa Bestard & Rosselló Nadal, 2007). The most evident are the increased costs of living for local residents (McGehee & Andereck, 2004; Bujosa Bestard & Rosselló Nadal, 2007). Also, increased prices of properties and other products may be a result of tourism development (Gursoy & Rutherford, 2004; Andereck, Valentine, Knopf & Vogt, 2005; Almeida-García, Angeles Pelaez-Fernandez, Balbuena-Vazquez & Cortes-Macias, 2016). Due to its seasonality, tourism can be an unstable source of income (UNEP, 2005; Bujosa Bestard & Rosselló Nadal, 2007). Moreover, the quality of jobs in the tourism industry might be questionable (Almeida García, Balbuena Vázquez & Cortés, 2015). Overdependence on the income from tourism is not sustainable for local enterprises.

1.2.3 RESIDENTS' PERCEPTIONS OF ENVIRONMENTAL IMPACTS

Natural environment can be one of the main attractions and attributes of a rural tourism destination. However, tourism development certainly influences the natural environment, ecosystems and the host community (Ko & Stewart, 2002). As commented by Almeida García, Balbuena Vázquez and Cortés (2015), it seems that in many cases residents put the advantages of tourism before the environmental damage. However, the successful long-term development of tourism destinations depends on the quality of the environment and its protection (Liu, Sheldon & Var, 1987).

Generally, literature reveals contradictory findings regarding residents' perceptions of environmental impacts of tourism (Andereck, Valentine, Knopf & Vogt, 2005; Almeida García, Balbuena Vázquez & Cortés, 2015). On the positive side, tourism can contribute to the improvement of the appearance of the area and its infrastructure, enhancing the protection and conservation of nature (Nunkoo & Ramkissoon, 2012; Zhu, Liu, Wei, Li & Wang, 2017), which is highly valued by the residents (Andereck, Valentine, Knopf & Vogt, 2005; Andereck & Nyaupane, 2011). Tourism development can consequently bring economic value to natural resources, which results in additional income for conservation and also the support from the host community (UNEP, 2005; Almeida-García, Peláez-Fernández, Balbuena-Vázquez & Cortés-Macias, 2016; An & Alarcon, 2020; UNWTO, 2020). While tourism can support the preservation of the environmental resources, it also contributes to the environmental awareness of the local community (Nunkoo & So, 2016). Nevertheless, negative impacts of tourism on the environment are of a major concern for many destinations. Tourism development can result in direct pressure on nature, causing degradation, pollution of the environment and disruption of wildlife (Harrill, 2004; Andereck, Valentine, Knopf & Vogt, 2005; UNEP, 2005; Nunkoo & Ramkissoon, 2012). Increase in visitor numbers also means the increased use of water and higher amount of litter (UNEP, 2005; Nunkoo & Ramkissoon, 2012). Other negative aspects are also the potential congestion in certain areas, parking problems and noise pollution (Harrill, 2004; Andereck, Valentine, Knopf & Vogt, 2005; Nunkoo & Ramkissoon, 2012; Almeida-García, Peláez-Fernández, Balbuena-Vázquez & Cortés-Macias, 2016; Zhu, Liu, Wei, Li & Wang, 2017; An & Alarcon, 2020), which directly affect the daily life of the local residents. These negative impacts of tourism development on the local environment lead to negative perceptions of tourism among residents of the destination (Yoon, Gursoy & Chen, 2001; McGehee & Andereck, 2004; Andereck, Valentine, Knopf & Vogt, 2005). Minimization of negative impacts, proper conservation efforts and rise of the awareness among locals and tourists is thus a crucial aim of sustainable and responsible development of tourism at a destination.

1.3 RESIDENTS' SATISFACTION WITH SUSTAINABLE TOURISM DEVELOPMENT

Sustainable development of tourism is becoming significantly important for all destination stakeholders (Brida, Osti & Barquet, 2010; Yu, Cole & Chancellor, 2018). Local residents are key stakeholders in the process of tourism development as it directly affects them (Yu, Chancellor & Cole, 2011; Nunkoo, Smith & Ramkissoon, 2013; Sharpley, 2014). Various researchers have emphasized the significance of local residents' satisfaction when determining the growth of sustainable tourism (Gursoy & Rutherford, 2004), since tourism is acceptable only if it manages to boost the quality of life of local people (Yu, Cole & Chancellor, 2018; Balbuena Vázquez & López López, 2020). Studying the satisfaction of local residents is key to the progress of tourism growth as it helps the evaluation of sustainable tourism development, residents' views about the effects of tourism, and their approval of tourism development (Harrill, 2004; Nunkoo & Ramkissoon, 2010; Ribeiro, Pinto, Silva & Woosnam, 2017; Alrwajfah, Almeida-García & Cortés-Macías, 2019).

Several previous studies have confirmed that the satisfaction of the local community is a meaningful factor for the sustainable development of tourism (Wang, Zhen, Zhang & Wu, 2014; Alrwajfah, Almeida-García & Cortés-Macías, 2019). Residents' satisfaction is related to the benefits that tourism development portrays, its influence on their quality of life, their attitude to the fact that they live in a tourist destination, relationship with tourists and their involvement in the decision-making and development of the community (UNWTO, 2004; Nunkoo & Ramkissoon, 2011; Mihalič, Šegota, Knežević Cvelbar & Kuščer, 2016; Obradovic, Tesin, Bozovic & Milosevic, 2020). Overall residents satisfaction has been found to have a significant relationship with the perceived impacts of tourism (Gursoy, Jurowski & Uysal, 2002; Ko & Stewart, 2002; Wang, Zhen, Zhang & Wu, 2014; Alrwajfah, Almeida-García & Cortés-Macías, 2019) and is seen as an essential part of community planning and development (Nunkoo & Ramkissoon, 2011). According to previous studies, satisfied residents see tourism as having positive effects on their community and destination, while unsatisfied residents are more likely to observe its negative impacts (Ko & Stewart, 2002; McGehee & Andereck, 2004; Vargas-Sánchez, Plaza-Mejia & Porrás-Bueno, 2009; Nunkoo & Ramkissoon, 2010). Researches also suggest that community satisfaction results in support for tourism, and it can also dictate the success of tourism development (Nunkoo & Ramkissoon, 2011; Wang, Zhen, Zhang & Wu, 2014; Woo, Kim & Uysal, 2015; Moghavvemi, Woosnam, Hamzah & Hassani, 2020).

Residents' overall satisfaction with sustainable tourism development of their destination is influenced by many factors. Analyzing the satisfaction of local residents is significant as it facilitates the evaluation of sustainable tourism development, their opinion about the effects of tourism and the promotion of tourism development (Nunkoo & Ramkissoon, 2010; Wang, Zhen, Zhang & Wu, 2014; Ribeiro, Pinto, Silva & Woosnam, 2017). Monitoring and understanding residents' satisfaction with tourism at a destination is essential for destination management and authorities so that they can proactively

implement strategies and policies that would mitigate potential unfavourable impacts (Moghavvemi, Woosnam, Hamzah & Hassani, 2020). The already discussed positive and negative impacts of the tourism industry influence resident's perceptions towards tourism and also their quality of life. The connection between tourism and residents' quality of life is presented in the following subchapter. Another common factor that can influence resident's satisfaction is how tourism at the destination is being managed and what is their role and influence in it. As it was found by Latkova and Vogt (2012), residents who see tourism as an important growth and development strategy see this sector more favourably. Residents' satisfaction with tourism destination management will be further discussed in the last part of this section.

1.3.1 RESIDENTS' SATISFACTION WITH QUALITY OF LIFE

Sustainable development of tourism in most destinations, particularly the rural ones, has been largely undertaken with the goal of improving the quality of life of local residents (Demirovic Bajrami, Radosavac, Cimbalevic, Tretiakova & Syromiatnikova, 2020). Development of tourism can influence the life of local residents in many ways. When an area becomes a tourism destination, the quality of life of local people is also impacted by the growth of tourism (Uysal, Sirgy, Woo & Kim, 2016). On one side, the positive socio-cultural, economic and environmental tourism impacts improve the satisfaction with quality of life, however, the negative ones decrease it (Kim, Uysal & Sirgy, 2013; Woo, Kim & Uysal, 2015; Uysal, Sirgy, Woo & Kim, 2016), which further influences their support for tourism development (Woo, Kim & Uysal, 2015). If tourism development in a rural destination is based on sustainability principles, it can portray significant environmental, socio-cultural and economic benefits to the residents and consequently improves their life quality (Demirovic Bajrami, Radosavac, Cimbalevic, Tretiakova & Syromiatnikova, 2020). Thus, tourism is commonly seen as an industry that can contribute to the quality of life of the host community and create a desirable living environment (Andereck, Valentine, Vogt & Knopf, 2007; Andereck & Nyaupane, 2011; Kim, Uysal & Sirgy, 2013; Nunkoo & So, 2016), which is the core goal of responsible tourism.

There are many definitions of quality of life, since it is a multidimensional construct, comprehending subjective and objective domains (Andereck, Valentine, Vogt & Knopf, 2007; Andereck & Nyaupane, 2011; Nunkoo & So, 2016). It refers to "*one's satisfaction with life, and feelings of contentment or fulfillment with one's experience in the world*" (Andereck, Valentine, Vogt & Knopf, 2007, p. 484).

Local residents recognize both positive and negative impacts of tourism development, which consequently influences their quality of life (Yu, Cole & Chancellor, 2018). Tourism can influence the quality of life through the creation of tourism products that locals can also use (for example restaurants, festivals, cultural and natural attractions, opportunities for outdoor recreation,...), higher living standards as a result of job creation, diversity of the local economy and increased tax revenues, resulting in services for

residents (Tosun 2002; Harrill, 2004; Andereck, Valentine, Vogt & Knopf, 2007; Andereck & Nyaupane, 2011). On the other hand, tourism can negatively influence the perceived life quality if it portrays traffic problems, overcrowding, parking issues, crime, increased living costs, changes in locals' way of life and conflicts among tourists and hosts (Tosun 2002; Andereck, Valentine, Vogt & Knopf, 2007; Andereck & Nyaupane, 2011). Nevertheless, tourism impacts and their influence on the quality of life are not perceived similarly by all residents of the same destination (Andereck, Valentine, Vogt & Knopf, 2007; Andereck & Nyaupane, 2011; Uysal, Sirgy, Woo & Kim, 2016; Yu, Chancellor & Cole, 2018). One of the influential factors is the economic dependency on tourism. Uysal, Sirgy, Woo and Kim (2016) reported that those directly benefiting from tourism (e.g. through employment) tend to be more supportive towards tourism development and reveal higher levels of quality of life than those who are not involved in the tourism industry. Also, some researchers reported differences among perceptions of residents residing in different types of destinations; rural and urban areas (Uysal, Sirgy, Woo & Kim, 2016). Nevertheless, when examining residents' quality of life it is necessary to take into account that some changes in the community, that may influence their quality of life, are not connected with tourism development (Yu, Cole & Chancellor, 2018).

As already mentioned, the aim of sustainable tourism development is to improve the quality of life of the host community. Sustainable-responsible tourism is seen as “quality of life centered tourism” (Mihalič, 2020, p. 9). Sustainability orientation, complemented with responsibility can have a great effect on the quality of local peoples' lives (Mathew & Sreejesh, 2016). The results of the research conducted by Nunkoo and So (2016) indicate that tourism institutions can also significantly influence the satisfaction with quality of life of local residents. Consequently, residents' well-being is the primary concern for community leaders, who should monitor their satisfaction to implement policies and actions that would improve the quality of life on the destination (Uysal, Sirgy, Woo, & Kim, 2016; Yu, Chancellor & Cole, 2018). The role of tourism management in residents' perceptions and satisfaction is discussed in the following section.

1.3.2 RESIDENTS' SATISFACTION WITH TOURISM MANAGEMENT

Successful tourism development is conditioned by the participation and collaboration of destination's stakeholders (Bramwell, 2011; Yu, Chancellor & Cole, 2011; Mihalič, Šegota, Knežević Cvelbar & Kuščer, 2016; UNWTO, 2018). Sustainable tourism paradigm emphasizes the important role of the local community in the process of tourism development (Choi & Srikaya, 2005). Community-based tourism strategies for sustainable tourism development are being widely recommended by scholars (Choi & Srikaya, 2005; Nunkoo & Gursoy, 2012; Nunkoo, Smith & Ramkissoon, 2013), encouraging involvement and emphasizing the importance of the active support from local residents (Nunkoo & Gursoy, 2016). Collaboration in tourism management and co-creation of tourism strategies and policies is an essential step towards sustainability of rural destinations (Bramwell, 2011; Graci, 2013; An & Alarcon, 2019; Liburd, Duedahl & Heape, 2020).

The governance and management of tourism is based on the local level in many destinations. Local institutions have the role of communication with local stakeholders, including the residents, involving them in planning and decision-making and informing them about tourism development at the destination (Mihalič, Šegota, Knežević Cvelbar & Kuščer, 2016). UNWTO's definition of destination management describes it as the coordinated management of all the stakeholders and elements that form a tourism destination (UNWTO, 2007). The three key destination management functions are the strategic leadership, effective implementation (execution) and efficient governance (UNWTO, n.d.-a; UNWTO, 2019). It is connected to the socio-political dimension of sustainability and is as such an enabler of sustainable tourism implementation (Mihalič, Šegota, Knežević Cvelbar & Kuščer, 2016). Sustainable development requires efficient management which continuously monitors the impacts of tourism and accordingly introduces the measures that are necessary (UNWTO, 2004; Choi & Sirakaya, 2005; Lozano-Oyola, Blancas, González & Caballero, 2012). Since there are multiple stakeholders involved in destination management (Marzo-Navarro, Pedraja-Iglesias & Vinzón, 2015; Nunkoo, 2017), sustainable and responsible destination management aims to effectively address the interactions between the involved stakeholders (UNWTO, 2019). The destination management organization (DMO) has the role to coordinate and lead the tourism development of a destination, following a coherent strategy and pursuing a common goal (UNWTO, n.d.-a; UNWTO, 2019). It is the main organization, responsible for the development and management of tourism at the destination level (UNWTO, 2019).

The credibility and success of the DMO is determined by the trust of destinations' stakeholders, including local residents (UNWTO, 2019). It has been confirmed that residents' trust in tourism management of the destination conditions their attitudes and satisfaction with tourism development (Nunkoo & Ramkissoon, 2011; Nunkoo & Gursoy, 2016; Nunkoo & So, 2016; Alrwajfah, Almeida-García & Cortés-Macías, 2019). Some studies concluded that the power to influence the development of tourism can significantly influence residents' support for tourism (Nunkoo & Ramkissoon, 2011). However, some studies found that it was not directly impacting their support (Boley, McGhee, Perdue & Long, 2014). Responsible tourism management and sustainable strategy of the DMO can increase the satisfaction of the local community (Mihalič & Kuščer, 2019a), their quality of life and improve the image of the tourism destination (Mathew & Steejesh, 2017). It has been acknowledged that it is important to include the local community in tourism planning and decision-making that concerns their lives and encourage their active participation (Nunkoo & Ramkissoon, 2012; Slabbert, du Plessis & Digun-Aweto, 2020). *“Tourism should be considered as a “community industry” in which residents are major stakeholders because they are directly affected by the negative consequences of development”* (Nunkoo, Smith & Ramkissoon, 2013, p. 6). Their inclusion is an opportunity to increase the benefits and lower the costs that tourism development portrays (Moghavvemi, Woosnam, Hamzah & Hassani, 2020). When they are engaged and encouraged to participate, they experience more benefits of tourism, thus they are more

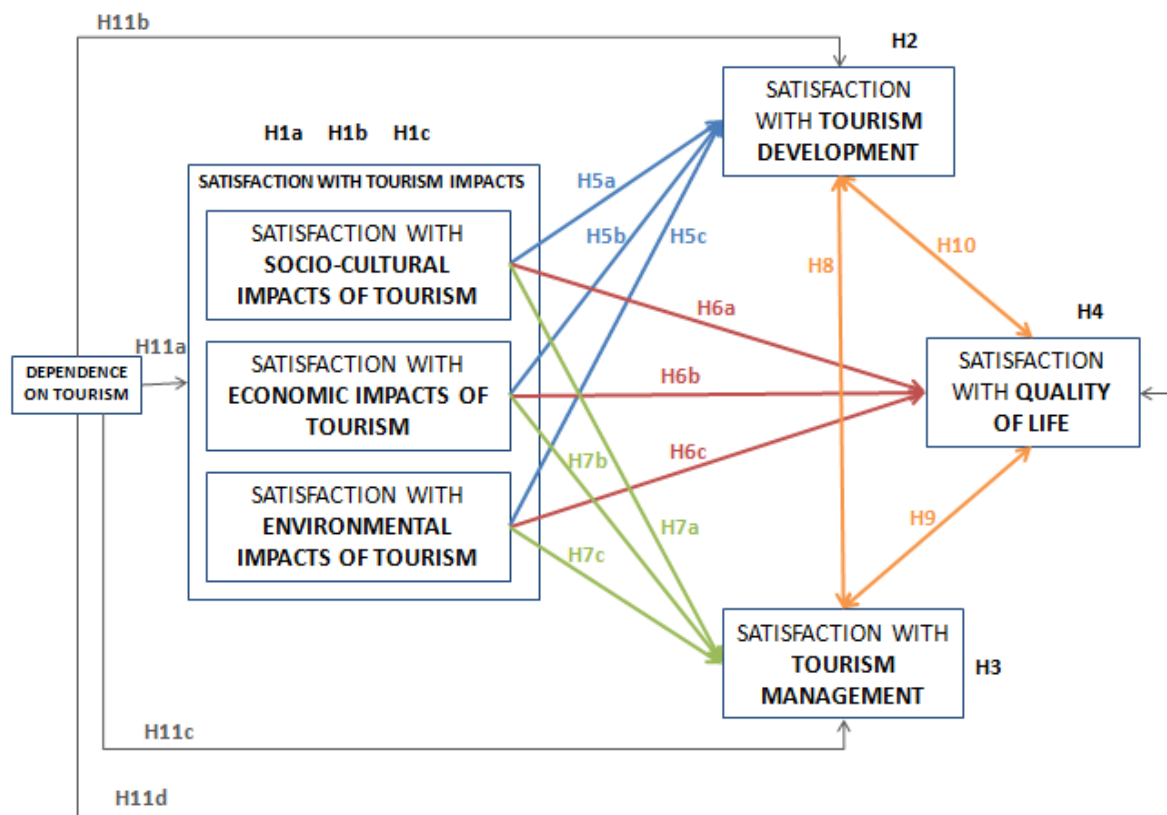
likely to be satisfied with sustainable development of tourism (Gursoy, Jurowski & Uysal, 2002; Tosun, 2002; Lee, 2013; Vargas-Sánchez, Oom do Valle, da Costa Mendes & Silva, 2015). Moreover, the management of the destination can benefit from local knowledge (Harrill, 2004; Lawton & Weaver, 2015). Including the residents in the decision-making, tourism planning and development of tourism in their destination can result in more favourable attitudes and perceptions of tourism and also boost their satisfaction with local tourism management (Liu, 2003; McGhee, 2004; Vargas-Sánchez, Plaza-Mejia, Porrás-Bueno, 2009; Choi & Murray, 2010; Gursoy, Ouyang, Nunkoo & Weif, 2018; Alrwajfah, Almeida-García & Cortés-Macías, 2019). Also, the inclusion and education of all destinations' stakeholders is essential to build awareness regarding sustainability and environmental ethics. The participation in tourism activities enhances their interest and promotes sustainable development (Slabbert, du Plessis & Digun-Aweto, 2020) as well as it positively influences their overall satisfaction with tourism at their destination (Lee, 2013; Moghavvemi, Woosnam, Hamzah & Hassani, 2020).

2 RESEARCH CONSTRUCT

Many researchers have concluded that the satisfaction of residents is one of the most important factors for successful development of tourism. For the purpose of the current study, sustainable and responsible tourism development will be assessed from the perspective of the local community. Sustainability of destinations' development and its responsible implementation will be investigated through residents' perceptions and satisfaction with the positive impacts of tourism (socio-cultural, economic, environmental) and the elements of the socio-political capacity of the destination (focused on the management of the tourism destination - hereby with an emphasis on the DMO), the quality of life of the local residents and tourism development of the destination in general.

The figure below (Figure 1) represents the conceptual research model for this study. The constructs represent components of sustainable-responsible tourism, adapted to the interests of this research. The predicted relationships among the constructs are based on the literature and the discussion, presented in previous chapters. The indicators, used to measure each construct, derive from previous studies and comprehend the aspects of sustainable and responsible tourism (the list of indicators is in the Appendix 1).

Figure 1: Conceptual model



Source: own work.

Studies have shown that tourism inevitably provides considerable benefits for local people, however it also affects the residents by producing unfavourable environmental, socio-cultural and economic impacts (Gursoy, Jurowski & Uysal, 2002). For the purpose of this thesis, the satisfaction with socio-cultural impacts of tourism is investigated through local identity, preservation and promotion of the local culture, community awareness, recreation opportunities and the preservation of rural settings. The satisfaction with economic impacts of tourism is defined by local economic links, promotion of local products, job creation, development of local enterprises, improvement of the living standard and the role of tourism in the economy of the destination. The indicators of residents' satisfaction with environmental impacts of tourism relate to the conservation and protection of the environment, infrastructure improvement, environmental ethics, community environmental awareness and the promotion of the quality of the environment.

Residents' perceptions of the impacts that tourism development portrays highly depend on the context and the characteristics of the destination. Commonly, the economic impacts are perceived as favourable, while there are contradictions in the perceptions of socio-cultural and environmental impacts, which are reported as positive in some researches and as negative in others (Almeida García, Balbuena Vázquez & Cortés, 2015). Rural residents' satisfaction with tourism impacts will be analysed through perceived socio-cultural, economic and environmental benefits of tourism development. The following hypotheses will be tested:

H1: Residents of Goriška brda are satisfied with the impacts of tourism on their destination.

H1a: Residents of Goriška brda are satisfied with the socio-cultural impacts of tourism.

H1b: Residents of Goriška brda are satisfied with the economic impacts of tourism.

H1c: Residents of Goriška brda are satisfied with the environmental impacts of tourism.

Sustainable and responsible tourism should focus on the quality of life and take into account the impacts of tourism, addressing the host community and tourism businesses as well as the socio-political environment (Mihalič, 2020). The cooperation, participation and support from all stakeholders, including local residents, are required for successful implementation of sustainability principles (Mihalič & Kuščer, 2019b). The pace, type and success of tourism development are also important aspects that influence the life and opinion of the residents of a tourism destination. For the purpose of this thesis, satisfaction with quality of life is investigated through general quality of life and personal satisfaction with it, the living conditions at the destination and the contribution and influence of tourism development on quality of life at the destination. The satisfaction with tourism destination management is related to the resident-friendly responsible planning of tourism at the destination, participation, information and the power to influence tourism decision making, planning and development. The indicators of residents' satisfaction with tourism

development relate to the balance between its impacts, residents' support for tourism, their satisfaction with the level of development and growth and satisfaction with sustainable development of tourism.

To examine how the residents of a rural tourism destination perceive the implementation of sustainable and responsible principles into tourism development, their inclusion, the management and quality of life at their destination, the following hypotheses will be tested:

H2: Residents of Goriška brda are satisfied with tourism development of the destination.

H3: Residents of Goriška brda are satisfied with tourism destination management.

H4: Residents of Goriška brda are satisfied with their quality of life at the destination.

Studying the satisfaction of residents is critical for the progress of tourism growth, because it enables the evaluation of sustainable tourism development, the opinion of residents about the effects of tourism and their support for tourism development (Wang, Zhen, Zhang & Wu, 2014; Ribeiro, Pinto, Silva & Woosnam, 2017). The connections between the constructs of the research model, presented in Figure 1, have been discussed in previous chapters. The hypotheses that will be tested derive from the results of previous studies. These are the following:

H5: There is a positive relationship between perceived tourism impact and satisfaction with tourism development.

H5a: There is a positive relationship between perceived socio-cultural impacts of tourism and satisfaction with tourism development.

H5b: There is a positive relationship between perceived economic impacts of tourism and satisfaction with tourism development.

H5c: There is a positive relationship between perceived environmental impacts of tourism and satisfaction with tourism development.

H6: There is a positive relationship between perceived tourism impacts and satisfaction with quality of life.

H6a: There is a positive relationship between perceived socio-cultural impacts of tourism and satisfaction with quality of life.

H6b: There is a positive relationship between perceived economic impacts of tourism and satisfaction with quality of life.

H6c: There is a positive relationship between perceived environmental impacts of tourism and satisfaction with quality of life.

H7: There is a positive relationship between perceived tourism impacts and satisfaction with tourism destination management.

H7a: There is a positive relationship between perceived socio-cultural impacts of tourism and satisfaction with tourism destination management.

H7b: There is a positive relationship between perceived economic impacts of tourism and satisfaction with tourism destination management.

H7c: There is a positive relationship between perceived environmental impacts of tourism and satisfaction with tourism destination management.

H8: There is a positive relationship between residents' satisfaction with tourism destination management and their satisfaction with tourism development.

H9: There is a positive relationship between residents' satisfaction with tourism destination management and their satisfaction with quality of life at the destination.

H10: There is a positive relationship between residents' satisfaction with tourism development and their satisfaction with quality of life at the destination.

The development of tourism can impact the well-being of the local community in a positive as well as negative way (Kim, Uysal & Sirgy, 2013; Yu, Cole & Chancellor, 2018). There are several factors that influence residents' perceptions of the impacts of tourism and their satisfaction with tourism development. However, the factor of interest in this research is the economic dependence and reliance on tourism, which is among the most mentioned factors that can influence residents' perceptions of tourism (Harrill, 2004; Choi & Murray, 2010; Sharpley, 2014). Certainly, there are positive and negative sides of economic reliance on tourism (Harrill, 2004). The development of tourism does not influence all community residents equally. It portrays direct benefits to some residents, indirect benefits to another group through other sectors of the economy but no benefits to the rest of the residents of the destination (Harill, 2004). According to previous studies, economic gains have a significant influence on the opinions of rural residents (Gursoy, Jurowski & Uysal 2002; Andereck, Valentine, Knopf & Vogt, 2005), including those employed in tourism as well as tourism business owners (Wang & Pfister, 2008). For the purpose of the current research, income dependence and involvement in tourism are the criteria to distinguish the residents whose households are dependent on tourism and those whose households do not depend on tourism. Based on the review of the previous researches on the topic, presented in previous chapters, the following hypotheses will be tested:

H11: There are differences in satisfaction between residents whose households' income depends on tourism and residents whose households' income does not depend on tourism.

H11a: Residents whose household income depends on tourism are more satisfied with tourism impacts than residents whose income does not depend on tourism.

H11b: Residents whose household income depends on tourism are more satisfied with tourism destination management than residents whose income does not depend on tourism.

H11c: Residents whose household income depends on tourism are more satisfied with tourism development than residents whose income does not depend on tourism.

H11d: Residents whose household income depends on tourism are more satisfied with tourism contribution to their quality of life than residents whose income does not depend on tourism.

Each tourism destination has its own characteristics and specifics, which need to be taken into account at all times. This thesis investigates the situation in Goriška brda, a growing rural destination, which aims to focus on more boutique tourism (Interview with destination manager, 2020) and has been repeatedly awarded as a sustainable tourism destination. The following chapter presents the context of this research, the destination, its specifics and goals.

3 PRESENTATION OF THE CASE: GORIŠKA BRDA

The study area of this research is a Slovenian region, Goriška brda (shorter version: Brda will be mostly used in this thesis). The Municipality of Brda is located at the west of the country, right next to the border with Italy. It is a rural area (72 km²) with a low population density, comprising 45 dispersed villages. As per the most recent data from 2020, there are 5,619 people living in Brda: 2,823 men and 2,796 women (SiStat, 2020).

Agriculture, particularly viticulture and wine making, has been and still is the main economic activity in Brda (ZTKMŠ Brda, 2020b). The beginnings of tourism development date back to 1995, when tourism was perceived as a potential support activity for winemaking. The initiators and the main promoters of tourism in the region have been the successful local wine makers (Prinčič, 2020). The Municipality of Brda has devoted a lot of activities and resources for preserving the image of the landscape, as it is one of the main characteristics and attributes of the destination, restoration of cultural monuments and tourist attractions, encouraging farmers to develop products and promote the destination (ZTKMŠ Brda, 2020b). Sustainable tourism development is, alongside agriculture, considered one of the priorities and main opportunities of development in Brda (ZTKMŠ Brda, 2020b).

Tourism in Brda has been growing significantly, as the number of tourist arrivals has grown from 9,612 in 2010 to 27,468 in 2019 (SiStat, n.d.-a). Although the situation in the tourism industry was highly impacted by the pandemic of COVID-19, Brda still received 21,687 tourists, creating 42,680 overnight stays in 2020. The table below (Table 1) shows tourist arrivals and overnight stays in Brda from 2010 to 2020, reflecting the increase over the last decade.

Table 1: Tourist arrivals and overnight stays, Brda, 2010-2020

Indicator	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Tourist arrivals	9,612	10,038	10,721	11,519	13,983	18,258	20,263	20,689	26,159	27,468	21,687
Overnight stays	14,662	15,830	17,005	18,894	24,651	33,115	32,158	32,379	45,412	44,845	42,680

Source: SiStat, n.d.-a, SiStat, n.d.-b, SiStat, n.d.-c

Brda are recognized as a region that offers nature-based and culture-based tourism activities (ZTKMŠ Brda, 2020b). The emphasis of tourism development in Brda is on active leisure in nature, non-mass tourism, dispersed tourist and heritage infrastructure (Interview with destination manager, 2020). Green landscapes, natural and cultural heritage together with wine and culinary offers of local providers are the core tourism products. Similar to other rural destinations, the region is becoming increasingly popular with travellers. The tourism offer has been developing and growing. Several gastronomic

and cultural events have become traditional, MICE tourism has become an important segment of tourism and it has become a popular wedding destination. The main pillars of tourism are hiking and cycling (Interview with destination manager, 2020). The national strategy for sustainable growth of Slovenian tourism (2017-2021) included Brda on a list of leading destinations of the Mediterranean Slovenia macro region, as a rural tourism destination, which offers experiences in nature, good gastronomy as well as MICE tourism activities (CPOEF & Horwath HTL, 2017). The most important tourism markets are Slovenian, Austrian, Italian and German. However, in recent years this enogastronomic destination has gained more recognition and has been receiving tourists from all around the world.

Picture 1: Goriška brda



Source: personal archive.

Institute for Tourism, Culture, Youth and Sport Brda (in Slovene: Zavod za turizem, kulturo, mladino in šport Brda - shortly and used in the following: ZTKMŠ Brda) is in charge of a wide area of tourism in the destination and is the main tourist organization, within which also the tourist information centre operates (ZTKMŠ Brda, 2020b). Thus, it can be referred to as the tourism destination management organization (DMO) of Brda. It is a public institute, a connecting link of all stakeholders in the destination. The destinations' stakeholders and its management have put a lot of effort into sustainable development of tourism in recent years. The DMO prioritizes sustainable development as one of the priorities in Brda (ZTKMŠ Brda, 2020b). There are many stakeholders involved in the integration of sustainability into destination management, including the Municipality and municipal departments, the DMO with the tourist information centre, many organizations, educational institutions and local associations (ZTKMŠ Brda, 2020b). According to the destination manager (Interview with destination manager, 2020), Brda are

a well-organized and connected community, capable of adapting to new situations and innovative in development actions. The destination DMO has created a point of contact between all stakeholders over the years and joint actions have yielded many results. The destination manager believes that most of the tourism providers in Brda recognized the DMO as a suitable interlocutor and that joint performance can lead to better results (Interview with destination manager, 2020).

The DMO aims to build on the recognition of the destination as safe, authentic, active, full of experiences and green (ZTKMŠ Brda, 2019a). The goal of the DMO is the sustainable development of the destination, monitoring of impacts and timely action, as well as the promotion of green activities. As a destination where the preservation of cultural and natural heritage is crucial for the development of tourism products, all the stakeholders strive to operate in a way that would be most beneficial for the local environment, population and traditions (ZTKMŠ Brda, 2019a). Among the main sustainability goals in the destination are the preservation the cultural heritage of the destination (the destination candidates for inscription on the UNESCO World Heritage List), being environmentally friendly and thus preserve natural heritage of the destination, promotion of soft mobility to maintain the quality of life at the destination and deseasonalization (ZTKMŠ Brda, 2019a).

To prove its long-term commitment to sustainability as a tourist destination, Brda have applied and received several awards. Among others, the destination has been chosen as one of the TOP 100 most sustainable destinations in the world by Green Destinations in 2019 and 2020 (Občina Brda, 2019a; Občina Brda, 2020) as well as declared a European Destination of Excellence in 2015 (Občina Brda, 2015). Various tourism providers have obtained environmental certificates, showing their awareness about the importance of sustainable development of tourism. Brda also joined the Green Scheme of Slovenian Tourism, which is the national program and certification scheme that combines all efforts for the sustainable development of tourism in Slovenia. All the goals of the strategic orientations are accompanied by sustainable development and care for the economic, socio-cultural and natural environment. Initially the destination was awarded a silver sign Slovenia Green in 2016, however, the efforts and progress of sustainable development of the destination enabled the destination to obtain a Slovenia Green gold sign in 2019 (ZTKMŠ Brda, 2020a). Alongside the requirements of the Green Scheme, the destination management encourages the local residents to take part in tourism planning and decision making, having in mind that the local residents' satisfaction is an important prerequisite for successful development of sustainable tourism. The satisfaction of local residents is being monitored by the destination management organization, last time it was done in 2019. It is suggested that destinations monitor residents' satisfaction regularly, therefore this thesis attempts to objectively explore and evaluate residents' opinions. To comprise a wider sample, it is designed as a questionnaire-based survey, which will be further elaborated in the following chapter.

4 RESEARCH METHODOLOGY

As noted in the introduction, the area of residents' attitudes towards tourism has become one of the most systematically studied and researched areas of tourism (McGhee & Andereck, 2004; Sharpley, 2014), focusing on different concepts and based in different contexts. According to researchers, most of the studies on residents' perceptions are quantitative in nature and a positivist paradigm dominates the research on residents' attitudes towards tourism (Nunkoo, Smith & Ramkissoon, 2013; Sharpley, 2014; Hadinejad, Moyle, Scott, Kralj & Nunkoo, 2018). Quantitative approach is applied also to this thesis, since it requires the researcher to set aside his perceptions and experiences in the conduct of the study, which results in more objective conclusions (Harwell, 2011). Applying a post-positivist worldview, this thesis is designed as a questionnaire-based survey.

This chapter outlines the methodological considerations of this thesis, starting with the research paradigm, which frames this research. Next, the research approach is presented, with the emphasis on sampling, design of the questionnaire, data collection and data analysis process.

4.1 RESEARCH PARADIGM

The basic assumptions that guide the research are based on the research paradigm, which portrays the overlying perspective on the way the world works (Guba, 1990; Guba & Lincoln, 1994; Munar & Jamal, 2016). As already mentioned, the majority of the studies on residents' attitudes towards tourism have been conducted under the positivist paradigm. However, the use of fixed and standardized positivist methods may lead to potential errors and prejudice, since the researchers could be influenced by the situations or subjects they observe (Panhwar, Ansari & Shah, 2017). Thus, the post-positivist paradigm is employed to frame this research and analyse the findings as it assumes that the research truth is provisional and probabilistic. Post-positivism is defined by ontological critical realism, epistemological modified objectivity and modified experimental/manipulative methodology, which is predominantly quantitative (Guba, 1990; Guba & Lincoln, 1994).

Post-positivist approach recognizes that there cannot be one universal truth when studying human behaviours and actions (Creswell, 2008). The "real" reality exists but is only imperfectly and probabilistically apprehendable (Guba, 1990; Guba & Lincoln, 1994; Letourneau & Allen, 1999). As in this research, there is one reality - residents' satisfaction - however, the attitudes of residents of a tourist destination may be diverse and may change over time. Also, the questionnaire asks specific questions, potentially leaving out some aspects that might not be satisfying for the local residents. As a consequence, facts should always be interpreted in probabilistic terms (Guba & Lincoln, 1994; Corbetta, 2003), which also relates to the findings of this thesis. Post-positivists recognize that there are multiple perspectives from participants rather than just one single reality (Creswell, 2007)

and the knowledge is based on measurement of the existent objective reality (Creswell, 2008). Ontological critical realism recognizes that it is not possible to reach the truth but rather get as close to it as possible (Guba, 1990; Guba & Lincoln, 1994). The reality is “independent of a person’s thinking” and there is no certainty that this reality can ever be truly known (Bhattacharjee, 2012, p. 18). The current study cannot make generalizations to reveal the ultimate truth/reality, as it is based on a sample. It is not entirely possible to comprehend the satisfaction of the entire population since not all of the residents are included. Nevertheless, there are also several possible influential factors that cannot be controlled and can potentially influence the attitudes that the residents hold towards tourism, which have to be critically taken into account.

Epistemologically, postpositivism is characterized by modified objectivity as an ideal, which cannot really be achieved (Guba, 1990). Modified objectivism and modified dualism acknowledge that the researcher cannot be completely neutral in the study as total non-interference is not feasible and complete dualism is recognized as being impossible to maintain (Guba & Lincoln, 1994; Corbetta, 2003). It is imperative that total objectivism is impossible to obtain in this thesis as the study area is my (researchers) home area. However, if striving for a position that would be as neutral as possible, it is possible to approximate the reality (Guba, 1990). As a researcher, I strive to be value-free and unbiased, not making assumptions on my own pre-existing knowledge and predispositions. Taking a quantitative approach to the study may help to decrease bias. The questionnaires being self-administered by the respondents do not allow for my (researchers) influence on the responses. Recognizing biases and attempting to reduce them is a step towards being closer to objectivity and truth (Deluca, Gallivan & Kock, 2008).

In line with the post-positivist worldview, the modified experimental/manipulative methodology is applied in this study. The modified experimental/manipulative design does not monitor all of the variables affecting the object of the research, but instead analyses a concept in a situational context (Guba & Lincoln, 1994). The current research analyses residents’ satisfaction in a specific location (at a specific point in time), thus all the possible external variables that may affect the study cannot be controlled. Critical multiplism, as the methodology of post-positivism, encourages the use of both quantitative and qualitative research methods if they are theoretically justified (Guba, 1990; Letourneau & Allen, 1999). Since all the methods have certain limitations, their combination could help reduce them (Letourneau & Allen, 1999). According to researchers (Sharpley, 2014; Hadinejad, Moyle, Scott, Kralj & Nunkoo, 2018), quantitative approaches dominate in the studies on resident’s attitudes to tourism. Thus, this thesis is designed as a quantitative research as well, although the multidimensional nature of different perspectives could be better understood through integrating quantitative and qualitative approaches (Nunkoo, Smith & Ramkissoon, 2013). Quantitative methods are suitable for measuring attitudes towards tourism from a large sample (Brunt & Courtney, 1999) and enable the researcher to determine the relationships between the variables included in the study (Stockemer,

2019). However it is important to be aware that they do not allow for a deeper understanding of how residents construct their perceptions of the phenomena, such as tourism. The explanation of the causal processes underlying a statistical relationship is not possible (Stockemer, 2019). Quantitative approach limits the comprehension of thoughts that may arise on the topic and understanding residents' perceptions and reasons for them in more detail.

Survey is among the most used research methods in social sciences, including tourism (Groves et al., 2011). It is a best suited method for studying individuals as units of analysis as it is appropriate to measure unobservable data such as also residents' satisfaction with tourism (Bhattacharjee, 2012). A survey design comprehends a large number of individuals, included in a sample and measures variables to examine attitudes, opinions, behaviours or characteristics (Creswell, 2003). Proceeding from this, the purpose of a survey is normally to generalize the findings from the sample to the whole population (Creswell, 2003). However, due to the use of non-probability sampling technique, the findings of the current research cannot be generalized as the sample is not representative of the whole population. Moreover, since the research for this thesis has been carried out in times of pandemic (and several social distancing rules), a survey allowed for remote data collection (Bhattacharjee, 2012).

4.2 RESEARCH APPROACH

As previously explained, a quantitative approach is applied to this research. In the following, the selected sampling technique is outlined and the design of the questionnaire is explained. The process of data collection is presented, followed by the description of the process of data analysis.

4.2.1 SAMPLE

As mentioned in the previous chapter, the area of this research is a Slovene rural tourism destination Goriška brda, which suggests that the total target population of this research are all its inhabitants. A sampling frame should consist of a complete list of all elements from which the sample would be selected (Teeroovengadum & Nunkoo, 2018). However, due to the privacy legislations and data protection policies, a list of inhabitants of Brda could not be accessed and used as a sampling frame. Inaccessibility of a sampling frame implies the use of non-probability sampling (Ekinici, 2015) in this research, as the channels for data collection have been chosen for practical reasons but at the same time allowed to reach a larger number of respondents in a reasonable time.

The main sampling technique, applied to this study, is convenience sampling, which is based on choices that are convenient for the researcher and are more easily accessible (Denscombe, 2010; Bhattacharjee, 2012; Bryman, 2012; Teeroovengadum & Nunkoo; 2018; Stockemer, 2019). Nevertheless, the characteristics of purposive sampling have additionally been used to obtain respondents from a specific part of the target population

(Stockemer, 2019). The aim of this research is also to gain an insight into the (possible) differences between the perceptions of those whose households depend on tourism and those who are not economically dependent on tourism. Thus, this part of the population was intentionally additionally approached separately, also with the collaboration of the local destination management organization. Exact numbers on how many people in Brda are dependent on tourism could not be found, therefore, the target population was treated as one, with some sampling management of respondents to at least reach a significant percentage of representativeness of those who are economically dependent on tourism.

It is imperative that the use of the non-probability sampling is likely to lead to a sampling error, a mistake in the findings which occurs because of the difference between the sample and the population from which it is selected (Bryman, 2012). It is necessary to be aware that the sample in this research cannot be claimed as representative as it does not reflect the population accurately. The use of non-probability sampling imposes limitations to the representativeness of the sample since not all of the members of the population had the same chance to be selected in the sample and threatens the external validity of the research (Balnaves & Caputi, 2001; Bryman, 2012). External validity applies to the findings' generalizability, meaning whether the conclusions, drawn from the results obtained from a sample, can be generalized to the entire target population (Bhattacharjee, 2012). With the aim to reduce the errors and assure the external validity of the data, I strived to obtain a significant amount of responses. I was checking the results on a daily basis and based on that I tried to contact and reach those parts of the population that were underrepresented in the survey.

4.2.2 QUESTIONNAIRE DESIGN

As previously mentioned, this thesis is designed as a questionnaire-based survey. Questionnaire-based surveys are used to gain knowledge about characteristics and attitudes of individuals (Veal, 2017). The research objectives are unique to every study (Ekinici, 2015), which suggests that every questionnaire should be adapted to the specific context of the research. However, questionnaires from previous studies on the topic are an important input in the process of designing a questionnaire (Veal, 2017). Based on the extensive review of the literature on the topic, the questionnaire was designed as a survey instrument for this thesis.

The questionnaire is divided into three sections: introduction, main body and conclusion. The main purpose of the survey is explained in the introduction, informing the respondents about the research topic, the use of the data and assuring their anonymity. The main body includes the main questions, which relate to the impacts of sustainable tourism development (economic, socio-cultural and environmental), satisfaction with tourism development, tourism management and quality of life, as well as the impact of pandemic on sustainability. The last part investigates the work and income dependence on tourism

and the demographic characteristics of the respondents (age and gender). The whole questionnaire can be found in Appendix 2.

Since well formatting of the questions assists the response rate (Balnaves & Caputi, 2001), the questionnaire was prepared with this in mind. The introduction is added in the beginning and the instructions to each question to guide the respondents, the format of the questions is similar in the whole questionnaire, and types of questions do not vary. The demographic questions come at the end of the questionnaire as it is suggested by some scholars (Lietz, 2010; Rattray & Jones, 2007). The questions are kept short and simple to avoid ambiguity and the possibility of bias (Balnaves & Caputi, 2001). Majority of the questions are those of closed response, which makes it easier for the respondents to complete the questionnaire themselves, allows for easier process of the answers and enhances their comparability (Ekinci, 2015; Bryman, 2012). The questionnaire is designed as a list of statements, where respondents declare their (dis)agreement on a five point Likert scale: from “strongly disagree” to “strongly agree” (Bhattacharjee, 2012; Veal, 2017). The Likert scale is one of the most commonly used formats for measuring attitudes (Bryman, 2012). To avoid the mistakes in the completion of the questionnaire, a verbal rating scale was used together with the numbers (for example: 1 - “strongly agree”) (Menold & Bogner, 2016).

As per Roberts and Tribe (2008), perfect unique indicators for sustainable tourism do not exist. Consequently, researchers need to develop their own indicators that would be specific to the site that they investigate (Roberts & Tribe, 2008). The items included in this questionnaire are connected with the variables described in the second chapter of this thesis: economic, socio-cultural and environmental benefits of tourism, tourism development, tourism destination management, quality of life and economic dependence on tourism. Although the COVID-19 pandemic is not the main interest of this research, its potential influence on the data collected and the whole research process cannot be ignored. Thus, two questions, related to residents’ opinion of the influence of the pandemic on sustainable tourism development of Brda, have been added to the questionnaire. The items that have been chosen to measure each of the variables, derive from previous studies on the topic (Perdue, Long & Allen, 1990; Wang & Pfister, 2008; Yu, Chancellor & Cole, 2011; Cottrell, Vaske & Roemer, 2013; Marzo-Navarro, Pedraja-Iglesias & Vinzón, 2015; Mathew & Kuriakose, 2016; Mihalič, Šegota, Knežević Cvelbar & Kuščer, 2016; Muresan et al. 2016; Nunkoo & So, 2016; Yu, Chancellor & Cole, 2018; Mihalič & Kuščer, 2019a; Mihalič & Kuščer, 2019b; Sánchez del Río-Vázquez, Rodríguez-Rad & Revilla-Camacho, 2019) and are adapted to the context (destination Goriška brda). Some of them have also been taken from the short survey that has been conducted by the local DMO in Brda (ZTKMŠ, 2019b). The satisfaction with economic impacts of tourism includes six items, whereas other variables include five items.

The questionnaire for this research was first built in English and then translated into Slovene. The consistency of the translations has been checked during pre testing, when the

comprehension of the statements in both languages has been compared. Since only the Slovene version of the questionnaire is used as a survey instrument, the possibility of different interpretation of questions among the respondents (that could derive from different languages) has been reduced.

It is important to be aware that there are several possibilities of threats to the reliability and validity of the research as the data is collected from a real-life situation. The unfamiliarity of the respondents with the topic and imprecise or vague questions can result in problems with validity and reliability (Bhattacharjee, 2012). Reliability refers to the consistency of the results and the measurements of items that are designed to measure one construct (Grooves et al., 2011; Bhattacharjee, 2012; Bryman, 2012). In this research, multiple indicators are used to measure the same underlying construct. As previously mentioned, the Likert scale is used to measure the variables. Majority of studies support the use of five- to seven-point scales (Menold & Bogner, 2016), which are normally a multiple-indicator measure of attitudes related to a certain theme (Bryman, 2012). Although some authors suggest that seven-point scales are more reliable (Cronbach, 1951; Lietz, 2010), the five point Likert scale is used in the questionnaire for this research as I assumed it would be more understandable to the target population.

Validity refers to whether or not a measuring instrument measures what it is intended to measure (Balnaves & Caputi, 2001; Bhattacharjee, 2012). Before compiling the questionnaire, an extensive review of the literature on the topic has been done. The statements that form the questionnaire and also the predicted relationships between the variables (see hypotheses in the chapter 2) have been taken from the previous studies on the topic. However, since the questionnaire is self-administered, the respondents and their answers cannot be controlled. Thus, the social desirability responses cannot be detected and may influence the results (Balnaves & Caputi, 2001).

Prior to the main data collection, the questionnaire has been pretested to assess its validity. Pretesting can help identify possible difficulties before data collection starts (Stockemer, 2019), such as comprehensibility, and ensure that the study's measuring instruments are accurate and valid measurements of the constructs of interest (Bhattacharjee, 2012). As for the current survey, the questions have been re-checked several times to detect uncertain or vague questions, the clearness of the layout and instructions as well as the flow of the questions. To decrease bias, this was done by me, the researcher, and another master student, who is not involved in the research. Further, the questionnaire has been revised by one expert on the topic and one research methods expert. Additionally, the questionnaire has been revised by the DMO manager to ensure the appropriateness with the context. Lastly, a pre test was done as a small pilot test with a small group of members of the target population to identify possible miscomprehension, improve the language and to ensure that the questionnaire's subject and each individual question are well understood by the survey respondents. The small pilot test indicated the need to make some re-arrangements in the questionnaire to improve its validity and comprehensibility.

4.2.3 DATA COLLECTION

Self-administered questionnaires are used as data collection instruments for this research. The self-administered questionnaire allows the respondents to complete it themselves, when they want and at their own speed (Bryman, 2012). The questionnaire was designed using an open source application that provides an online survey service, 1KA (comprehensive information about 1KA can be found at <https://www.1ka.si/d/sl/o-1ka/splosen-opis>). It is an online service (SaaS - Software as a Service) which combines support for development, and design of an online questionnaire, online data collection as well as editing and analysis of the collected data.

Online questionnaires can reach a larger number of people faster, easily and are typically more cost-effective in terms of both time and resources (Bryman, 2012; Veal, 2017). Online surveys are inexpensive and easy to administer and the results are immediately registered in an online database, which can be consulted anytime to see the progress of the data collection (Bhattacharjee, 2012). However, even though the survey was designed as web-based, I strived to use mixed approaches to data collection, distributing the questionnaire online as well as on paper. As it cannot be assured that everybody has access to the Internet, certain people are likely to be left out without the possibility to participate (Bryman, 2012; Veal, 2017). Thus, the paper-based questionnaire was more appropriate to access the older population, which does not use the Internet. Nevertheless, the vast majority of the respondents answered the online version, while I entered the data, gathered with the small number of paper questionnaires, in the database after they had been returned.

The questionnaire was distributed in the period between 23rd March and 17th April 2021, when the social distancing and other measures to control the COVID-19 pandemic were in place. The tourism industry was shut down and in the period from 1st April to 11th April the country imposed a lockdown. Also, this is the time when people in Brda are busy in the vineyards and orchards, which can explain the non-equal participation of male and female respondents. Due to the circumstances, the online distribution of the questionnaire was considered to be most appropriate. Even though a more representative sample could have been reached and random sampling could be used, the costs, speed and response rates of a mail survey (Veal, 2017) could not have been applied to this study. The link to the online questionnaire was sent to members of the target population via social media channels as well as e-mail. As the aim of the research is also to investigate the possible differences among those whose households are dependent on tourism and those who do not have economic connection to tourism, it seemed important to include the local DMO to add value, credibility and significance to the research as well as to reach a wider part of the target population. The DMO sent the invitation to complete the questionnaire to their databases of those who are involved in the tourism sector in Brda. The questionnaire was also distributed with the help of the Municipality and the Youth Council as well as

members of the target population among themselves. As previously mentioned, some paper-based questionnaires have been distributed and post-entered into the database.

The questionnaires were self-administered, which assured the privacy to the respondents, which would have been decreased with the presence of an interviewer (Groves et al., 2011; Veal, 2017). Paper-based and self-administered online questionnaires can help increase the privacy of the responses (Groves et al., 2011). Moreover, applying this approach allowed me, as the researcher, to set aside my perceptions and possible influence and helped assure more objective conclusions (Harwell, 2011). However, as there is no interviewer, there is no personal connection and the possibility to learn more on what participants think about the topic (Bryman, 2012).

Since the online questionnaire cannot reach individuals that may not have computer or Internet access, such as elderly and poorer, and the respondent sample is biased toward a younger population who is more frequently online and has the resources and capacity to perform such surveys, sampling bias can be a major problem (Bhattacharjee, 2012). Even though the paper-based questionnaires have been distributed as well, the small proportion could not assure equality. It is difficult to generate a representative sample, since the capabilities of people to administer and complete a web survey differ (Bryman, 2012). Since the researcher cannot have full control of the respondents who answer the questions in the online questionnaire, these kinds of surveys are normally based on non-probability sampling (Stockemer, 2019), such as convenience sampling in the case of this thesis.

Some of the questionnaires have not been entirely completed. There can be various reasons that lead to non-completion (Veal, 2017). The non-response may result in biased results, since the non-respondents can be of a significantly different opinion than the respondents in the sample (Veal, 2017). The procedure of the analysis of the collected data is explained in the following.

4.2.4 DATA ANALYSIS PROCESS

After collecting a certain number of responses, the collected data was examined and the questionnaires that have not been completed have been excluded from further analysis. The use of the online survey service 1KA allowed me to have a good overview of the collected data and also diminished the possible errors that could have occurred when entering the data into the database (Denscombe, 2010). Since the majority of the questionnaire is made up of closed-ended questions, no major outliers were identified (Baggio & Klobas, 2017). Statistical Package for the Social Science (SPSS) version 26.0 for Windows was used for the analysis of the collected data, while some graphical presentations of data were prepared with Microsoft Office Excel.

Descriptive statistics were used to investigate residents' perceptions of and satisfaction with the socio-cultural, economic and environmental impacts of tourism development as well as their satisfaction with tourism management, development and quality of life in

Brda. Cronbach's alpha was used to test the internal consistency reliability of the questionnaire and the multiple-items sets, corresponding to certain variables. As most widely adopted by researchers, the alpha coefficient of 0.70 or higher was considered as an indicator of acceptable reliability of scales (Bryman, 2012; Ekinici, 2015). Since the Cronbach's alpha coefficients for all six sets of items (questions corresponding to a certain construct) indicated good internal consistency of the scales, the items were combined and computed into new variables, which were used in the rest of the analysis. This was done by calculating the means of the statements that come under a certain series of questions.

In order to approach the analysis with the right tests, the normality of the distribution of data was checked. Normality tests were run for each variable. As it will be explained in the following chapter, both Kolmogorov-Smirnov and Shapiro-Wilk tests confirmed that data deviates from normal distribution. This implies that nonparametric tests had to be used for the testing of the hypotheses. In all cases, hypothesis testing was approached by establishing a null hypothesis, which normally implies equality or no relationship (Denscombe, 2010; Bryman, 2012; Baggio & Klobas, 2017). The acceptable level of risk had to be established and as it is common for most researchers, the maximum acceptable level of statistical significance was $p < 0.05$ (Denscombe, 2010; Bhattacharjee, 2012; Bryman, 2012), so in cases when p-value was lower than the significance level α (0.05), the null hypothesis was rejected.

One-Sample Wilcoxon Signed Rank Test was used to test the hypotheses H1-H4, comparing the median of the sample to the hypothetical median of 4. Next, for hypotheses H5-H10, Spearman correlation coefficient (Spearman's rho - ρ) was used to assess the relationships between variables since the Likert scale data was categorized as ordinal and it is not conditioned by normal distribution (Blaikie, 2003; Denscombe, 2010; Bryman, 2012). Spearman's correlations vary between 0 to +/-1 (Bryman, 2012) and as it is explained in the following chapter, the correlations in this research were significant at the level of 0.01. Lastly, Mann-Whitney Test was used to investigate whether there is statistically significant difference between two groups of respondents (H11). Further explanations and decisions, which refer to specific tests, are presented in the following chapter.

Statistical testing is probabilistic as we cannot determine if the inferences based on survey results relate to the population as samples rarely match the population (Bhattacharjee, 2012). As mentioned, convenience sampling was used in this research, which implies that the results cannot be considered as representative for the whole population (Bhattacharjee, 2012; Bryman, 2012). Having this in mind, it is necessary to be aware that the statistical results that derive from hypothesis testing are not to be perceived as the final answer to the research questions (Martin & Bridgmon, 2012). The following chapter presents the analysis of the results.

5 ANALYSIS AND RESULTS

This chapter presents the results of the data that has been collected with the self-administered questionnaires. First, the characteristics of the sample are discussed, followed by the description of the groups of items that are combined into corresponding variables. Lastly, the testing of the hypotheses through bivariate analysis is presented.

5.1 SAMPLE PROFILE

The sample accounted for a total of 357 respondents. The responses that have not been complete have been excluded from the analysis, since they did not represent a reliable source of information. The sample consists of 233 (65.3%) women and 124 (34.7%) men. Since non-probability sampling has been used, the balance between the genders and age groups could not be achieved as well as the sample cannot be referred to as representative for the whole population. The frequency tables below (Table 2, Table 3) show demographic characteristics of the respondents.

Table 2: Frequencies and percentages for gender

Gender	Frequency	Percent	Valid Percent	Cumulative Percent
Female	233	65.3	65.3	65.3
Male	124	34.7	34.7	100.0
Total	357	100.0	100.0	

Source: own work.

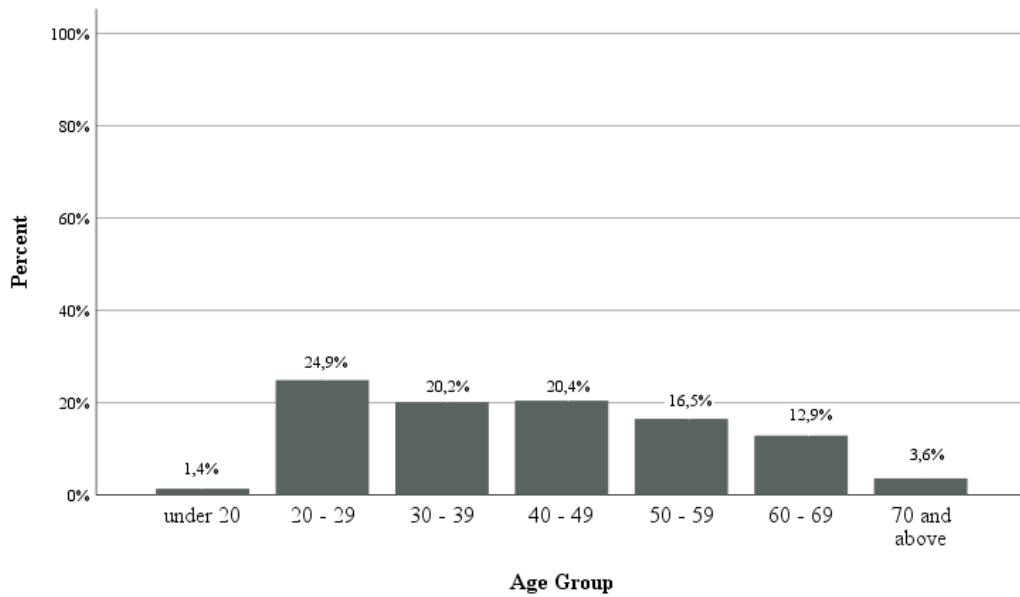
Table 3: Frequencies and percentages for age group

Age Group	Frequency	Percent	Valid Percent	Cumulative Percent
under 20	5	1.4	1.4	1.4
20 - 29	89	24.9	24.9	26.3
30 - 39	72	20.2	20.2	46.5
40 - 49	73	20.4	20.4	66.9
50 - 59	59	16.5	16.5	83.5
60 - 69	46	12.9	12.9	96.4
70 and above	13	3.6	3.6	100.0
Total	357	100.0	100.0	

Source: own work.

Most of the respondents are aged between 20 and 29 (24.9%), 40 and 49 (20.4%) and 30 and 39 (20.2%). The youngest (1.4%) and eldest (3.6%) groups are underrepresented in this sample. As per the content of the research, the survey was mainly addressed to the population above 20, which can explain the small percentage of participants under this age. Since the survey was mostly distributed online, the lack of computer knowledge and access among older generations has resulted in a smaller representativeness of this age group. The distribution among the age groups is graphically presented in Figure 2.

Figure 2: Bar chart for age groups



Source: own work.

According to the latest statistics (July 2020), the average age of inhabitants of Brda is 45.6 years (SiStat, 2020). The mean age of the respondents from the sample was situated between 30-39 and 40-49 years.

As shown in the table below (Table 4), 127 respondents (35.6%) are connected to tourism in terms of work (or work of their household members). The remaining 230 (64.4%) claim no work relation to tourism.

Table 4: Frequencies and percentages for work involvement in tourism

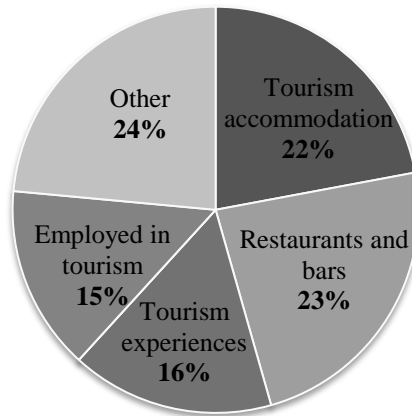
Is your work or work of any of the members of your household related to tourism?				
	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	127	35.6	35.6	35.6
No	230	64.4	64.4	100.0
Total	357	100.0	100.0	

Source: own work.

In terms of how the respondents are involved in tourism, more than one option could be chosen by a single respondent, implying that employment in the tourism industry offers various work opportunities and possibilities. Approximately 20% of the respondents, whose work is connected to tourism, chose more than one option in various variations. As the figure below (Figure 3) shows, the relation to tourism in terms of work or ownership of tourism accommodation (22%) and restaurants/bars (23%) is the most common way of involvement of the respondents of the sample in tourism. Furthermore, 16 % of the respondents from the sample provide tourism experiences to the visitors, while 15% of them reported employment in aforementioned or other fields of tourism. Nonetheless, the option “other” has been chosen by 24% of the respondents. The responses show that the

majority of those are engaged in viticulture, fruit growing and other agricultural activities, selling their products to tourists and visitors, organizing wine/fruit/olive oil tastings etc. This discovery is not surprising as wine tourism is one of the main tourism activities in Brda. Some also report selling other home-made local products to tourists. The rest are connected to tourism through the organization of various events, occasional work at those events and tourism management.

Figure 3: Pie chart for work connection to tourism (n=127)



Source: own work.

The income dependence on tourism is not similar to the work connection to tourism as the results in the table below show (Table 5). 101 respondents (28.3%) estimate that tourism is a part of their household's income. This difference can be explained by the fact that they do not attach enough economic importance to tourism for their household even if their work is somehow connected to tourism (for example: the respondent is engaged in fruit growing/viticulture, occasionally selling the products to tourists, which represents a negligible part of his/her income compared to his/her other sources of income). Since one of the aims of the current study is to compare the satisfaction of those economically dependent on tourism with those who are not economically dependent on tourism, the division in this question is used to create two groups to test the hypothesis H11, which is further explained in the last part of this chapter. It is imperative to emphasize that respondents' personal estimation of whether their household's income is related to tourism has been taken into consideration in this regard.

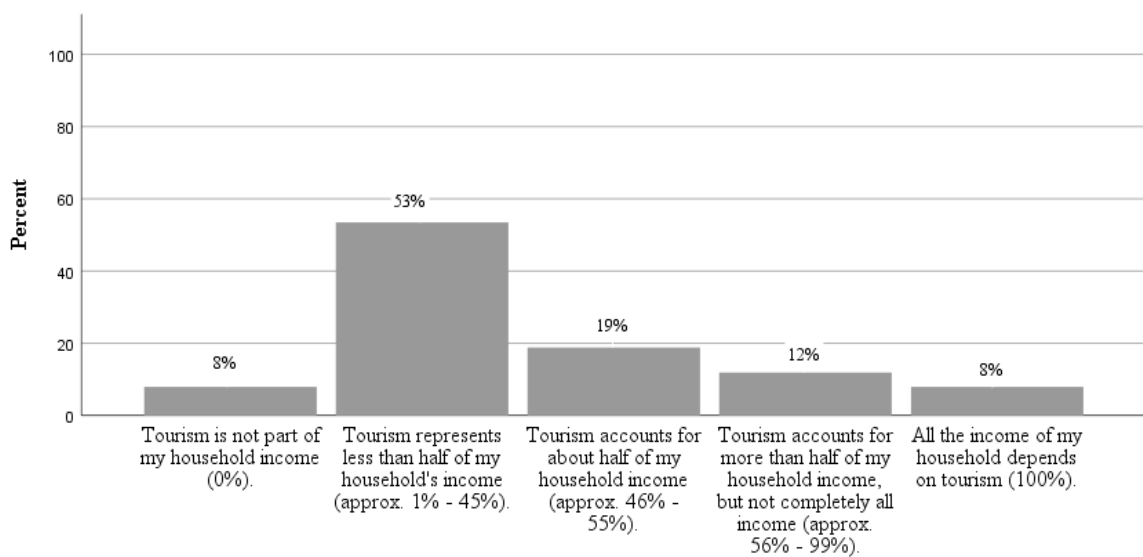
Table 5: Frequencies and percentages for income dependence on tourism

Is tourism part of your household income?				
	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	101	28.3	28.3	28.3
No	256	71.7	71.7	100.0
Total	357	100.0	100.0	

Source: own work.

The respondents who stated that tourism is a part of their household income were asked to estimate the part of their total income that is connected to tourism activities in Brda: “Please estimate how much of your household's income depends on tourism and tourists visiting Brda.” Most respondents state that tourism activities in Brda represent less than a half of their household income (53%), while the income of some respondents (8%) is not connected to tourism in Brda at all. As displayed in the figure below (Figure 4), 19% of respondents estimate that tourism in Brda accounts for about half of their household income. Nevertheless, 12% of respondents estimate that tourism in Brda represents more than a half of their household’s income, while 8% are completely dependent on tourism in Brda.

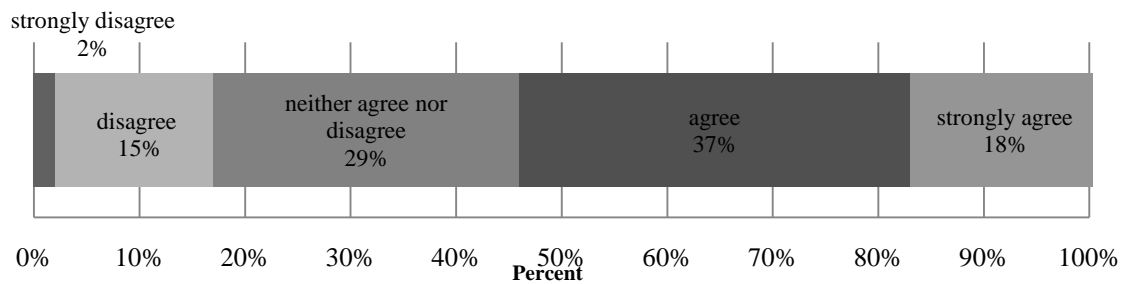
Figure 4: Bar chart for income dependence on tourism in Brda (n=101)



Source: own work.

Since this research has been conducted in times of COVID-19 pandemic, the questionnaire included two questions related to its impact on sustainable tourism development in Brda. Most of the respondents agree (37%) that the COVID-19 pandemic has strongly affected sustainable development of tourism in Brda, which is supported by another 18% of respondents who completely agree with this fact. The responses vary since respondents are not equally involved in tourism. Consequently 29% of the respondents have neutral opinion in this regard. Nevertheless, some respondents are more positive about it and disagree (15%) or strongly disagree (2%) that the pandemic strongly affected the sustainable development of tourism in Brda (displayed in the Figure 5 below).

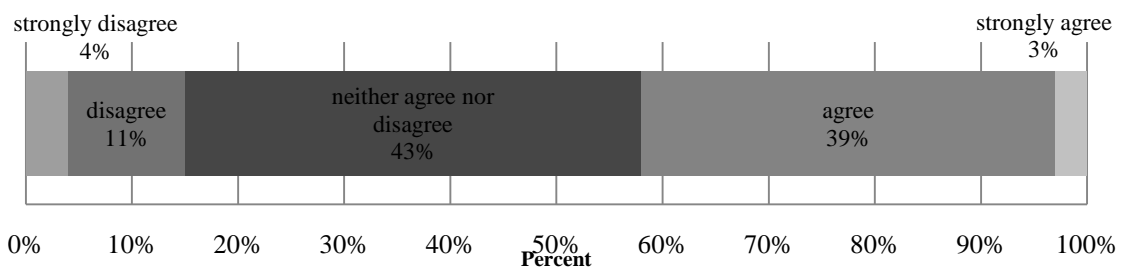
Figure 5: Respondents' agreement with the statement: "The COVID-19 pandemic has strongly affected the sustainable development of tourism in Brda."



Source: own work.

Following on, almost a half of the respondents (43%) neither agrees nor disagrees that because of COVID-19, tourism in Brda will be more sustainable. However, a more positive opinion can be observed here as more respondents agree (39%) or strongly agree (3%) than disagree (11%) or strongly disagree (4%) with this future prediction as displayed in the figure below (Figure 6).

Figure 6: Respondents' agreement with the statement: "Because of COVID-19, tourism in Brda will be more sustainable."



Source: own work.

After initial checks of the data, no significant outliers have been found as the questionnaire mainly consisted of closed-ended questions. As it is explained in the next part, after reliability tests, the corresponding items have been computed into variables.

5.2 DESCRIPTION OF THE VARIABLES

As described in the Research Construct chapter, the main variables of interest in this research are the satisfaction with tourism impacts (economic, socio-cultural, environmental) and satisfaction with tourism development, management and quality of life, which represent aspects of sustainable-responsible tourism. Accordingly, the items in the questionnaire correspond to certain variables. Satisfaction with economic impacts is measured with six items, while all others are measured with five items each. The five-point Likert scale is used to measure the opinions of the respondents (1=strongly disagree - 5=strongly agree).

Cronbach's alpha was used to initially assess the reliability and internal consistency of the main part of the questionnaire, comprising the 31 items that form the variables. The

Cronbach's alpha value of 0.956 indicates that the questionnaire as a whole is well composed, consistent and reliable. Cronbach's alpha was then used to test reliability and internal consistency of each construct. As it is explained below, Cronbach's alpha coefficient for the corresponding sets of items for each of the six variables is higher than 0.7, indicating that internal consistency of the scales is good and acceptable (calculations of Cronbach alphas can be found in Appendix 3). Based on that, the items could be then merged and computed into new variables by calculating the means of the statements that fell under a particular set of questions.

As hypotheses H1 (H1a, H1b, H1c), H2, H3 and H4 refer to the satisfaction of the respondents with certain aspects of sustainable and responsible tourism (represented by newly computed variables), the tests of these hypotheses are presented alongside corresponding variables in this subchapter.

H1: Residents of Goriška brda are satisfied with the impacts of tourism on their destination - socio-cultural (**H1a**), economic (**H1b**), environmental (**H1c**).

H2: Residents of Goriška brda are satisfied with tourism development of the destination.

H3: Residents of Goriška brda are satisfied with tourism destination management.

H4: Residents of Goriška brda are satisfied with their quality of life at the destination.

As it is explained alongside each variable, the data cannot be assumed to be normally distributed (tests of normality are in Appendix 4). Therefore, one-sample Wilcoxon signed rank test is used to determine if the median of the sample is equal to a chosen value. To test the previously mentioned hypotheses, the chosen standardized value is 4. It implies that the respondents mostly "agree" with the statements and are thus satisfied with certain aspects measured with them. The null hypothesis in all the cases implies that the median of a certain variable equals 4.

Descriptive statistics of the items, reliability tests, newly computed variables as well as tests of hypotheses H1, H2, H3 and H4 are presented in the following.

5.2.1 SATISFACTION WITH SOCIO-CULTURAL IMPACTS OF TOURISM

The satisfaction with socio-cultural impacts of tourism is measured with five items, which refer to the impact of tourism on local identity, preservation and promotion of the local culture, community cultural awareness, recreation opportunities and the preservation of rural settings. The table below (Table 6) shows the results of descriptive statistics (means and standard deviations) for the indicators of socio-cultural impacts of tourism in Brda. Histograms for each item can be found in Appendix 5.

Table 6: Descriptive statistics for socio-cultural impacts of tourism

Item	N	Mean	Std. Deviation
Tourism has a positive impact on the local identity, culture and heritage.	357	3.95	.901
Tourism is the reason for preserving and promoting local culture.	357	3.92	.908
Tourism positively influences the cultural awareness and pride of the local residents.	357	3.84	.942
Tourism development is appropriate to local environmental conditions since it preserves the quality of local landscape.	357	3.55	.937
Tourism development increases recreational opportunities for local residents.	357	3.45	1.107
Valid N (listwise)	357		

Source: own work.

As it can be observed from the histograms in Appendix 5, the results are not normally distributed (skewness and kurtosis coefficients can be found in the Appendix 5). The Cronbach's alpha coefficient for the five items related to socio-cultural impacts of tourism shows good internal consistency of the construct (Cronbach $\alpha = 0.855$). Based on this, the items can be combined into a new variable, "socio-cultural impacts" of tourism and treated as a whole in the rest of the analysis and testing of the hypotheses. The new variable was computed by calculating the means of the corresponding set of items for socio-cultural impacts. The mean value of the newly computed variable is 3.7423, with the standard deviation of 0.76579. The data of the variable "socio-cultural impacts" deviates from the normal distribution, as the significance levels for Kolmogorov-Smirnov and Shapiro-Wilk tests are lower than 0.05 (the test of normality is in Appendix 4).

The p-value of the one-sample Wilcoxon signed rank test for "socio-cultural impacts" is lower than the significance level alpha 0.05. The null hypothesis is rejected and it can be concluded that the median for socio-cultural impacts is significantly different from the hypothesized median of 4. The test statistics are displayed in the table below (Table 7).

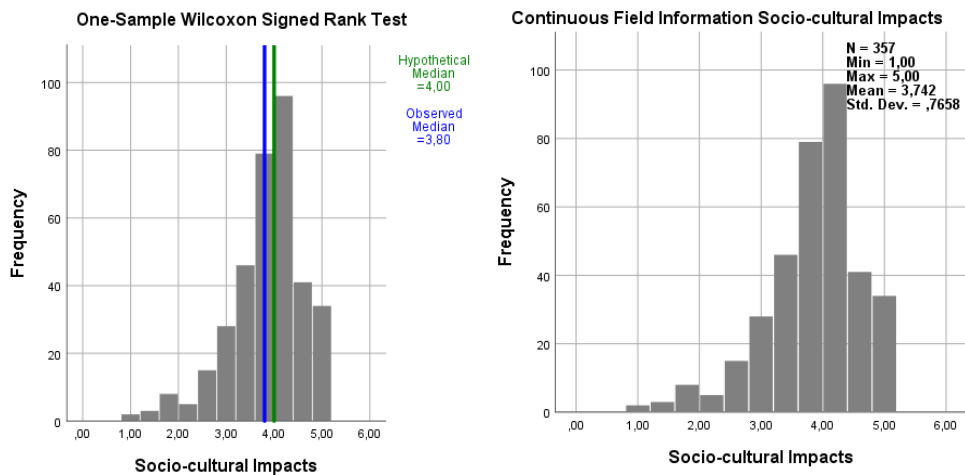
Table 7: One-Sample Wilcoxon Signed Rank Test Summary for socio-cultural impacts

Total N	357
Test Statistic	14023.500
Standard Error	1467.684
Standardized Test Statistic	-5.420
Asymptotic Sig.(2-sided test)	.000

Source: own work.

As it can be seen in the figure below (Figure 7), the observed median of socio-cultural impacts (3.80) is lower than the hypothetical median (4). The hypothesis H1a, stating that "Residents of Goriška brda are satisfied with the socio-cultural impacts of tourism", is rejected.

Figure 7: Histogram for socio-cultural impacts of tourism



Source: own work.

5.2.2 SATISFACTION WITH ECONOMIC IMPACTS OF TOURISM

The satisfaction with economic impacts of tourism is measured with six items, which are related to local economic links, promotion of local products, job creation, development of local enterprises, improvement of the living standard of the local community and the role of tourism in the economy of the destination. Table 8 shows the results of descriptive statistics (means and standard deviations) for the indicators of economic impacts of tourism in Brda. Histograms for each item can be found in Appendix 5.

Table 8: Descriptive statistics for economic impacts of tourism

Item	N	Mean	Std. Deviation
Tourism plays an important role in the economic development of the area.	357	4.33	.791
Tourism increases new markets and demand for local products.	357	4.29	.714
Tourism provides more business opportunities for local residents.	357	4.10	.752
Tourism creates new employment opportunities for local residents.	357	3.97	.925
Tourism improves the standard of living of the local community.	357	3.75	.943
Tourism is well integrated within the local economy and is developed alongside other sectors.	357	3.71	.884
Valid N (listwise)	357		

Source: own work.

As it can be observed from the histograms in Appendix 5, the results are not normally distributed (skewness and kurtosis coefficients can be found in Appendix 5). The Cronbach's alpha coefficient for the six items related to economic impacts shows good internal consistency of the construct (Cronbach $\alpha = 0.856$). Based on this, the items can be combined into a new variable, "economic impacts" of tourism and treated as a whole in the rest of the analysis and testing of the hypotheses. The new variable was computed by

calculating the means of the corresponding set of items for economic impacts. The mean value of the newly computed variable is 4.0243, with the standard deviation of 0.63957. The data of the variable “economic impacts” deviates from the normal distribution, as the significance levels for Kolmogorov-Smirnov and Shapiro-Wilk tests are lower than 0.05 (the test of normality is in Appendix 4).

The p-value of the one-sample Wilcoxon signed rank test for “economic impacts” is 0.029, which is less than the significance level alpha 0.05. The null hypothesis is rejected and it can be concluded that the median for economic impacts is significantly different from the hypothesized median of 4. The test statistics are displayed in the table below (Table 9).

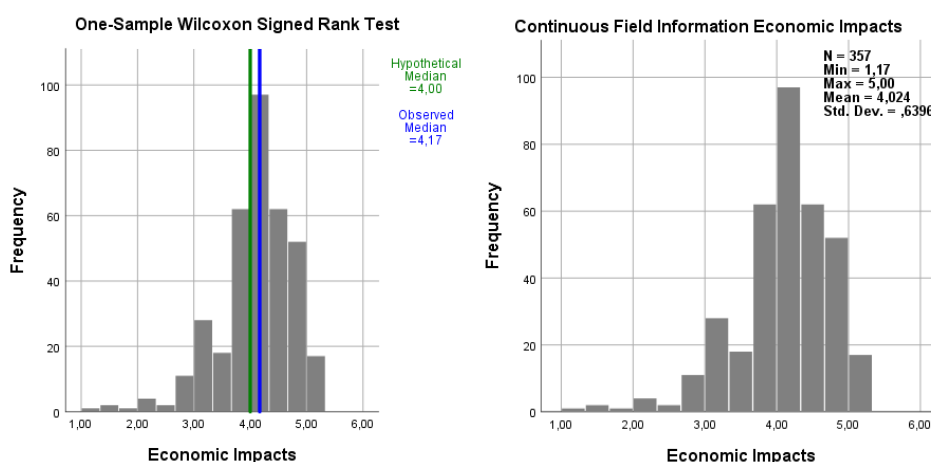
Table 9: One-Sample Wilcoxon Signed Rank Test Summary for economic impacts

Total N	357
Test Statistic	27357.500
Standard Error	1564.680
Standardized Test Statistic	2.179
Asymptotic Sig.(2-sided test)	.029

Source: own work.

As it can be seen in the figure below (Figure 8), the observed median of economic impacts (4.17) is higher than the hypothetical median (4). Thus, it can be concluded that the respondents are satisfied with the economic impacts of tourism in Brda. The hypothesis H1b, which states that “Residents of Goriška brda are satisfied with the economic impacts of tourism”, is accepted.

Figure 8: Histogram for economic impacts of tourism



Source: own work.

5.2.3 SATISFACTION WITH ENVIRONMENTAL IMPACTS OF TOURISM

The satisfaction with environmental impacts of tourism is measured with five items: the conservation and protection of the environment, improvement of the infrastructure, environmental ethics, community environmental awareness and the promotion of the

quality of the environment. The table below (Table 10) shows the results of descriptive statistics (means and standard deviations) for the five indicators of environmental impacts of tourism in Brda. Histograms for each item can be found in Appendix 5.

Table 10: Descriptive statistics for environmental impacts of tourism

Item	N	Mean	Std. Deviation
Tourism promotes the improvement of existing infrastructure.	357	3.89	.931
Tourism development in our community promotes positive environmental ethics.	357	3.48	.964
Tourism promotes the improvement of the quality of the environment.	357	3.38	.989
Sustainable tourism development has improved residents' awareness of environmental protection.	357	3.30	1.019
Tourism encourages environmental conservation and protection.	357	3.29	1.038
Valid N (listwise)	357		

Source: own work.

As it can be observed from the histograms in Appendix 5, the results are not normally distributed (skewness and kurtosis coefficients can be found in the Appendix 5). The Cronbach's Alpha coefficient for the five items related to environmental impacts of tourism shows good internal consistency of the construct (Cronbach $\alpha = 0.869$). Based on this, the items can be combined into a new variable, "environmental impacts" of tourism and treated as a whole in the rest of the analysis and testing of the hypotheses. The new variable was computed by calculating the means of the corresponding set of items for environmental impacts. The mean value of the newly computed variable is 3.4683, with the standard deviation of 0.80100. The data of the variable "environmental impacts" deviates from the normal distribution, as the significance levels for Kolmogorov-Smirnov and Shapiro-Wilk tests are lower than 0.05 (the test of normality is in Appendix 4).

The p-value of the one-sample Wilcoxon signed rank test for "environmental impacts" is lower than the significance level alpha 0.05. The null hypothesis is rejected and it can be concluded that the median for environmental impacts is significantly different from the hypothesized median of 4. The test statistics are displayed in the table below (Table 11).

Table 11: One-Sample Wilcoxon Signed Rank Test Summary for environmental impacts

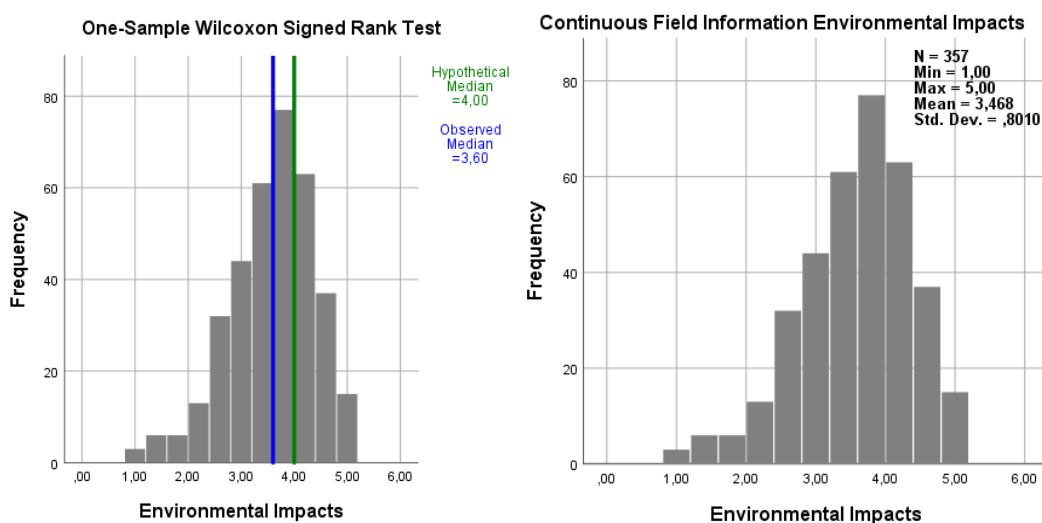
Total N	357
Test Statistic	7615.500
Standard Error	1605.970
Standardized Test Statistic	-10.655
Asymptotic Sig.(2-sided test)	.000

Source: own work.

As it can be seen in the figure below (Figure 9), the observed median of environmental impacts (3.6) is lower than the hypothetical median (4). The hypothesis H1c, stating that

“Residents of Goriška brda are satisfied with the environmental impacts of tourism”, is rejected.

Figure 9: Histogram for environmental impacts of tourism



Source: own work.

5.2.4 SATISFACTION WITH TOURISM DEVELOPMENT

The satisfaction with tourism development at the destination is measured with five items, namely the balance between its impacts, residents’ support for tourism, their satisfaction with the level of development and growth and satisfaction with sustainable development of tourism. The table (Table 12) below shows the results of descriptive statistics (means and standard deviations) for the five indicators of satisfaction with tourism development in Brda. Histograms for each item can be found in Appendix 5.

Table 12: Descriptive statistics for tourism development

Item	N	Mean	Std. Deviation
I support tourism development in Brda.	357	4.41	.708
Generally, the positive benefits of tourism in Brda outweigh the negative impacts.	357	3.65	.925
I am satisfied with the development and growth of tourism in Brda.	357	3.59	.909
Overall, I am satisfied with sustainable tourism development in Brda.	357	3.56	.957
I am satisfied with the level of development of the tourism sector in Brda.	357	3.41	.981
Valid N (listwise)	357		

Source: own work.

As it can be observed from the histograms in Appendix 5, the results are not normally distributed (skewness and kurtosis coefficients can be found in the Appendix 5). The Cronbach’s alpha coefficient for the five items related to tourism development shows good internal consistency of the construct (Cronbach $\alpha = 0.859$). Based on this, the items can be

combined into a new variable, “tourism development” and treated as a whole in the rest of the analysis and testing of the hypotheses. The new variable was computed by calculating the means of the corresponding set of items for tourism development. The mean value of the newly computed variable is 3.7249, with the standard deviation of 0.72078. The data of the variable “tourism development” deviates from the normal distribution, as the significance levels for Kolmogorov-Smirnov and Shapiro-Wilk tests are lower than 0.05 (the test of normality is in Appendix 4).

The p-value of the one-sample Wilcoxon signed rank test for “tourism development” is lower than the significance level alpha 0.05. The null hypothesis is rejected and it can be concluded that the median for satisfaction with tourism development is significantly different from the hypothesized median of 4. The test statistics are displayed in the table below (Table 13).

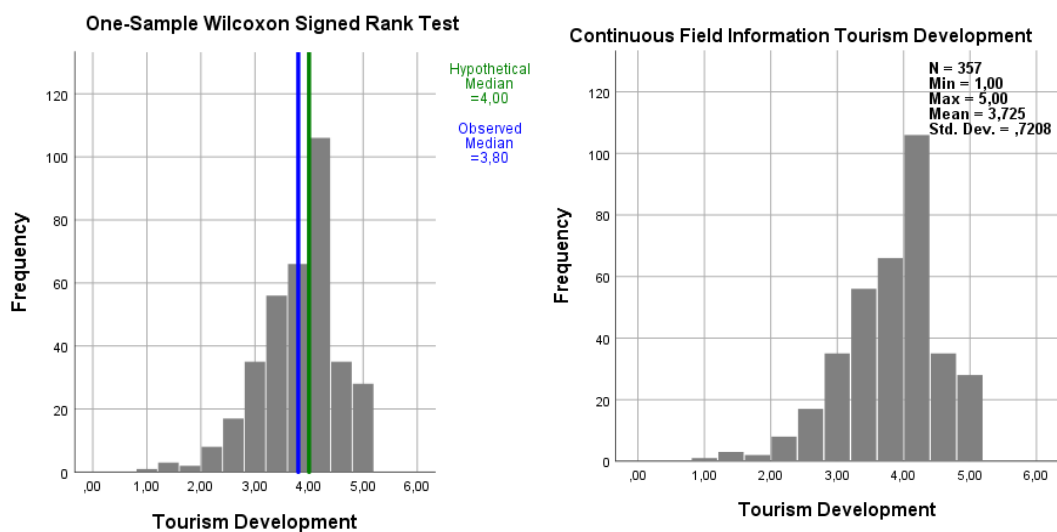
Table 13: One-Sample Wilcoxon Signed Rank Test Summary for tourism development

Total N	357
Test Statistic	12760.500
Standard Error	1481.809
Standardized Test Statistic	-6.421
Asymptotic Sig.(2-sided test)	.000

Source: own work.

As it can be seen in the figure below (Figure 10), the observed median of satisfaction with tourism development (3.8) is lower than the hypothetical median (4). The hypothesis H2, which states that “Residents of Goriška brda are satisfied with tourism development of the destination”, is rejected.

Figure 10: Histogram for tourism development



Source: own work.

5.2.5 SATISFACTION WITH TOURISM MANAGEMENT

The satisfaction with tourism destination management is measured with five items: the resident-friendly responsible planning of tourism at the destination, participation, information and the power to influence tourism decision making, planning and development. The table below (Table 14) shows the results of descriptive statistics (means and standard deviations) for the five indicators of satisfaction with tourism destination management in Brda. Histograms for each item can be found in Appendix 5.

Table 14: Descriptive statistics for tourism management

Item	N	Mean	Std. Deviation
I am satisfied with the work of the organization that takes care of the development of tourism in Brda.	357	3.31	1.032
I am well informed about the development of tourism in Brda.	357	3.23	.965
When planning tourism in Brda, the quality of life of local residents is taken into account.	357	3.03	.997
Overall, I am very pleased with the inclusion and influence of residents in the planning and development of tourism.	357	3.01	.944
As a resident, I have the opportunity to participate in tourism planning and development.	357	2.93	1.014
Valid N (listwise)	357		

Source: own work.

As it can be observed from the histograms in Appendix 5, the results are not normally distributed (skewness and kurtosis coefficients can be found in the Appendix 5). The Cronbach's Alpha coefficient for the five items related to tourism management shows good internal consistency of the construct (Cronbach $\alpha = 0.875$). Based on this, the items can be combined into a new variable, "tourism management" and treated as a whole in the rest of the analysis and testing of the hypotheses. The new variable was computed by calculating the means of the corresponding set of items for tourism management. The mean value of the newly computed variable is 3.1031, with the standard deviation of 0.80902. The data of the variable "tourism management" deviates from the normal distribution, as the significance levels for Kolmogorov-Smirnov and Shapiro-Wilk tests are lower than 0.05 (the test of normality is in Appendix 4).

The p-value of the one-sample Wilcoxon signed rank test for "tourism management" is 0.000, which is less than the significance level alpha 0.05. The null hypothesis is rejected and it can be concluded that the median for satisfaction with tourism destination management is significantly different from the hypothesized median of 4. The test statistics are displayed in the table below (Table 15).

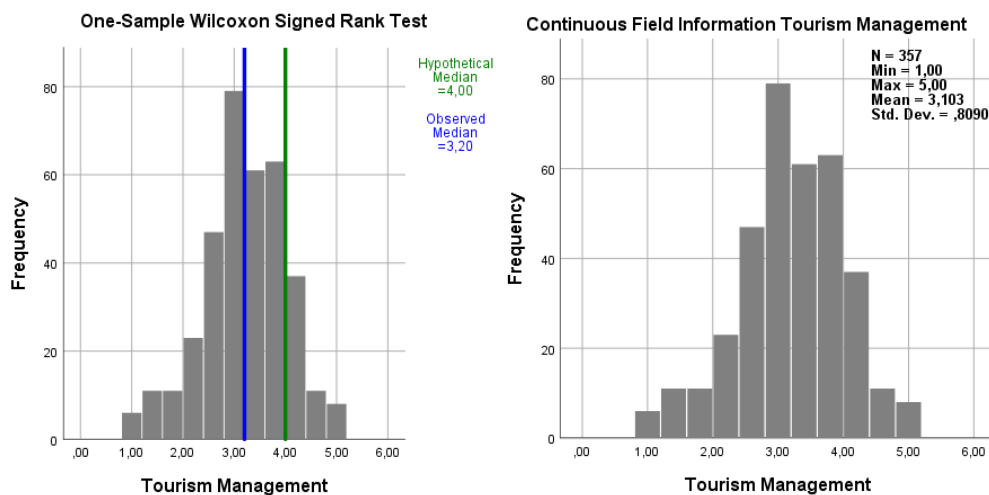
Table 15: One-Sample Wilcoxon Signed Rank Test Summary for tourism management

Total N	357
Test Statistic	2356.500
Standard Error	1739.596
Standardized Test Statistic	-14.438
Asymptotic Sig.(2-sided test)	.000

Source: own work.

As it can be seen in the figure below (Figure 11), the observed median of satisfaction with tourism destination management (3.2) is lower than the hypothetical median (4). The median value is also lower than 3.5, which implies that it cannot be confirmed that the respondents are satisfied with tourism destination management in Brda. The hypothesis H3, stating that “Residents of Goriška brda are satisfied with tourism destination management”, is rejected.

Figure 11: Histogram for tourism management



Source: own work.

5.2.6 SATISFACTION WITH QUALITY OF LIFE

The satisfaction with quality of life at the destination is measured with five items, which relate to the general quality of life and personal satisfaction with it, the living conditions at the destination and the contribution and influence of tourism development on quality of life of the residents at the destination. The table below (Table 16) shows the results of descriptive statistics (means and standard deviations) for the five indicators of residents' satisfaction with quality of life in Brda. Histograms for each item can be found in Appendix 5.

Table 16: Descriptive statistics for quality of life

Item	N	Mean	Std. Deviation
In general, I am satisfied with my quality of life.	357	4.04	.716
In general, living conditions in Brda are good.	357	3.92	.793
The quality of life in Brda is high.	357	3.73	.873
The development of tourism contributes to a better quality of life in Brda.	357	3.63	.901
Tourism development increases the quality of life in the area.	357	3.58	.931
Valid N (listwise)	357		

Source: own work.

As it can be observed from the histograms in Appendix 5, the results are not normally distributed (skewness and kurtosis coefficients can be found in the Appendix 5). The Cronbach's Alpha coefficient for the five items related to the quality of life shows good internal consistency of the construct (Cronbach $\alpha = 0.821$). Based on this, the items can be combined into a new variable, "quality of life" and treated as a whole in the rest of the analysis and testing of the hypotheses. The new variable was computed by calculating the means of the corresponding set of items for quality of life. The mean value of the newly computed variable is 3.7810, with the standard deviation of 0.64623. The data of the variable "quality of life" deviates from the normal distribution, as the significance levels for Kolmogorov-Smirnov and Shapiro-Wilk tests are lower than 0.05 (the test of normality is in Appendix 4).

The p-value of the one-sample Wilcoxon signed rank test for "quality of life" is lower than the significance level alpha 0.05. The null hypothesis is rejected and it can be concluded that the median for satisfaction with quality of life is significantly different from the hypothesized median of 4. The test statistics are displayed in the table below (Table 17).

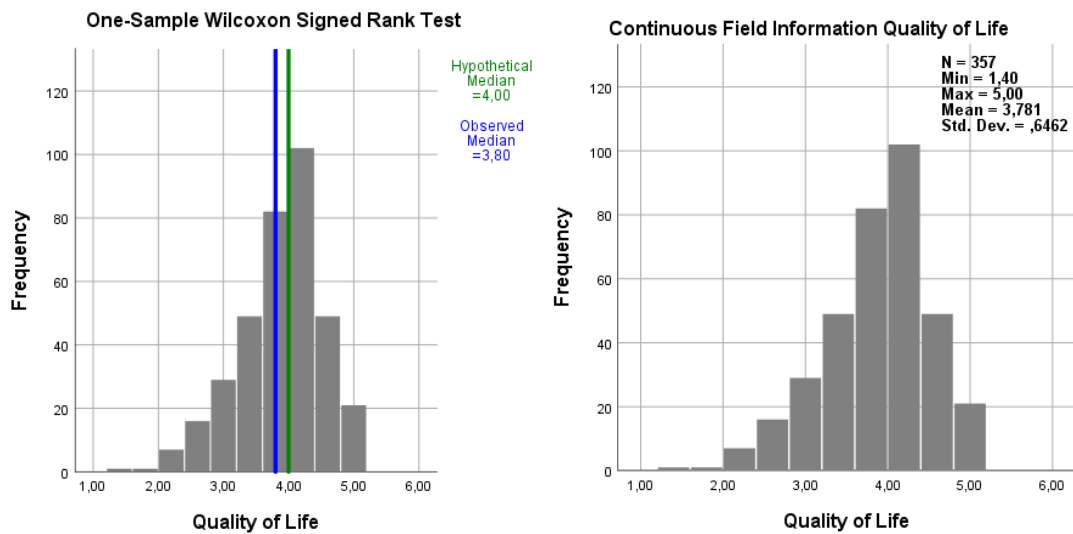
Table 17: One-Sample Wilcoxon Signed Rank Test Summary for quality of life

Total N	357
Test Statistic	12981.500
Standard Error	1415.056
Standardized Test Statistic	-5.633
Asymptotic Sig.(2-sided test)	.000

Source: own work.

As it can be seen in the figure below (Figure 12), the observed median of satisfaction with quality of life (3.8) is lower than the hypothetical median (4). The hypothesis H4, which states that "*Residents of Goriška brda are satisfied with their quality of life at the destination*", is rejected.

Figure 12: Histogram for quality of life



Source: own work.

5.3 RELATIONSHIPS BETWEEN VARIABLES

As already mentioned, the tests of normality for each of the newly computed variables show that the distribution of the data deviates from the normal distribution, as both Kolmogorov-Smirnov and Shapiro-Wilk tests of normality are not statistically significant ($p < 0.05$). Therefore, nonparametric tests, tests that do not require normal distribution of the data, had to be used to test the hypotheses.

Spearman's correlation coefficient is used to investigate correlations between variables under study, testing the following hypotheses:

H5: There is a positive relationship between perceived tourism impacts - socio-cultural (**H5a**), economic (**H5b**), environmental (**H5c**) - and satisfaction with tourism development.

H6: There is a positive relationship between perceived tourism impacts - socio-cultural (**H6a**), economic (**H6b**), environmental (**H6c**) - and satisfaction with quality of life.

H7: There is a positive relationship between perceived tourism impacts - socio-cultural (**H7a**), economic (**H7b**), environmental (**H7c**) - and satisfaction with tourism destination management.

H8: There is a positive relationship between residents' satisfaction with tourism destination management and their satisfaction with tourism development.

H9: There is a positive relationship between residents' satisfaction with tourism destination management and their satisfaction with quality of life at the destination.

H10: There is a positive relationship between residents' satisfaction with tourism development and their satisfaction with quality of life at the destination.

Although both Spearman and Pearson coefficients were run and lead to similar results, the first was used as the data deviates from the normal distribution. In all cases the null hypothesis states that there is no correlation between observed variables. As it will be explained in each case, all correlations have been found to be significant at the 0.01 level ($p < 0.01$).

5.3.1 RELATIONSHIP BETWEEN SATISFACTION WITH TOURISM IMPACTS AND SATISFACTION WITH TOURISM DEVELOPMENT

Table 18 shows the correlations between satisfaction with tourism development and impacts of tourism, separately economic, socio-cultural and environmental. The results show statistically significant, moderately positive correlation between satisfaction with tourism development and satisfaction with economic impacts of tourism ($r = 0.587$; $p < 0.01$). Likewise, the correlation between satisfaction with tourism development and satisfaction with socio-cultural impacts of tourism is moderately positive and significant ($r = 0.554$; $p < 0.01$). There is a significant strong positive correlation between satisfaction with tourism development and satisfaction with environmental impacts of tourism ($r = 0.609$; $p < 0.01$). Therefore, hypotheses H5a, H5b and H5c are accepted.

Table 18: Spearman correlation coefficient for tourism development, economic impacts, socio-cultural impacts, environmental impacts

		Tourism Development	Economic Impacts	Socio-cultural Impacts	Environmental Impacts
Tourism Development	Correlation Coefficient	1.000	.587**	.554**	.609**
	Sig. (2-tailed)	.	.000	.000	.000
	N	357	357	357	357
Economic Impacts	Correlation Coefficient	.587**	1.000		
	Sig. (2-tailed)	.000	.		
	N	357	357		
Socio-cultural Impacts	Correlation Coefficient	.554**		1.000	
	Sig. (2-tailed)	.000		.	
	N	357		357	
Environmental Impacts	Correlation Coefficient	.609**			1.000
	Sig. (2-tailed)	.000			.
	N	357			357

** . Correlation is significant at the 0.01 level (2-tailed).

Source: own work.

5.3.2 RELATIONSHIP BETWEEN SATISFACTION WITH TOURISM IMPACTS AND SATISFACTION WITH QUALITY OF LIFE

Correlations between satisfaction with quality of life and economic, socio-cultural and environmental impacts of tourism are shown in Table 19. The results indicate a statistically significant, moderately positive correlation between satisfaction with quality of life and satisfaction with economic ($r=0.567$; $p<0.01$), socio-cultural ($r=0.485$; $p<0.01$) as well as environmental ($r=0.510$; $p<0.01$) impacts of tourism. All hypotheses - H6a, H6b and H6c - are accepted.

Table 19: Spearman correlation coefficient for quality of life, economic impacts, socio-cultural impacts, environmental impacts

		Quality of Life	Economic Impacts	Socio-cultural Impacts	Environmental Impacts
Quality of Life	Correlation Coefficient	1.000	.567**	.485**	.510**
	Sig. (2-tailed)	.	.000	.000	.000
	N	357	357	357	357
Economic Impacts	Correlation Coefficient	.567**	1.000		
	Sig. (2-tailed)	.000	.		
	N	357	357		
Socio-cultural Impacts	Correlation Coefficient	.485**		1.000	
	Sig. (2-tailed)	.000		.	
	N	357		357	
Environmental Impacts	Correlation Coefficient	.510**			1.000
	Sig. (2-tailed)	.000			.
	N	357			357

** Correlation is significant at the 0.01 level (2-tailed).

Source: own work.

5.3.3 RELATIONSHIP BETWEEN SATISFACTION WITH TOURISM IMPACTS AND SATISFACTION WITH TOURISM DESTINATION MANAGEMENT

The table below (Table 20) shows correlations between satisfaction with tourism destination management and economic, socio-cultural and environmental impacts of tourism. Correlations between perceived impacts and satisfaction with tourism management are statistically significant and moderately positive. Therefore, hypotheses H7a, H7b and H7c are accepted as the relationships between satisfaction with tourism destination management and perceived economic ($r=0.545$; $p<0.01$), socio-cultural ($r=0.503$; $p<0.01$) and environmental ($r=0.578$; $p<0.01$) tourism impacts are positive.

Table 20: Spearman correlation coefficient for tourism management, economic impacts, socio-cultural impacts, environmental impacts

		Tourism Management	Economic Impacts	Socio-cultural Impacts	Environmental Impacts
Tourism Management	Correlation Coefficient	1.000	.545**	.503**	.578**
	Sig. (2-tailed)	.	.000	.000	.000
	N	357	357	357	357
Economic Impacts	Correlation Coefficient	.545**	1.000		
	Sig. (2-tailed)	.000	.		
	N	357	357		
Socio-cultural Impacts	Correlation Coefficient	.503**		1.000	
	Sig. (2-tailed)	.000		.	
	N	357		357	
Environmental Impacts	Correlation Coefficient	.578**			1.000
	Sig. (2-tailed)	.000			.
	N	357			357

** . Correlation is significant at the 0.01 level (2-tailed).

Source: own work.

5.3.4 RELATIONSHIP BETWEEN SATISFACTION WITH TOURISM DESTINATION MANAGEMENT AND SATISFACTION WITH TOURISM DEVELOPMENT

Table 21 shows the correlation between satisfaction with tourism destination management and tourism development of the destination. The calculation of the Spearman correlation coefficient shows statistically significant strong positive correlation ($r=0.645$; $p<0.01$) between the two variables. Thus, the hypothesis H8 is accepted.

Table 21: Spearman correlation coefficient for tourism management and tourism development

		Tourism Management	Tourism Development
Tourism Management	Correlation Coefficient	1.000	.645**
	Sig. (2-tailed)	.	.000
	N	357	357
Tourism Development	Correlation Coefficient	.645**	1.000
	Sig. (2-tailed)	.000	.
	N	357	357

** . Correlation is significant at the 0.01 level (2-tailed).

Source: own work.

5.3.5 RELATIONSHIP BETWEEN SATISFACTION WITH TOURISM DESTINATION MANAGEMENT AND SATISFACTION WITH QUALITY OF LIFE

Correlation between residents' satisfaction with tourism destination management and satisfaction with quality of life at the destination is displayed in Table 22. The correlation between these two variables is statistically significant and moderately positive ($r=0.504$; $p<0.01$), which indicates that hypothesis H9 can be accepted.

Table 22: Spearman correlation coefficient for tourism management and quality of life

		Tourism Management	Quality of Life
Tourism Management	Correlation Coefficient	1.000	.504**
	Sig. (2-tailed)	.	.000
	N	357	357
Quality of Life	Correlation Coefficient	.504**	1.000
	Sig. (2-tailed)	.000	.
	N	357	357

** . Correlation is significant at the 0.01 level (2-tailed).

Source: own work.

5.3.6 RELATIONSHIP BETWEEN SATISFACTION WITH TOURISM DEVELOPMENT AND SATISFACTION WITH QUALITY OF LIFE

Correlation between residents' satisfaction with tourism development and satisfaction with quality of life at the destination is presented in Table 23. The result indicates statistically significant moderately positive correlation ($r=0.581$; $p<0.01$). Hypothesis H10 is also accepted.

Table 23: Spearman correlation coefficient for tourism development and quality of life

		Tourism Development	Quality of Life
Tourism Development	Correlation Coefficient	1.000	.581**
	Sig. (2-tailed)	.	.000
	N	357	357
Quality of Life	Correlation Coefficient	.581**	1.000
	Sig. (2-tailed)	.000	.
	N	357	357

** . Correlation is significant at the 0.01 level (2-tailed).

Source: own work.

5.4 INVESTIGATING DIFFERENCES BASED ON ECONOMIC DEPENDENCE ON TOURISM

As per the deviation from the normal distribution (Kolmogorov-Smirnov and Shapiro-Wilk tests of normality are not statistically significant; $p<0.05$), nonparametric Mann-Whitney

test is used to compare two groups of respondents. The respondents are divided into two groups based on their economic dependence on tourism, which derives from their responses to the question “Is tourism part of your household income?”. Those who responded with “Yes” are referred to as economically dependent on tourism. The hypothesis H11 investigates the differences in opinions between these two groups of respondents:

H11: There are differences in satisfaction between residents whose households’ income depends on tourism and residents whose households’ income does not depend on tourism.

H11a: Residents whose household income depends on tourism are more satisfied with tourism impacts than residents whose income does not depend on tourism.

H11b: Residents whose household income depends on tourism are more satisfied with tourism destination management than residents whose income does not depend on tourism.

H11c: Residents whose household income depends on tourism are more satisfied with tourism development than residents whose income does not depend on tourism.

H11d: Residents whose household income depends on tourism are more satisfied with tourism contribution to their quality of life than residents whose income does not depend on tourism.

The null hypothesis in this case states that the rank of the groups is the same.

5.4.1 SATISFACTION WITH THE IMPACTS OF TOURISM

The results of Mann-Whitney test show that there is no statistically significant difference in the mean values of the point ranks between the groups as the p-values for economic ($p=0.266$), socio-cultural ($p=0.631$) and environmental ($p=0.059$) impacts of tourism are higher than 0.05. Hypothesis H11a is rejected. There is no significant difference between the opinion of respondents whose household income depends on tourism and respondents whose income does not depend on tourism. The test statistics are displayed in Table 24.

Table 24: Mann-Whitney U test for economic impacts, socio-cultural impacts and environmental impacts according to opinion of respondents whose household income depends on tourism and respondents whose income does not depend on tourism

Test Statistics ^a	Economic Impacts	Socio-cultural Impacts	Environmental Impacts
Mann-Whitney U	11956.500	12508.500	11275.000
Wilcoxon W	44852.500	45404.500	44171.000
Z	-1.111	-.480	-1.888
Asymp. Sig. (2-tailed)	.266	.631	.059

a. Grouping Variable: Is tourism part of your household income?

Source: own work.

5.4.2 SATISFACTION WITH TOURISM DESTINATION MANAGEMENT

Mann-Whitney test indicates that there is statistically significant difference in the mean values of the point ranks between the groups as the p-value is lower than 0.05. Respondents whose household income depends on tourism (mean rank 213.19) are more satisfied with tourism destination management than respondents whose income does not depend on tourism (mean rank 165.51), which means that hypothesis H11b is accepted. The tables below show the mean ranks (Table 25) and test statistics (Table 26).

Table 25: Mean ranks for tourism management according to opinion of respondents whose household income depends on tourism and respondents whose income does not depend on tourism

	Is tourism part of your household income?	N	Mean Rank	Sum of Ranks
Tourism Management	Yes	101	213.19	21532.00
	No	256	165.51	42371.00
	Total	357		

Source: own work

Table 26: Mann-Whitney U test for tourism management according to opinion of respondents whose household income depends on tourism and respondents whose income does not depend on tourism

Test Statistics ^a	Tourism Management
Mann-Whitney U	9475.000
Wilcoxon W	42371.000
Z	-3.947
Asymp. Sig. (2-tailed)	.000

a. Grouping Variable: Is tourism part of your household income?

Source: own work.

5.4.3 SATISFACTION WITH TOURISM DEVELOPMENT

The results of Mann-Whitney test indicate that there is statistically significant difference in the mean values of the point ranks between the groups as the p-value is lower than 0.05. Residents, included in the sample, whose household income depends on tourism (mean rank 205.92) are more satisfied with tourism development than residents whose income does not depend on tourism (mean rank 168.38). Therefore, hypothesis H11c is accepted. The tables below show the mean ranks (Table 27) and test statistics (Table 28).

Table 27: Mean ranks for tourism development according to opinion of respondents whose household income depends on tourism and respondents whose income does not depend on tourism

	Is tourism part of your household income?	N	Mean Rank	Sum of Ranks
Tourism Development	Yes	101	205.92	20797.50
	No	256	168.38	43105.50
	Total	357		

Source: own work.

Table 28: Mann-Whitney U test for tourism development according to opinion of respondents whose household income depends on tourism and respondents whose income does not depend on tourism

Test Statistics ^a	Tourism Development
Mann-Whitney U	10209.500
Wilcoxon W	43105.500
Z	-3.112
Asymp. Sig. (2-tailed)	.002

a. Grouping Variable: Is tourism part of your household income?
Source: own work.

5.4.4 SATISFACTION WITH QUALITY OF LIFE

Mann-Whitney test results show that there is no statistically significant difference in the mean values of the point ranks between the groups as the p-value ($p=0.102$) is higher than 0.05. There is no significant difference between the opinion of respondents whose household income depends on tourism and respondents whose income does not depend on tourism. The test statistics are displayed in Table 29. Hypothesis H11d is rejected.

Table 29: Mann-Whitney U test for quality of life according to opinion of respondents whose household income depends on tourism and respondents whose income does not depend on tourism

Test Statistics ^a	Quality of Life
Mann-Whitney U	11501.500
Wilcoxon W	44397.500
Z	-1.634
Asymp. Sig. (2-tailed)	.102

a. Grouping Variable: Is tourism part of your household income?
Source: own work.

The results and findings of this research are further discussed in the following chapter.

6 DISCUSSION

The aim of this study was to assess residents' satisfaction with sustainable and responsible development of tourism in Goriška brda. Also, the study attempted to find possible correlations between certain aspects of sustainable and responsible tourism as well as determine whether residents that are economically dependent on tourism perceive it differently than those who are not.

The findings, reported in the previous chapter, failed to provide support for hypotheses H1a, H1c, H2, H3 and H4 but managed to provide support for H1b. The use of nonparametric tests did not allow for more accurate choice of the hypothesised limit median, which was set to 4 (on a scale from 1-strongly disagree to 5-strongly agree). Although the hypothesis testing could not confirm the satisfaction of the local residents with certain aspects of sustainable and responsible tourism, the median values of all variables are leaning towards the positive side of the scale (higher than the neutral point 3), implying that most of the respondents are satisfied but there is still room for improvement. The results show that there are significant positive relationships between all the investigated variables, the aspects of sustainable and responsible tourism development: the impacts of tourism (economic, socio-cultural and environmental), tourism destination management, tourism development and quality of life. Consequently, hypotheses H5 to H10 could be accepted. The findings provide support for hypotheses H11b and H11c, as statistically significant differences were found in perceptions of those residents who are and those who are not economically dependent on tourism. Residents whose household income depends on tourism are more satisfied with tourism development and tourism management than those residents whose household income does not depend on tourism. On the other hand, no statistically significant difference was found in perceptions of tourism impacts and quality of life, rejecting hypotheses H11a and H11d. Nonetheless, it is necessary to be careful with the generalization of the results as the sample is based on a non-probability sampling technique.

Overall the findings indicate that residents generally have more positive perceptions of the impacts that tourism development portrays. The results of the survey suggest that residents generally perceive the socio-cultural impacts of tourism development on their destination as positive, however, there are still respondents that hold negative perceptions. The findings align with those previous studies that reported predominantly positive perceptions of socio-cultural impacts of tourism (Yoon, Gursoy & Chen, 2001; McGhee & Andereck, 2004; Andereck & Nyaupane, 2011; Latkova & Vogt, 2012). Tourism is seen as one of the important contributors to the preservation and promotion of traditions and culture as it positively influences the cultural awareness and pride of the local residents. The awareness of the importance and significance of the local heritage is an important prerequisite for its successful preservation (Yoon, Gursoy & Chen, 2001; Andereck & Nyaupane, 2011; Nunkoo & So, 2016; Rasoolimanesh, Roldán, Jaafar & Ramayah, 2016; Zhu, Liu, Wei, Li & Wang, 2017). The region of Brda is characterized by hilly terraced landscape, with lots

of nature and agricultural land, where villages are dispersed on the hills. Thus, it is necessary that the development of tourism merges with the landscape and its characteristics. Residents agree that tourism development at the moment is appropriate for the local environmental conditions and it preserves the quality of the local landscape as it is part of the culture/heritage of this region. Nevertheless, being a destination that offers lots of opportunities for (especially outdoor) recreational activities, it is important that local residents can benefit from additional, new offer. While the respondents still mostly agree that tourism development increases recreational opportunities for local residents, this is the aspect of socio-cultural impacts that had the highest deviation of responses (standard deviation). This implies that the residents have different perspectives, probably depending on how they personally take advantage of the recreational opportunities that result from the development of tourism.

The results of the analysis imply that economic impacts of tourism are the most visible and positively perceived by the residents of Goriška brda. Residents perceive tourism as an important economic activity that contributes to the economy of Brda as well as is also a promising activity that can make a significant contribution to further development of the destination. Tourism is seen as a prosperous development tool, which, according to researchers, normally results in positive attitudes towards tourism (Gursoy & Rutherford, 2004). Most of the respondents from the sample perceive that tourism in Brda is developing in harmony with other activities at the destination. This can be best explained by the fact that viticulture is a very important (most important) economic activity in Brda, and wine tourism is a magnet for a large part of visitors. Rural tourism, which is based on agricultural diversification, allows for the supplementation of agricultural income with the income from tourism and also preserves the environment and ensures the longevity of the agricultural system (Hernández-Mogollón, Campón-Cerro, Leco-Berrocal & Pérez-Díaz, 2011; An & Alarcon, 2020). As a rural region, where agriculture has a significant role, the local producers offer their products to tourists as well, which is, according to the results of the survey, recognized as a beneficial impact of tourism in the destination. Presence of tourism contributes to the sale of local products as it increases demand and opens up new markets. Enhancing the connection between rural tourism and agriculture can be a key to significant improvements of sustainability of rural tourism destinations (Addinsall, Scherrer, Weiler & Glencross, 2017; Su, Wall, Wang & Jin, 2019; An & Alarcon, 2020). As mentioned, most of the tourism enterprises in Brda are family-owned. Since the tourism industry worldwide as well as in Brda has been growing in the past years, tourism offered a lot of business opportunities, which is recognized by a majority of the respondents. However, as not all of the respondents are involved in tourism it could have been expected that they would not be able to confidently estimate the direct contribution of tourism to their own living standards.

The results indicate that residents of Brda perceive the impacts/benefits of tourism on the environment least positive amongst the three dimensions of sustainability. Being a rural

area with special landscape and architectural features, one of the main sustainability goals is to preserve the environment and its quality as it is one of the main attributes of the destination. According to the results of this study, the tourism sector at the destination could more actively encourage the conservation and protection of the destination's environment. However, development of tourism in the municipality has certainly brought quite some new investments in the last decade. This is apparently the most positively perceived aspect for the local residents, who agree that tourism promotes the improvement of existing infrastructure, which benefits them as well. Previous studies outlined that tourism can be a big contributor to the improvement of the appearance of the destination (Andereck, Valentine, Knopf & Vogt, 2005; Oviedo-Garcia, Castellanos-Verdugo & Martin-Ruiz, 2008). Since ethics and awareness are among the key enablers of sustainability, it is imperative that the long-term well-being and preservation of the environment can only be achieved through rising awareness among all stakeholders. It seems that tourism development in the community promotes positive environmental ethics, however the opinions are quite inconsistent when it comes to the improvement of residents' awareness of environmental protection.

In the current research, no differences have been detected in the opinions of the residents whose income derives from activities related to tourism and those whose households' income does not depend on tourism. This contradicts the results of some previous studies, which concluded that residents who gain economic benefits from tourism tend to have more positive attitude towards the impacts of tourism (Perdue, Long & Allen, 1990; Ko & Stewart, 2002; McGhee & Andereck, 2004; Boley, McGehee, Perdue & Long, 2014; Vargas-Sánchez, Oom do Valle, da Costa Mendes & Silva, 2015; Nunkoo & So, 2016).

Residents' satisfaction with tourism development can determine the success of this sector (Moghavvemi, Woosnam, Hamzah & Hassani, 2020) as the long-term success is conditioned by residents' support and attitude towards tourism (Hwang, Steward & Ko, 2012). One of the important and encouraging findings of this research is that local residents support the development of tourism in the destination. It is worthwhile emphasizing that if local residents are unwilling to support tourism development, the destination will struggle to achieve sustainability (Bowles & Gintis, 2002; Park, Nunkoo & Yoon, 2015). Understanding the attitudes that local residents hold towards tourism is critical for gaining their support, which is needed to develop tourism in a sustainable and responsible direction (Nunkoo, Smith & Ramkissoon, 2013). It is evident that in many cases the support and satisfaction are weighed by the positive effects and the negative ones. This research concludes that residents of Brda believe that the benefits of tourism development mostly outweigh the negative aspects of tourism development. The application of sustainability concepts and goals can also potentially convert the unfavourable aspects of tourism into positive ones (An & Alarcon, 2020). In recent years, tourism in Brda has grown and also gained more attention. Based on the findings, it can be estimated that the residents seem to be mostly satisfied with the current development and

growth of tourism and they recognize the role of sustainability in tourism development of the destination. Tourism sector in Brda has grown significantly over the last decade and apparently the residents align with the goals and endeavours of the authorities and the DMO, who prioritize sustainable tourism development. Nonetheless, there is still a lot of potential and opportunity for growth. Not all residents are equally involved and informed about development. Differences exist between the opinions of those residents whose household income depends on tourism and residents whose income does not depend on tourism. Residents who are getting economic benefits from tourism are more satisfied with tourism development than those who do not perceive tourism as a significant direct contributor to their household income. This supports the conclusions of researchers who found that residents who work in the tourism industry or depend on tourism for a living are more favourable to tourism than others (Easterling, 2004; Andereck, Valentine, Knopf & Vogt, 2005; Oviedo-Garcia, Castellanos-Verdugo, Martin-Ruiz, 2008; Choi & Murray, 2010).

The opinions of the residents about tourism management are very different, which indicates a more neutral general opinion about tourism destination management. Among the six components of sustainable and responsible tourism development, investigated in this study, residents' have the least favourable perceptions of tourism destination management. The findings of this research show that residents whose household income depends on tourism are more satisfied with tourism destination management than residents whose income does not depend on tourism. While being income-dependent on tourism, they are consequently more involved, familiar and interested in the tourism activities at the destination. Sustainable tourism goals underline the importance of the local community in the development of tourism (Choi & Srikaya, 2005) as the participation of local people is essential for the long-term viability of tourism at a destination (Gursoy, Chi & Dyer, 2009; Nunkoo & Ramkissoon, 2011). It seems that the majority of residents are not satisfied with their inclusion and opportunity for participation in tourism planning and development. These findings showcase a gap between the perceptions of the authorities, mainly the DMO, as presented in the case presentation, and the reality that the respondents of this survey outlined. Deriving from previous studies, the inclusion of the residents in tourism planning, decision-making and development can lead to more favourable attitudes towards tourism as well as improve their satisfaction with the local management organization (Liu, 2003; McGhee & Andereck, 2004; Vargas-Sánchez, Plaza-Mejia, Porrás-Bueno, 2009; Choi & Murray, 2010; Gursoy, Ouyang, Nunkoo & Weif, 2018; Alrwajfah, Almeida-García & Cortés-Macías, 2019). As the residents do not perceive themselves as being well informed about the development of tourism in Brda and included in the decision-making and planning, it is not surprising that they could not validate whether the quality of life of local residents is taken into account in tourism planning. To achieve favourable conditions for all, it is crucial to include all destination stakeholders in planning and decision-making actions (Leslie, 2016) as well as to properly communicate the benefits that tourism can bring to the local community in order to get its support.

Based on the results of the analysis, it can be derived that the residents are generally satisfied with the quality of their lives as well as the quality of life and living conditions in Brda. This finding can be supported with the fact that the Municipality of Brda has been declared the most successful rural community in Slovenia in 2019 (Občina Brda, 2019b), which demonstrates favourable development of the area. No significant difference in opinions of those whose household income depends on tourism and those whose income does not depend on tourism could be confirmed. This indicates that tourism is not the most important economic activity at the destination. However, despite not all of the residents are economically dependent on tourism, they see it as a contributing factor to the quality of life of the locals at the destination. This aligns with the conclusions of previous studies, that tourism is commonly regarded as an activity which can improve the host community's quality of life and create a desirable living environment (Andereck, Valentine, Vogt & Knopf, 2007; Andereck & Nyaupane, 2011; Kim, Uysal & Sirgy, 2013; Nunkoo & So, 2016).

As previously mentioned, the correlations between the six investigated variables have been found to be significant and positive. There are positive relationships among the perceived impacts (benefits) of tourism and satisfaction with tourism development, management and quality of life. These variables as a whole represent the end goal, sustainable and responsible tourism development. Many researchers pointed out that residents' satisfaction is among the most important factors that lead to successful development of tourism (Andereck, Valentine, Knopf & Vogt, 2005; Harrill, 2004; Ribeiro, Pinto, Silva & Woosnam, 2017; Vargas-Sánchez, Plaza-Mejia & Porrás-Bueno, 2009; Xie, Bao & Kerstetter, 2012). Sustainable tourism development is conditioned by the support and approval of the local community (Choi & Sirakaya, 2005). The positive relationships among the investigated variables confirm that sustainable tourism responsible implementation is only possible when all various aspects of tourism, its impacts on the local economy, society, culture, environment and quality of life are taken into consideration. The results align with previous studies, which confirmed that all dimensions of sustainability, including also the institutional dimension (which in this study is investigated through tourism management), have been found to have a significant impact on residents' satisfaction with sustainable tourism development (e.g. Cottrell, Vaske & Roemer, 2013; Hussain, Ali, Ragavan & Manhas, 2015, Obradovic, Tesin, Bozovic & Milosevic, 2020).

The principle of sustainable-responsible tourism development is the quality of life of the local residents. Once an area becomes a tourism destination, the quality of life of the local community is inevitably connected to and affected by tourism development (Uysal, Sirgy, Woo & Kim, 2016). The study confirmed that residents see tourism as one of the industries that potentially improves the quality of life in Brda and all sustainability dimensions have been found to positively correlate with satisfaction with quality of life. This aligns with studies that have reported positive relation between residents' perceptions of the impacts of

tourism and their satisfaction with quality of life (Kaplanidou et al., 2013; Nawijn & Mitas, 2012). Researchers found that satisfaction with quality of life of local residents is mainly determined by the effects of the development of tourism (Kim, Uysal & Sirgy, 2013; Nunkoo & So, 2016). The results of this current research support the findings of other researchers, who identified a positive relationship between tourism development and satisfaction with the quality of life (Ko & Stewart, 2002; Andereck & Nyaupane, 2011; Woo, Kim & Uysal, 2015). Thus, it should be one of the main concerns of the authorities and destination management. To ensure that the process of tourism development is socially acceptable and compatible, the destinations' authorities need to obtain support from the local community (Yu, Chancellor & Cole, 2011; Nunkoo & Gursoy, 2016). Responsible destination management should aim to effectively manage the relationships between the stakeholders that are involved (UNWTO, 2019). The support, involvement and collaborative actions of all stakeholders are the core for successful implementation of the principles of sustainability (Mihalič & Kuščer, 2019b). If the residents are not included in the initial stages of tourism development, they would not be able to acknowledge the whole evolution and progress that the development portrays to their destination and community (Nyaupane, Morais & Dowler, 2006). Taking into account the impacts of tourism, proper destination management can assure the support and approval of tourism development by the local community. This study shows that the residents differ in their opinions regarding their inclusion and awareness about tourism development of the destination. Residents' opinion of tourism authorities influences their reactions towards the impacts of tourism (Nunkoo & So, 2016), therefore taking into account and involving local people in tourism planning with the goal to increase the (socio-cultural, economic and environmental) benefits that tourism could bring to the community is an important goal that destination management should aim towards. Involving the residents into tourism planning and decision-making offers the opportunity to minimize the costs of tourism (and potentially improve their perception of this industry) while enhancing the benefits that tourism may bring to the community (Gannon, Rasoolimanesh & Taheri, 2020). While the inclusion of residents into tourism development improves their interest, it also promotes sustainable development (Nicholas, Thapa & Ko, 2009). Including the residents into tourism development and educating them about sustainability principles would enable the whole community to develop the destination in a coherent sustainable and responsible way. As a result, when local residents participate in decision-making, they are able to recognize the need to incorporate tourism into the local economy, increasing the possibility of stable long-term sustainable destination development (Choi & Murray, 2010; Lee, 2013). Their views and perceptions could add more value and enable resident responsive planning, assuring that their needs are addressed and their quality of life enhanced by tourism and not negatively affected by it. Residents' recognition of the benefits that tourism portrays, a deeper understanding of their knowledge of tourism development and the perception of its impact on their wellbeing is critical to the development and execution of long-term sustainable management strategies. When they are interested and motivated to participate, they gain more benefits from tourism and are more likely to be satisfied with tourism's

long-term development (Gursoy, Jurowski & Uysal, 2002; Tosun, 2002; Lee, 2013; Vargas-Sánchez, Oom do Valle, da Costa Mendes & Silva, 2015). Nevertheless, the knowledge that the local residents possess is a valuable source of information and creativity for the possibilities for further development of tourism.

As the research has been conducted in times of COVID-19 pandemic, it is necessary to bear in mind that the tourism industry has been significantly impacted by it. However, despite travel restrictions and closure of tourism and hospitality from March to May 2020 and October 2020 to April 2021, the summer season in Brda was comparably good to the summers in previous years. Aligned with the situation it seems that the residents have noticed that the pandemic has had a significant impact on sustainable tourism development in Brda. Due to the fact that the residents are not equally involved in tourism, their opinions regarding this vary. The COVID-19 pandemic has brought a big challenge to the tourism industry and sustainable development. It has revealed some of the underlying inconsistencies and uncertainties in the philosophy of sustainability. However, it has also given new perspectives and opportunities to tourism businesses and other tourism stakeholders to connect and collaboratively find solutions for recovery (Jones & Comfort, 2020). Despite many researchers suggesting that this pandemic should be a trigger to revitalize tourism and move towards/enhance sustainability, the residents of Brda do not believe that the pandemic will be a reason for more sustainable development of tourism in Brda. As the situation is still unclear, unpredictable, there is no consensus in opinions of residents on that behalf, with almost half of the respondents remaining neutral in their opinion. It is worthwhile mentioning that the response to COVID-19 pandemic in Brda has been acknowledged by Green Destinations as Brda were recognized among the best covid and tourism strategy awards with the promotion campaigns “Brda cherry in every home” and “Make yourself your own cherry festival”. These campaigns can be seen as an example of good practice and a base to build forward the relationship and collaboration with the local residents, who have been involved in it.

The findings of this research provide destination management with valuable and important information on the satisfaction of local residents with sustainable tourism development of the destination. Based on strategies of the local destination management, it is evident that sustainability represents a local development strategy for Brda. The findings can provide a base for the assessment of the current situation at the destination. To achieve the long-term goals and change in perceptions and understanding of tourism and sustainable development, a strategic approach is required. This thesis provides implications for the proper and effective management of the destination, tourism businesses and for the sustainability and well-being of the local population. As recommended by UNWTO (2019), the destination management organizations should be able to recognise and engage local businesses that are involved in the tourism value chain and develop a prosperous environment for inclusive tourism development, in order to accelerate benefits for both local businesses and residents in the destination.

The study reflects the areas that could be improved which offers destinations' stakeholders an opportunity for further improvement and enhancement of the development of tourism in a sustainable and responsible way. Being developed sustainably, aiming for conservation of both socio-cultural and natural resources, tourism is an important development tool in rural areas (Marzo-Navarro, Pedraja-Iglesias & Vinzón, 2015), which is also the case in Brda. However, while it is essential to encourage sustainable rural tourism, it is even more important to keep in mind that the socio-cultural, economic and environmental priorities may not only complement each other but also conflict with one another (An & Alarcon, 2020). Knowing and being aware of the opinion, satisfaction of the local residents enables tourism planners to adequately manage tourism development and growth (Nunkoo & Ramkissoon, 2010; Demirovic Bajrami, Radosavac, Cimbalevic, Tretiakova & Syromiatnikova, 2020), which is an important aspect of responsible tourism development.

The questionnaire, developed for the purposes of this thesis, can be used by the local DMO to monitor the perceptions and satisfaction of the local residents. The growth of tourism has a socio-cultural, economic and environmental effect on the local level. Continuous monitoring of these impacts is needed, not just to protect the community's well-being, but to also ensure that the consistency and long-term existence and resilience of tourism is not compromised by unfavourable reactions of the residents at the destination (Faulkner & Tideswell, 1997). This study adds to the existing findings on rural residents' perceptions of tourism and satisfaction with sustainable development of a destination. Continuous exploration of residents' perceptions and satisfaction in various contexts is critical to the knowledge of the complexities of tourism systems. Tourism in Brda is still in the development stage and has still a lot of potential and room for growth. However, with its growth, residents' perspectives and overall quality of life can transform from supportive to unfavourable (Uysal, Sirgy, Woo & Kim, 2016). Therefore, it is important to be aware that further development and growth of tourism can bring changes to the attitudes and satisfaction of the local community. Collaborative approach in tourism management and co-creation of tourism strategies and policies is an important element for rural destinations' sustainability (Bramwell, 2011; Graci, 2013; An & Alarcon, 2020; Liburd, Duedahl & Heape, 2020). Constant monitoring of satisfaction and aim for sustainable and responsible management of tourism can contribute to long-term support from the community, which is a prerequisite of successful tourism development.

The last chapter of this thesis, the conclusion, summarizes the key findings of the research and gives final remarks.

CONCLUSION

This thesis aimed to analyse residents' satisfaction with sustainable and responsible tourism development in Goriška brda, a rural tourism destination in Slovenia, which focuses on sustainable development of boutique, authentic, non-massive tourism. The study also explored the possible differences between the satisfaction of residents who are economically dependent on tourism and those who are not as well as find possible correlations between perceptions of certain aspects of sustainable and responsible tourism. The research questions were the following:

- How are local residents affected by and satisfied with sustainable and responsible tourism development of Goriška brda?
- Are there any differences in perceived tourism impacts and satisfaction among rural residents based on their dependence on tourism?

Approaching the topic of residents' perceptions from the perspective of sustainable and responsible tourism development, the centre of this research were residents' satisfaction with the benefits that tourism portrays to a destination, the development of this sector at the destination in general, residents' view of the destination management and their satisfaction with quality of life. Building on the existing literature and research on the topic, a questionnaire, applied and adapted to the characteristics of Brda has been prepared.

The results of the research imply that although the majority of the residents hold positive perceptions of tourism and the investigated aspects, the opinions are not consistent. There is still a lot of opportunity for improvements and changes that would raise the satisfaction, which is a prerequisite for successful tourism development. The findings show that the residents are least satisfied with tourism destination management, especially with their inclusion and participation in tourism planning and development. Another important finding is that the residents hold favourable attitudes, support tourism development at their destination and are satisfied with its development. The most prominent and beneficial are the economic impacts, benefits that the development of this industry brings to the destination and all of its stakeholders. Tourism plays an important role in the economic development of Brda and opens up new opportunities for tourism business as well as new markets for agricultural products. Environmental and socio-cultural impacts of tourism are not as visible as economic, however, the residents seem to be positive towards these impacts as well. The residents are satisfied with their quality of life in Brda, and in some part see tourism as a contributor to its improvement.

Positive relationships have been identified among all investigated variables, which confirms that sustainable and responsible tourism comprises various aspects, which need to be taken into account for responsible implementation of sustainability principles into practice. When it comes to income dependence, respondents' personal estimation of whether their household's income is related to tourism or not has been taken into consideration. No differences have been found between the income-dependent residents

and those whose households' income does not depend on tourism regarding their satisfaction with the impacts of tourism and their quality of life. On the other hand, residents whose household income derives from tourism are more satisfied with tourism destination management and tourism development in general.

Several limitations prevent the results of this study to be generalized. This study is case specific, applied to a certain destination (Brda) in a specific point in time (spring 2021). As commented by Sharpley (2014, p. 46), these kinds of cross-sectional studies are relevant for the research objectives of the study itself, however they "become less meaningful in an historical context". Although the questionnaire demonstrated good internal consistency, it cannot be confirmed that it could be generally applicable to every destination. Since it is based on a sample, this research cannot make broad generalizations to the whole population in order to expose the ultimate reality. Because not all of the inhabitants are included, it is impossible to fully comprehend the satisfaction of the whole community. Also, the residents do not possess the same knowledge of tourism development of the destination (varying from not involved or interested in tourism to those involved and knowledgeable about it), which may affect their responses to some questions. The more the residents are knowledgeable about tourism, the more likely they are to recognize its costs and benefits (Andereck, Valentine, Knopf & Vogt, 2005; Nunkoo & So, 2016).

Majority of the previous analyses of residents' perceptions of tourism have applied quantitative methods, which resulted in a narrow knowledge and understanding of locals' perceptions and attitudes towards tourism (Nunkoo, Smith & Ramkissoon, 2013; Hadinejad, Moyle, Scott, Kralj & Nunkoo, 2018). Likewise, the quantitative approach, applied to this study, does not allow for a more holistic opinion of the residents and deeper, comprehensive understanding of their perceptions of certain aspects of tourism. Although this study offers an insight of current satisfaction of local residents with the investigated aspects of sustainable and responsible tourism development in Brda, there is limited understanding of the causes for such attitudes. The quantitative approach restricts the comprehension of perspectives that could exist on the topic as well as the interpretation of residents' attitudes and the explanations for them in better detail. Nonetheless, there are many other potentially important factors that were not monitored in this study but can potentially affect residents' attitudes toward tourism, which must be carefully considered. Following from this, future research could apply a mixed methods approach in order to gain deeper understanding of the perceptions that residents hold towards tourism. Moreover, investigating separately the groups of stakeholders would be beneficial to get a wider perspective on the opinions of each stakeholder group and discover potential differences.

For sustainable development of tourism it is necessary to obtain a deeper understanding of residents' perceptions of tourism and investigate the factors that influence them. The current study focuses on the perceptions of benefits that tourism development portrays to the destination. Nonetheless, further research should include negative aspects as well in

order to see residents' (dis)agreement whether some negative aspects of tourism are present at the destination. Monitoring of residents' satisfaction should be continuous. It is important that the tourism planners and decision makers ensure that the community is informed and aware of the benefits that the development of tourism portrays to them. The destination should approach tourism planning and development from its perspective, its specific characteristics and requirements. This way, all destination stakeholders, including local residents, as well as the visitors can benefit from tourism development, which would be adapted to their needs and ensure all their specifics are taken into account.

Being such a complex and multidimensional industry, tourism can have various impacts on the lives of the local communities. There is certainly a need to continue with monitoring the satisfaction of local residents so that the development of tourism can be driven along a path that will be acceptable to the local community, and will be sustainable and responsible. Good management and leadership, cooperation of local businesses and the support of the local people are the main components that are a basis for successful rural tourism development. Developing a quality of life centered tourism, which takes into account all the possible impacts and is responsible towards the stakeholders of a destination, is a pathway for a tourism destination to achieve the ideals of sustainable and responsible tourism development.

REFERENCES

- Addinsall, C., Scherrer, P., Weiler, B. & Glencross, K. (2017). An ecologically and socially inclusive model of agritourism to support smallholder livelihoods in the South Pacific. *Asia Pacific Journal of Tourism Research*, 22(3), 301-315. <https://doi.org/10.1080/10941665.2016.1250793>
- Adeyinka-Ojo, S. F., Khoo-Lattimore, C. & Nair, V. (2014). A Framework for Rural Tourism Destination Management and Marketing Organisations. *Procedia - Social and Behavioral Sciences*, 144, 151–163. <https://doi.org/10.1016/j.sbspro.2014.07.284>
- Almeida García, F., Balbuena Vázquez, A. & Cortés Macías, R. (2015). Resident's attitudes towards the impacts of tourism. *Tourism Management Perspectives*, 13, 33–40. <https://doi.org/10.1016/j.tmp.2014.11.002>
- Almeida-García, F., Peláez-Fernández, M. Á., Balbuena-Vázquez, A. & Cortés-Macias, R. (2016). Residents' perceptions of tourism development in Benalmádena (Spain). *Tourism Management*, 54, 259–274. <https://doi.org/10.1016/j.tourman.2015.11.007>
- Alrwajfah, M., Almeida-García, F. & Cortés-Macías, R. (2019). Residents' Perceptions and Satisfaction toward Tourism Development: A Case Study of Petra Region, Jordan. *Sustainability*, 11(7), 1907. <https://doi.org/10.3390/su11071907>
- Amaral, M. (2019). Rural tourism, hospitality and cultural tourism experiences - rural tourism business case studies in Baixo Alentejo (Portugal). *Journal of Spatial and Organizational Dynamics*, 6(4), 351-362
- An, W. & Alarcón, S. (2020). How Can Rural Tourism Be Sustainable? A Systematic Review. *Sustainability*, 12(18), 7758. <https://doi.org/10.3390/su12187758>
- Andereck, K. L. & Nyaupane, G. P. (2011). Exploring the Nature of Tourism and Quality of Life Perceptions among Residents. *Journal of Travel Research*, 50(3), 248–260. <https://doi.org/10.1177/0047287510362918>
- Andereck, K. L., Valentine, K. M., Knopf, R. C. & Vogt, C. A. (2005). Residents' perceptions of community tourism impacts. *Annals of Tourism Research*, 32(4), 1056–1076. <https://doi.org/10.1016/j.annals.2005.03.001>
- Andereck, K. L., Valentine, K. M., Knopf, R. C. & Vogt, C. A. (2007). A Cross-cultural Analysis of Tourism and Quality of Life Perceptions, *Journal of Sustainable Tourism*, 15(5), 483-502, DOI: 10.2167/jost612.0
- Baggio, R. & Klobas, J. (2017). Quantitative Methods in Tourism: A Handbook (2nd ed.). Channel View Publications. <https://www.perlego.com/book/571746/>
- Balbuena Vázquez, A. & López López, A. (2020). Residents' Attitudes Towards Sustainable Tourism in Cancun. *JOURNAL OF TOURISM AND HOSPITALITY MANAGEMENT*, 8(1), 99–109. <https://doi.org/10.15640/jthm.v8n1a11>

- Balnaves, M. & Caputi, P. (2001). Introduction to Quantitative Research Methods: An Investigative Approach. *SAGE Publications*.
<https://www.perlego.com/book/860582/>
- Bettencourt, L. M. A. & Kaur, J. (2011). Evolution and structure of sustainability science. *Proceedings of the National Academy of Sciences*, 108(49), 19540–19545.
<https://doi.org/10.1073/pnas.1102712108>
- Bhattacharjee, A. (2012). Social Science Research: Principles, Methods, and Practices. Textbooks Collection
- Blaikie, N. (2003). Analyzing Quantitative Data: From Description to Explanation. *SAGE Publications*. <https://www.perlego.com/book/861900/>
- Boley, B. B., McGehee, N. G., Perdue, R. R. & Long, P. (2014). Empowerment and resident attitudes toward tourism: Strengthening the theoretical foundation through a Weberian lens. *Annals of Tourism Research*, 49, 33–50.
<https://doi.org/10.1016/j.annals.2014.08.005>
- Bowles, S. & Gintis, H. (2002). Social Capital and Community Governance. *The Economic Journal*, 112(483), F419–F436. <https://doi.org/10.1111/1468-0297.00077>
- Bramwell, B. (2011). Governance, the state and sustainable tourism: a political economy approach. *Journal of Sustainable Tourism*, 19(4–5), 459–477.
<https://doi.org/10.1080/09669582.2011.576765>
- Brida, J. G., Osti, L. & Barquet, A. (2010). Segmenting resident perceptions towards tourism - a cluster analysis with a multinomial logit model of a mountain community. *International Journal of Tourism Research*, 12(5), 591–602.
<https://doi.org/10.1002/jtr.778>
- Brunt, P. & Courtney, P. (1999). Host perceptions of sociocultural impacts. *Annals of Tourism Research*, 26(3), 493–515. [https://doi.org/10.1016/s0160-7383\(99\)00003-1](https://doi.org/10.1016/s0160-7383(99)00003-1)
- Bryman, A. (2012). Social Research Methods, 4th Edition (4th ed.). Oxford University Press.
- Budeanu, A., Miller, G., Moscardo, G. & Ooi, C. S. (2016). Sustainable tourism, progress, challenges and opportunities: an introduction. *Journal of Cleaner Production*, 111, 285–294. <https://doi.org/10.1016/j.jclepro.2015.10.027>
- Bujosa Bestard, A. & Rosselló Nadal, J. (2007). Modelling environmental attitudes toward tourism. *Tourism Management*, 28(3), 688–695.
<https://doi.org/10.1016/j.tourman.2006.04.004>
- Burrai, E., Buda, D.-M. & Stanford, D. (2019). Rethinking the ideology of responsible tourism. *Journal of Sustainable Tourism*, 27(7), 992–1007.
<https://doi.org/10.1080/09669582.2019.1578365>
- Camilleri, M. A. (2015). Responsible tourism that creates shared value among stakeholders. *Tourism Planning & Development*, 13(2), 219–235.
<https://doi.org/10.1080/21568316.2015.1074100>

- Campón-Cerro, A. M., Hernández-Mogollón, J. M. & Alves, H. (2017). Sustainable improvement of competitiveness in rural tourism destinations: The quest for tourist loyalty in Spain. *Journal of Destination Marketing & Management*, 6(3), 252–266. <https://doi.org/10.1016/j.jdmm.2016.04.005>
- Choi, H. C. & Murray, I. (2010). Resident attitudes toward sustainable community tourism. *Journal of Sustainable Tourism*, 18(4), 575–594. <https://doi.org/10.1080/09669580903524852>
- Choi, H.-S. C. & Sirakaya, E. (2005). Measuring Residents' Attitude toward Sustainable Tourism: Development of Sustainable Tourism Attitude Scale. *Journal of Travel Research*, 43(4), 380–394. <https://doi.org/10.1177/0047287505274651>
- Corbetta, P. (2003). Paradigms of Social Research. *Social Research: Theory, Methods and Techniques*, 1–23.
- Costanza, R. & Patten, B. C. (1995). Defining and predicting sustainability. *Ecological Economics*, 15(3), 193–196. [https://doi.org/10.1016/0921-8009\(95\)00048-8](https://doi.org/10.1016/0921-8009(95)00048-8)
- Cottrell, S. P., Vaske, J. J. & Roemer, J. M. (2013). Resident satisfaction with sustainable tourism: The case of Frankenwald Nature Park, Germany. *Tourism Management Perspectives*, 8, 42–48. <https://doi.org/10.1016/j.tmp.2013.05.005>
- CPOEF & Horwath HTL. (2017). Strategija trajnostne rasti slovenskega turizma 2017–2021. Ministrstvo za gospodarski razvoj in tehnologijo Republike Slovenije. Available at https://www.slovenia.info/uploads/dokumenti/kljuni_dokumenti/strategija_turizem_koncno_9.10.2017.pdf
- Creswell, J. W. (2003). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches* (2nd Edition) (2nd ed.). Los Angeles, USA: SAGE Publications, Inc.
- Creswell, J. W. (2007). *Qualitative Inquiry and Research Design: Choosing among five approaches* (2nd ed.). Thousand Oaks, Canada: SAGE Publications.
- Creswell, J. W. (2008). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*, 3rd Edition (3rd ed.). Los Angeles, USA: SAGE Publications, Inc.
- Cronbach, L.J. (1951) Coefficient alpha and the internal structure of tests. *Psychometrika*, 16, pp. 93-96.
- DeLuca, D., Gallivan, M. & Kock, N. (2008). Furthering Information Systems Action Research: A Post-Positivist Synthesis of Four Dialectics. *Journal of the Association for Information Systems*, 9(2), 48–72. <https://doi.org/10.17705/1jais.00150>
- Demirović Bajrami, D., Radosavac, A., Cimbalević, M., Tretiakova, T. N. & Syromiatnikova, Y. A. (2020). Determinants of Residents' Support for Sustainable Tourism Development: Implications for Rural Communities. *Sustainability*, 12(22), 9438. <https://doi.org/10.3390/su12229438>
- Denscombe, M. (2010). *The Good Research Guide: For Small-Scale Social Research Projects: for small-scale social research projects* (4th ed.). Open University Press.

- Dwyer, L. (2020). Tourism development and sustainable well-being: a Beyond GDP perspective. *Journal of Sustainable Tourism*, 1–18. <https://doi.org/10.1080/09669582.2020.1825457>
- Easterling, D. S. (2004). The Residents' Perspective in Tourism Research. *Journal of Travel & Tourism Marketing*, 17(4), 45–62. https://doi.org/10.1300/j073v17n04_05
- Ekinci, Y. (2015). Designing Research Questionnaires for Business and Management Students. *SAGE Publications*. <https://www.perlego.com/book/1431392/>
- Eslami, S., Khalifah, Z., Mardani, A., Streimikiene, D. & Han, H. (2019). Community attachment, tourism impacts, quality of life and residents' support for sustainable tourism development. *Journal of Travel & Tourism Marketing*, 36(9), 1061–1079. <https://doi.org/10.1080/10548408.2019.1689224>
- European Commission. (1986). Community action in the field of tourism. Commission communication to the Council. *Bulletin of the European Communities, Supplement 4/86*, p. 10. Available at <http://aei.pitt.edu/5410/>
- Faulkner, B. & Tideswell, C. (1997) A Framework for Monitoring Community Impacts of Tourism. *Journal of Sustainable Tourism*, 5(1), 3-28, doi: 10.1080/096695897086
- Faroni, I., Modica, P. & Zenga, M. (2019). Residents' Satisfaction with Tourism and the European Tourism Indicator System in South Sardinia. *Sustainability*, 11(8), 2243. <https://doi.org/10.3390/su11082243>
- Garau, C. (2015). Perspectives on Cultural and Sustainable Rural Tourism in a Smart Region: The Case Study of Marmilla in Sardinia (Italy). *Sustainability*, 7(6), 6412–6434. <https://doi.org/10.3390/su7066412>
- Gannon, M., Rasoolimanesh, S. M. & Taheri, B. (2020). Assessing the Mediating Role of Residents' Perceptions toward Tourism Development. *Journal of Travel Research*, 60(1), 149–171. <https://doi.org/10.1177/0047287519890926>
- Goodwin, H. & Font, X. (2013). Progress in Responsible Tourism (Vol. 2). Woodeaton, Oxford: Goodfellow Publishers Limited. Available at [https://www.goodfellowpublishers.com/free_files/file123ProgressVol2\(1\).pdf](https://www.goodfellowpublishers.com/free_files/file123ProgressVol2(1).pdf)
- Goodwin, H. (2014). Cape Town Declaration on Responsible Tourism. Responsible Tourism Partnership. Available at <https://responsibletourismpartnership.org/cape-town-declaration-on-responsible-tourism/>
- Goodwin, H. (2016). Responsible Tourism 2nd edition (2nd ed.). Oxford, Oxford: Goodfellow publishers. <https://doi.org/10.23912/978-1-910158-84-5-3101>
- Goodwin, H. (2019). Responsible Tourism. Retrieved January 12, 2021, from <https://haroldgoodwin.info/responsible-tourism/>
- Graci, S. (2013). Collaboration and Partnership Development for Sustainable Tourism. *Tourism Geographies*, 15(1), 25–42. <https://doi.org/10.1080/14616688.2012.675513>

- Groves, R. M., Fowler, F. J., Couper, M. P., Lepkowski, J. M., Singer, E. & Tourangeau, R. (2011). *Survey Methodology* (2nd ed.). Wiley.
<https://www.perlego.com/book/1007676/>
- Guba, E. G. (1990). The alternative paradigm dialog. The paradigm dialog. EG Guba. Newbury Park, CA, SAGE Publications, Inc, 17, 31.
- Guba, E. G. & Lincoln, Y. S. (1994). Competing paradigms in qualitative research. *Handbook of qualitative research*, 2(163-194), 105.
- Gursoy, D., Chi, C. G. & Dyer, P. (2009). Locals' Attitudes toward Mass and Alternative Tourism: The Case of Sunshine Coast, Australia. *Journal of Travel Research*, 49(3), 381–394. <https://doi.org/10.1177/0047287509346853>
- Gursoy, D., Jurowski, C. & Uysal, M. (2002). Resident attitudes. *Annals of Tourism Research*, 29(1), 79–105. [https://doi.org/10.1016/s0160-7383\(01\)00028-7](https://doi.org/10.1016/s0160-7383(01)00028-7)
- Gursoy, D., Ouyang, Z., Nunkoo, R. & Wei, W. (2018). Residents' impact perceptions of and attitudes towards tourism development: a meta-analysis. *Journal of Hospitality Marketing & Management*, 28(3), 306–333.
<https://doi.org/10.1080/19368623.2018.1516589>
- Gursoy, D. & Rutherford, D. G. (2004). Host attitudes toward tourism. *Annals of Tourism Research*, 31(3), 495–516. <https://doi.org/10.1016/j.annals.2003.08.008>
- Hadinejad, A., D. Moyle, B., Scott, N., Kralj, A. & Nunkoo, R. (2018). Residents' attitudes to tourism: a review. *Tourism Review*, 74(2), 150–165. <https://doi.org/10.1108/tr-01-2018-0003>
- Hall, C. M. (2019). Constructing sustainable tourism development: The 2030 agenda and the managerial ecology of sustainable tourism. *Journal of Sustainable Tourism*, 27 (7), 1044-1060. doi: 10.1080/09669582.2018.1560456
- Harrill, R. (2004). Residents' Attitudes toward Tourism Development: a Literature Review with Implications for Tourism Planning. *Journal of Planning Literature*, 18(3), 251–266. <https://doi.org/10.1177/0885412203260306>
- Harwell, M. R. (2011). Research design in qualitative/quantitative/mixed methods. In *The SAGE handbook for research in education: Pursuing ideas as the keystone of exemplary inquiry* (pp. 147-164). SAGE Publications, Inc.,
<https://www.doi.org/10.4135/9781483351377>
- Hernandez-Mogollon, J. M., Campon-Cerro, A. M., Leco-Berrocal, F. & Perez-Diaz, A. (2011). AGRICULTURAL DIVERSIFICATION AND THE SUSTAINABILITY OF AGRICULTURAL SYSTEMS: POSSIBILITIES FOR THE DEVELOPMENT OF AGROTOURISM. *Environmental Engineering and Management Journal*, 10(12), 1911–1921. <https://doi.org/10.30638/eemj.2011.255>
- Hussain, K., Ali, F., Ragavan, N. A. & Manhas, P. S. (2015). Sustainable tourism and resulting resident satisfaction at Jammu and Kashmir, India. *Worldwide Hospitality and Tourism Themes*, 7(5), 486–499. <https://doi.org/10.1108/whatt-06-2015-0024>

- Hwang, D., Stewart, W. P. & Ko, D.-W. (2012). Community Behavior and Sustainable Rural Tourism Development. *Journal of Travel Research*, 51(3), 328–341. <https://doi.org/10.1177/0047287511410350>
- Interview with destination manager (2020). Tourism Policy Development in times of crisis. Email interview. Interviewer: Sara Mavrič. School of Economics and Business, University of Ljubljana. 5.4.2020, Kozana.
- Jaafar, M., Rasoolimanesh, S. M. & Ismail, S. (2016). Perceived sociocultural impacts of tourism and community participation: A case study of Langkawi Island. *Tourism and Hospitality Research*, 17(2), 123–134. <https://doi.org/10.1177/1467358415610373>
- Jones, P. & Comfort, D. (2020). The COVID-19 Crisis, Tourism and Sustainable Development. *ATHENS JOURNAL OF TOURISM*, 7(2), 75–86. <https://doi.org/10.30958/ajt.7-2-1>
- Kallmuenzer, A., Nikolakis, W., Peters, M. & Zanon, J. (2017). Trade-offs between dimensions of sustainability: exploratory evidence from family firms in rural tourism regions. *Journal of Sustainable Tourism*, 26(7), 1204–1221. <https://doi.org/10.1080/09669582.2017.1374962>
- Kantar, S. & Svržnjak, K. (2017). Development of Sustainable Rural Tourism. *Deturope*, 9, 1: 26-34
- Kaplanidou, K., Karadakis, K., Gibson, H., Thapa, B., Walker, M., Geldenhuys, S. & Coetzee, W. (2013). Quality of life, event impacts, and mega-event support among South African residents before and after the 2010 FIFA World Cup. *Journal of Travel Research*, 52(5), 631-645. <https://doi.org/10.1177/0047287513478501>
- Ko, T. G. (2005). Development of a tourism sustainability assessment procedure: a conceptual approach. *Tourism Management*, 26 (3), 431-445. doi: 10.1016/j.tourman.2003.12.003
- Ko, D.-W. & Stewart, W. P. (2002). A structural equation model of residents' attitudes for tourism development. *Tourism Management*, 23(5), 521–530. doi:10.1016/S0261-5177(02)00006-7
- Kim, S. & Jamal, T. (2015). The co-evolution of rural tourism and sustainable rural development in Hongdong, Korea: complexity, conflict and local response. *Journal of Sustainable Tourism*, 23(8–9), 1363–1385. <https://doi.org/10.1080/09669582.2015.1022181>
- Kim, K., Uysal, M. & Sirgy, M. J. (2013). How does tourism in a community impact the quality of life of community residents? *Tourism Management*, 36, 527–540. <https://doi.org/10.1016/j.tourman.2012.09.005>
- Kuhlman, T. & Farrington, J. (2010). What is Sustainability? *Sustainability*, 2(11), 3436–3448. <https://doi.org/10.3390/su2113436>

- Lane, B. & Kastenholtz, E. (2015). Rural tourism: the evolution of practice and research approaches – towards a new generation concept? *Journal of Sustainable Tourism*, 23(8–9), 1133–1156. <https://doi.org/10.1080/09669582.2015.1083997>
- Látková, P. & Vogt, C. A. (2012). Residents' Attitudes toward Existing and Future Tourism Development in Rural Communities. *Journal of Travel Research*, 51(1), 50–67. <https://doi.org/10.1177/0047287510394193>
- Lawton, L. J. & Weaver, D. B. (2015). Using residents' perceptions research to inform planning and management for sustainable tourism: a study of the Gold Coast Schoolies Week, a contentious tourism event. *Journal of Sustainable Tourism*, 23(5), 660–682. <https://doi.org/10.1080/09669582.2014.991398>
- Leslie, D. (2016). *Responsible Tourism: Concepts, Theory and Practice*. Wallington, UK: CABI.
- Letourneau, N. & Allen, M. (1999). Post-positivistic critical multiplism: a beginning dialogue. *Journal of Advanced Nursing*, 30(3), 623–630. <https://doi.org/10.1046/j.1365-2648.1999.01133.x>
- Liburd, J. (2018). Understanding Collaboration and Sustainable Tourism Development. In: J. Liburd & D. Edwards (Eds.) *Collaboration for Sustainable Tourism Development* (pp. 8-34) Oxford, UK: Goodfellow Publishers.
- Liburd, J., Duedahl, E. & Heape, C. (2020). Co-designing tourism for sustainable development. *Journal of Sustainable Tourism*, 1–20. <https://doi.org/10.1080/09669582.2020.1839473>
- Lietz, P. (2010). Research into Questionnaire Design: A Summary of the Literature. *International Journal of Market Research*, 52(2), 249–272. <https://doi.org/10.2501/s147078530920120x>
- Liu, Z. (2003). Sustainable Tourism Development: A Critique. *Journal of Sustainable Tourism*, 11(6), 459–475. <https://doi.org/10.1080/09669580308667216>
- Lee, T. H. (2013). Influence analysis of community resident support for sustainable tourism development. *Tourism Management*, 34, 37–46. <https://doi.org/10.1016/j.tourman.2012.03.007>
- Lozano-Oyola, M., Blancas, F. J., González, M. & Caballero, R. (2012). Sustainable tourism indicators as planning tools in cultural destinations. *Ecological Indicators*, 18, 659–675. <https://doi.org/10.1016/j.ecolind.2012.01.014>
- Martin, W. E. & Bridgmon, K. D. (2012). *Quantitative and Statistical Research Methods: From Hypothesis to Results*. Wiley. <https://www.perlego.com/book/1012792/>
- Marzo-Navarro, M., Pedraja-Iglesias, M. & Vinzón, L. (2015). Sustainability indicators of rural tourism from the perspective of the residents. *Tourism Geographies*, 17(4), 586–602. <https://doi.org/10.1080/14616688.2015.1062909>

- Mathew, P. V. & Kuriakose, V. (2018). Measurement for Responsible Tourism: Development of a Stakeholder-Based Scale. *Asian Journal of Management*, 9(1), 479. <https://doi.org/10.5958/2321-5763.2018.00075.6>
- Mathew, P. V. & Sreejesh, S. (2017). Impact of responsible tourism on destination sustainability and quality of life of community in tourism destinations. *Journal of Hospitality and Tourism Management*, 31, 83–89. <https://doi.org/10.1016/j.jhtm.2016.10.001>
- Mathew, P. V. & Thankachan, S. S. (2019). Responsible and Sustainable Tourism: A Comparison of Community Perceptions. *Journal of Tourism Management Research*, 6(1), 82–92. <https://doi.org/10.18488/journal.31.2019.61.82.92>
- McAreevey, R. & McDonagh, J. (2010). Sustainable Rural Tourism: Lessons for Rural Development. *Sociologia Ruralis*, 51(2), 175–194. <https://doi.org/10.1111/j.1467-9523.2010.00529.x>
- McGehee, N. G. & Andereck, K. L. (2004). Factors Predicting Rural Residents' Support of Tourism. *Journal of Travel Research*, 43(2), 131–140. <https://doi.org/10.1177/0047287504268234>
- McGehee, N.G. & Kim, K. (2004). Motivation for Agri-Tourism Entrepreneurship. *Journal of Travel Research*, 43(2), 161–170. doi:10.1177/0047287504268245
- Menold, N. & Bogner, K. (2016). Design of Rating Scales in Questionnaires. GESIS Survey Guidelines. Mannheim, Germany: GESIS – Leibniz Institute for the Social Sciences. doi: 10.15465/gesis-sg_en_015
- Mihalič, T., Šegota, T., Knežević Cvelbar, L. & Kuščer, K. (2016). The influence of the political environment and destination governance on sustainable tourism development: a study of Bled, Slovenia. *Journal of Sustainable Tourism*, 24(11), 1489–1505. <https://doi.org/10.1080/09669582.2015.1134557>
- Mihalič, T. (2016). Sustainable-responsible tourism discourse – Towards „responsustable“ tourism. *Journal of Cleaner Production*, 111, 461–470. <https://doi.org/10.1016/j.jclepro.2014.12.062>
- Mihalič, T. & Kuščer, K. (2019a). Impacts of overtourism on satisfaction with life in a tourism destination. In: Travel and Tourism Research Association's (TTRA) annual research conference, Bournemouth, 8th - 10th April 2019, pg. 92-93. <https://www.bournemouth.ac.uk/sites/default/files/asset/document/ttraevent-brochure-2-april.pdf>
- Mihalič, T. & Kuščer, K. (2019b). Residents' Attitudes towards Overtourism from the Perspective of Tourism Impacts and Cooperation—The Case of Ljubljana. *Sustainability*, 11(6), 1823. <https://doi.org/10.3390/su11061823>
- Mihalic, T. (2020). “Conceptualising overtourism: a sustainability approach”, *Annals of Tourism Research*, 84, 103025. <https://doi.org/10.1016/j.annals.2020.103025>
- Moghavvemi, S., Woosnam, K. M., Hamzah, A. & Hassani, A. (2020). Considering Residents' Personality and Community Factors in Explaining Satisfaction with

- Tourism and Support for Tourism Development. *Tourism Planning & Development*, 1–27. <https://doi.org/10.1080/21568316.2020.1768140>
- Moscardo, G. & Benckendorff, P. (2015). Education for Sustainability in Tourism: A Handbook of Processes, Resources, and Strategies. Springer. <https://doi.org/10.1007/978-3-662-47470-9>
- Munar, A. M. & Jamal, T. (2016). What are Paradigms for? *Tourism Social Science Series*, 22, 1–16. <https://doi.org/10.1108/s1571-504320150000022020>
- Muresan, I., Oroian, C., Harun, R., Arion, F., Porutiu, A., Chiciudean, G., Todea, A. & Lile, R. (2016). Local Residents' Attitude toward Sustainable Rural Tourism Development. *Sustainability*, 8(1), 100. <https://doi.org/10.3390/su8010100>
- Nawijn, J. & Mitas, O. (2012). Resident attitudes to tourism and their effect on subjective well-being: The case of Palma de Mallorca. *Journal of Travel Research*, 51(5), 531–541. <https://doi.org/10.1177/0047287511426482>
- Nicholas, L. N., Thapa, B. & Ko, Y. J. (2009). RESIDENTS' PERSPECTIVES OF A WORLD HERITAGE SITE. *Annals of Tourism Research*, 36(3), 390–412. <https://doi.org/10.1016/j.annals.2009.03.005>
- Nunkoo, R. & Ramkissoon, H. (2010). Small island urban tourism: a residents' perspective. *Current Issues in Tourism*, 13(1), 37–60. <https://doi.org/10.1080/13683500802499414>
- Nunkoo, R. & Ramkissoon, H. (2011). Developing a community support model for tourism. *Annals of Tourism Research*, 38(3), 964–988. <https://doi.org/10.1016/j.annals.2011.01.017>
- Nunkoo, R. & Gursoy, D. (2012). Residents' support for tourism. *Annals of Tourism Research*, 39(1), 243–268. <https://doi.org/10.1016/j.annals.2011.05.006>
- Nunkoo, R. & Gursoy, D. (2016). Rethinking The Role of Power and Trust in Tourism Planning. *Journal of Hospitality Marketing & Management*, 25(4), 512–522. <https://doi.org/10.1080/19368623.2015.1019170>
- Nunkoo, R. & Ramkissoon, H. (2012). Power, trust, social exchange and community support. *Annals of Tourism Research*, 39(2), 997–1023. <https://doi.org/10.1016/j.annals.2011.11.017>
- Nunkoo, R., Smith, S. L. J. & Ramkissoon, H. (2013). Residents' attitudes to tourism: a longitudinal study of 140 articles from 1984 to 2010. *Journal of Sustainable Tourism*, 21(1), 5–25. <https://doi.org/10.1080/09669582.2012.673621>
- Nunkoo, R. & So, K. K. F. (2016). Residents' Support for Tourism. *Journal of Travel Research*, 55(7), 847–861. <https://doi.org/10.1177/0047287515592972>
- Nunkoo, R. (2017). Governance and sustainable tourism: What is the role of trust, power and social capital? *Journal of Destination Marketing & Management*, 6(4), 277–285. <https://doi.org/10.1016/j.jdmm.2017.10.003>

- Nyaupane, G. P., Morais, D. B. & Dowler, L. (2006). The role of community involvement and number/type of visitors on tourism impacts: A controlled comparison of Annapurna, Nepal and Northwest Yunnan, China. *Tourism Management*, 27(6), 1373–1385. <https://doi.org/10.1016/j.tourman.2005.12.013>
- Občina Brda. (2015). BRDA, slovenska destinacija odličnosti 2015! Available at https://www.brda.si/ne_spreglejte/2015090113054569/BRDA,%20%20slovenska%20destinacija%20odli%C4%8Dnosti%202015!/
- Občina Brda. (2019a). Destinacija Brda v eliti 100 svetovnih trajnostnih destinacij „Sustainable Global TOP 100 Destinations 2019“. Available at https://www.obcina-brda.si/obcina_brda/novice/2019101622021401/
- Občina Brda. (2019b). Občina Brda je nauspešnejša podeželska skupnost 2019! Available at https://www.obcina-brda.si/obcina_brda/novice/2019100916315340/
- Občina Brda. (2020). Destinacija Brda tudi letos v eliti Sustainable TOP 100 Green Destination. Available at https://www.obcina-brda.si/obcina_brda/novice/2020100911180932/
- Obradović, S., Tešin, A., Božović, T. & Milošević, D. (2020). Residents' perceptions of and satisfaction with tourism development: A case study of the Uvac Special Nature Reserve, Serbia. *Tourism and Hospitality Research*, 21(1), 31–43. <https://doi.org/10.1177/1467358420946789>
- Oviedo-Garcia, M. A., Castellanos-Verdugo, M. & Martin-Ruiz, D. (2008). Gaining residents' support for tourism and planning. *International Journal of Tourism Research*, 10(2), 95–109. <https://doi.org/10.1002/jtr.644>
- Park, D.-B., Nunkoo, R. & Yoon, Y.-S. (2015). Rural residents' attitudes to tourism and the moderating effects of social capital. *Tourism Geographies*, 17(1), 112–133. <https://doi.org/10.1080/14616688.2014.959993>
- Panhwar, A. H., Ansari, S. & Shah, A. A. (2017). Post-positivism: An effective paradigm for social and educational research. *International Research Journal of Arts & Humanities (IRJAH)*, 45(45).
- Perdue, R. R., Long, P. T. & Allen, L. (1990). Resident support for tourism development. *Annals of Tourism Research*, 17(4), 586–599. [https://doi.org/10.1016/0160-7383\(90\)90029-q](https://doi.org/10.1016/0160-7383(90)90029-q)
- Pham, K., Andereck, K. & Vogt, C. (2019). Local residents' perceptions about tourism development. Navigating shifting sands: research in changing times - 2019 ttra International Conference, Melbourne, Australia.
- Prinčič, M. (2020). TIC praznuje 20 let: Erika Kovačič Marinič, vodja turistično-informacijskega centra. *Briški Časnik*, 4–8.
- Rasoolimanesh, S. M., Roldán, J. L., Jaafar, M. & Ramayah, T. (2016). Factors Influencing Residents' Perceptions toward Tourism Development: Differences across Rural and Urban World Heritage Sites. *Journal of Travel Research*, 56(6), 760–775. <https://doi.org/10.1177/0047287516662354>

- Rattray, J. & Jones, M. C. (2007). Essential elements of questionnaire design and development. *Journal of Clinical Nursing*, 16(2), 234–243.
- Ribeiro, M. A., Pinto, P., Silva, J. A. & Woosnam, K. M. (2017). Residents' attitudes and the adoption of pro-tourism behaviours: The case of developing island countries. *Tourism Management*, 61, 523–537. <https://doi.org/10.1016/j.tourman.2017.03.004>
- Ritchie, B. J. R. & Crouch, G. I. (2003). *The competitive destination: A sustainable tourism perspective*. Oxon (UK); Cambridge (MA): CABI Publishing. <https://www.cabi.org/cabebooks/ebook/20033123622>
- Roberts, S. & Tribe, J. (2008). Sustainability indicators for small tourism enter-prises: an exploratory perspective. *Journal of Sustainable Tourism*, 16(5), 575–594.
- Sánchez del Río-Vázquez, M. E., Rodríguez-Rad, C. J. & Revilla-Camacho, M. N. (2019). Relevance of Social, Economic, and Environmental Impacts on Residents' Satisfaction with the Public Administration of Tourism. *Sustainability*, 11(22), 6380. <https://doi.org/10.3390/su11226380>
- Saxena, G., Clark, G., Oliver, T. & Ilbery, B. (2007). Conceptualizing Integrated Rural Tourism. *Tourism Geographies*, 9(4), 347–370. <https://doi.org/10.1080/14616680701647527>
- Sharpley, R. & Roberts, L. (2004). Rural tourism — 10 years on. *International Journal of Tourism Research*, 6(3), 119–124. <https://doi.org/10.1002/jtr.478>
- Sharpley, R. (2014). Host perceptions of tourism: A review of the research. *Tourism Management*, 42, 37–49. <https://doi.org/10.1016/j.tourman.2013.10.007>
- SiStat. (n.d.-a). Prihodi in prenočitve domačih in tujih turistov po: OBČINE, DRŽAVA, MERITVE, LETO. Statistical Office of the Republic of Slovenia. Retrieved March 7, 2021, from <https://pxweb.stat.si/SiStatData/pxweb/sl/Data/-/2164525S.px/>
- SiStat. (n.d.-b). Prihodi in prenočitve turistov po: MESEC, OBČINE, DRŽAVA, MERITVE. Statistical Office of the Republic of Slovenia. Retrieved March 7, 2021, from <https://pxweb.stat.si/SiStatData/pxweb/sl/Data/-/2164466S.px/>
- SiStat. (n.d.-c). Prenočitvene zmogljivosti, prihodi in prenočitve turistov po: OBČINE, MESEC, MERITVE. Statistical Office of the Republic of Slovenia. Retrieved March 8, 2021, from <https://pxweb.stat.si/SiStatData/pxweb/sl/Data/-/2164404S.px/>
- SiStat. (2020). Izbrani podatki po: MERITVE, OBČINE, LETO. Statistical Office of the Republic of Slovenia. Retrieved March 8, 2021, from <https://pxweb.stat.si/SiStatData/pxweb/sl/Data/-/2640010S.px/>
- Slabbert, E., du Plessis, E. & Digun-Aweto, O. (2020). Impacts of tourism in predicting residents' opinions and interest in tourism activities. *Journal of Tourism and Cultural Change*, 1–19. <https://doi.org/10.1080/14766825.2020.1803891>
- Spangenberg, J. H. (2002). Environmental space and the prism of sustainability: frameworks for indicators measuring sustainable development. *Ecological Indicators*, 2(3), 295–309. [https://doi.org/10.1016/s1470-160x\(02\)00065-1](https://doi.org/10.1016/s1470-160x(02)00065-1)

- Stockemer, D. (2019). *Quantitative Methods for the Social Sciences: A Practical Introduction with Examples in SPSS and Stata* (1st ed.). New York, USA: Springer.
- Su, M. M., Wall, G., Wang, Y. & Jin, M. (2019). Livelihood sustainability in a rural tourism destination - Hetu Town, Anhui Province, China. *Tourism Management*, *71*, 272–281. <https://doi.org/10.1016/j.tourman.2018.10.019>
- Tanguay, G. A., Rajaonson, J. & Therrien, M.-C. (2012). Sustainable tourism indicators: selection criteria for policy implementation and scientific recognition. *Journal of Sustainable Tourism*, *21*(6), 862–879. <https://doi.org/10.1080/09669582.2012.742531>
- Teeroovengadum, V. & Nunkoo, R. (2018). Sampling design in tourism and hospitality research. In R. Nunkoo (Ed.), *Handbook of research methods for tourism and hospitality management* (pp. 477–488). Edward Elgar Publishing. <https://doi.org/10.4337/9781785366284>
- Tosun, C. (2002). Host perceptions of impacts. *Annals of Tourism Research*, *29*(1), 231–253. [https://doi.org/10.1016/s0160-7383\(01\)00039-1](https://doi.org/10.1016/s0160-7383(01)00039-1)
- UNEP (United Nations Environmental Programme). (2005). *Making Tourism More Sustainable*. Paris, France: United Nations Environment Programme, Division of Technology, Industry and Economics. <https://doi.org/10.18111/9789284408214>
- UNWTO. (n.d.-a). Policy and Destination Management | UNWTO. Retrieved February 18, 2021, from <https://www.unwto.org/policy-destination-management>
- UNWTO. (n.d.-b). Sustainable development of Tourism. Definition. | UNWTO. Retrieved January 12, 2021, from <https://www.unwto.org/sustainable-development>
- UNWTO. (2004). *Indicators Of Sustainable Development For Tourism Destinations: A Guidebook*. Madrid, Spain: World Tourism Organization. <https://doi.org/10.18111/9789284407262>
- UNWTO. (2007). *A Practical Guide to Destination Management*. Madrid, Spain: World Tourism Organization (UNWTO). <https://doi.org/10.18111/9789284412433>
- UNWTO. (2018). *Tourism for Development*. Madrid, Spain: World Tourism Organization (UNWTO). <https://doi.org/10.18111/9789284419722>
- UNWTO (2019). *UNWTO Guidelines for Institutional Strengthening of Destination Management Organizations (DMOs) – Preparing DMOs for new challenges*. Madrid, Spain: UNWTO. <https://doi.org/10.18111/9789284420841>.
- UNWTO. (2020). *UNWTO recommendations on tourism and rural development: A Guide to Making Tourism an Effective Tool for Rural Development*. UNWTO, Madrid. <https://doi.org/10.18111/9789284422173>
- Uysal, M., Sirgy, M. J., Woo, E. & Kim, H. L. (2016). Quality of life (QOL) and well-being research in tourism. *Tourism Management*, *53*, 244–261. <https://doi.org/10.1016/j.tourman.2015.07.013>

- Vargas-Sánchez, A., Oom do Valle, P., da Costa Mendes, J. & Silva, J. A. (2015). Residents' attitude and level of destination development: An international comparison. *Tourism Management*, 48, 199–210. <https://doi.org/10.1016/j.tourman.2014.11.005>
- Vargas-Sánchez, A., Plaza-Mejía, M. Á. & Porrás-Bueno, N. (2009). Understanding Residents' Attitudes toward the Development of Industrial Tourism in a Former Mining Community. *Journal of Travel Research*, 47(3), 373–387. <https://doi.org/10.1177/0047287508322783>
- Veal, A. J. (2017). *Research Methods for Leisure and Tourism* (5th ed.). Pearson. <https://www.perlego.com/book/812042/>
- Wang, Y. A. & Pfister, R. E. (2008). Residents' Attitudes Toward Tourism and Perceived Personal Benefits in a Rural Community. *Journal of Travel Research*, 47(1), 84–93. <https://doi.org/10.1177/0047287507312402>
- Wang, X., Zhen, F., Zhang, J. & Wu, X. (2014). Exploring Factors Influencing Residents' Satisfaction with Tourism Development in Poverty-Stricken Areas: A Case Study of Five Poor Villages in China. *Asia Pacific Journal of Tourism Research*, 19(5), 517–537. <https://doi.org/10.1080/10941665.2013.768283>
- Wilson, S., Fesenmaier, D. R., Fesenmaier, J. & Van Es, J. C. (2001). Factors for Success in Rural Tourism Development. *Journal of Travel Research*, 40(2), 132–138. <https://doi.org/10.1177/004728750104000203>
- Woo, E., Kim, H. & Uysal, M. (2015). Life satisfaction and support for tourism development. *Annals of Tourism Research*, 50, 84–97. <https://doi.org/10.1016/j.annals.2014.11.001>
- WTO. (1998). *Guide for Local Authorities on Developing Sustainable Tourism*. Madrid, Spain: WTO. <https://doi.org/10.18111/9789284402809>
- Xie, H. J., Bao, J. & Kerstetter, D. L. (2012). Examining the Effects of Tourism Impacts on Satisfaction with Tourism between Native and Non-native Residents. *International Journal of Tourism Research*, 16(3), 241–249. <https://doi.org/10.1002/jtr.1922>
- Yoon, Y., Gursoy, D. & Chen, J. S. (2001). Validating a tourism development theory with structural equation modeling. *Tourism Management*, 22(4), 363–372. [https://doi.org/10.1016/s0261-5177\(00\)00062-5](https://doi.org/10.1016/s0261-5177(00)00062-5)
- Yu, C.-P. S., Chancellor, H. C. & Shu Tian Cole. (2011). Measuring Residents' Attitudes toward Sustainable Tourism: A Reexamination of the Sustainable Tourism Attitude Scale. *Journal of Travel Research*, 50(1), 57–63. <https://doi.org/10.1177/0047287509353189>
- Yu, C.-P., Cole, S. T. & Chancellor, C. (2018). Resident Support for Tourism Development in Rural Midwestern (USA) Communities: Perceived Tourism Impacts and Community Quality of Life Perspective. *Sustainability*, 10(3), 802. <https://doi.org/10.3390/su10030802>

- Zhu, H., Liu, J., Wei, Z., Li, W. & Wang, L. (2017). Residents' Attitudes towards Sustainable Tourism Development in a Historical-Cultural Village: Influence of Perceived Impacts, Sense of Place and Tourism Development Potential. *Sustainability*, 9(1), 61. <https://doi.org/10.3390/su9010061>
- ZTKMŠ Brda. (2019a). Trajnostno poročilo destinacije Brda. Available at https://www.obcina-brda.si/obcina_brda/zelena_shema_slovenskega_turizma/
- ZTKMŠ (2019b). Analiza zadovoljstva prebivalci 2019, rezultati. Available at https://www.obcina-brda.si/obcina_brda/zelena_shema_slovenskega_turizma/
- ZTKMŠ Brda. (2020a). Sustainability Action Plan - Akcijski načrt ZSST destinacije Brda 2020 - 2022. Available at https://www.obcina-brda.si/obcina_brda/zelena_shema_slovenskega_turizma/
- ZTKMŠ Brda. (2020b). Sustainability report - 2021 Brda Green Destinations Standard. Available at https://www.obcina-brda.si/obcina_brda/zelena_shema_slovenskega_turizma/

APPENDIX

1 APPENDIX 1: INDICATORS AND QUESTIONNAIRE ITEMS

Table 30: Indicators and questionnaire items

VARIABLES	INDICATORS AND ITEMS
ECONOMIC IMPACTS OF TOURISM	
	<p>LOCAL ECONOMIC LINKS - Tourism is well integrated within the local economy and is developed alongside other sectors in Brda.</p> <p>LOCAL PRODUCTS - Tourism increases new markets and demand for local products.</p> <p>JOB CREATION - Tourism creates new employment opportunities for local residents.</p> <p>DEVELOPMENT OF LOCAL ENTERPRISES - Tourism provides more business opportunities for local residents.</p> <p>IMPROVING LIVING STANDARDS - Tourism improves the standard of living of the local community.</p> <p>ECONOMIC ROLE - Tourism plays an important role in the economic development of Brda.</p>
SOCIO-CULTURAL IMPACTS OF TOURISM	
	<p>LOCAL IDENTITY - Tourism has a positive impact on the local identity, culture and heritage of Brda.</p> <p>PRESERVATION AND PROMOTION - Tourism is the reason for preserving and promoting local culture.</p> <p>COMMUNITY AWARENESS - Tourism positively influences the cultural awareness and pride of the local residents.</p> <p>RECREATION OPPORTUNITIES - Tourism development increases recreational opportunities for local residents.</p> <p>PRESERVATION OF RURAL SETTINGS - Tourism development is appropriate to local environmental conditions since it preserves the quality of local landscape.</p>
ENVIRONMENTAL IMPACTS OF TOURISM	
	<p>CONSERVATION AND PROTECTION - Tourism encourages environmental conservation and protection.</p> <p>INFRASTRUCTURE IMPROVEMENT - Tourism promotes the improvement of existing infrastructure.</p> <p>ENVIRONMENTAL ETHICS - Tourism development in our community promotes positive environmental ethics.</p> <p>COMMUNITY AWARENESS - Sustainable tourism development has improved residents' awareness of environmental protection.</p> <p>ENVIRONMENTAL QUALITY - Tourism promotes the improvement of the quality of the environment.</p>
SATISFACTION WITH TOURISM DEVELOPMENT	
	<p>BENEFITS - Generally, the positive benefits of tourism in Brda outweigh the negative impacts.</p> <p>SUPPORT - I support tourism development in Brda.</p> <p>LEVEL OF DEVELOPMENT - I am satisfied with the level of development of the tourism sector in Brda.</p>

	<p>SUSTAINABLE DEVELOPMENT - Overall, I am satisfied with sustainable tourism development in Brda.</p> <p>TOURISM GROWTH - I am satisfied with the development and growth of tourism in Brda.</p>
SATISFACTION WITH TOURISM MANAGEMENT	
	<p>TRUST - I am satisfied with the work of the organization that takes care of the development of tourism in Brda.</p> <p>PARTICIPATION - As a resident, I have the opportunity to participate in tourism planning and development.</p> <p>INFLUENCE POWER - Overall, I am very pleased with the inclusion and influence of residents in the planning and development of tourism.</p> <p>INFORMATION - I am well informed about the development of tourism in Brda.</p> <p>RESPONSIBLE PLANNING - When planning tourism in Brda, the quality of life of local residents is taken into account.</p>
SATISFACTION WITH QUALITY OF LIFE	
	<p>GENERAL QUALITY OF LIFE - The quality of life in Brda is high.</p> <p>LIVING CONDITIONS - In general, living conditions in Brda are good.</p> <p>SATISFACTION WITH QOL - In general, I am satisfied with my quality of life.</p> <p>TOURISMS' CONTRIBUTION TO QOL - The development of tourism contributes to a better quality of life in Brda.</p> <p>TOURISMS' INFLUENCE ON QOL - Tourism development increases the quality of life in the area.</p>

Sources: adapted from Perdue, Long & Allen, 1990; Wang & Pfister, 2008; Yu, Chancellor & Cole, 2011; Cottrell, Vaske & Roemer, 2013; Marzo-Navarro, Pedraja-Iglesias & Vinzón, 2015; Mathew & Kuriakose, 2016; Mihalič, Šegota, Knežević Cvelbar & Kuščer, 2016; Muresan et al. 2016; Nunkoo & So, 2016; Yu, Chancellor & Cole, 2018; Mihalič & Kuščer, 2019a; Mihalič & Kuščer, 2019b; Sánchez del Río-Vázquez, Rodríguez-Rad & Revilla-Camacho, 2019; ZTKMŠ, 2019b

2 APPENDIX 2: QUESTIONNAIRE

Zadovoljstvo prebivalcev s trajnostnim in odgovornim razvojem turizma v Brdih

Pozdravljeni!

Sem študentka magistrskega programa European Master in Tourism Management (turistični management), ki je skupni študijski program Univerze v Ljubljani, Univerze na Južnem Danskem in Univerze v Gironi.

V okviru svojega magistrskega dela opravljam raziskavo o zadovoljstvu prebivalstva z razvojem turizma v Brdih. Za uspešnost in zanesljivost moje raziskave vas prosim za sodelovanje in izpolnitev vprašalnika, ki vam bo vzel manj kot 10 minut. Vprašalnik se nanaša na vaše mnenje o družbeno-kulturnih, ekonomskih in naravnih vplivih turizma v Brdih, vaše zadovoljstvo z razvojem in upravljanjem turizma na destinaciji ter kakovostjo življenja v Brdih.

Anketa je popolnoma anonimna. Pridobljeni podatki bodo primarno uporabljeni za namen moje raziskave, delila pa jih bom tudi z našim destinacijskim managementom (Zavod za turizem, kulturo, mladino in šport Brda), da bo lahko vaše mnenje upoštevano pri nadaljnjem razvoju turizma v Brdih.

**Zaradi situacije, ki jo je povzročila pandemija COVID-19, vas prosim, da se poskusite vživeti v dogajanje pred pandemijo.*

Za sodelovanje se vam iskreno zahvaljujem!

Sara Mavrič

sara.mavrič96@gmail.com

Q1 - Spodaj je naštetih nekaj trditev o učinkih turizma v Brdih. Prosim vas, da jih ocenite na lestvici od 1 do 5.

(1 - sploh se ne strinjam, 2 - ne strinjam se, 3 - niti se strinjam, niti se ne strinjam, 4 - strinjam se, 5 - popolnoma se strinjam)

	1 - sploh se ne strinjam	2 - ne strinjam se	3 - niti se strinjam, niti se ne strinjam	4 - strinjam se	5 - popolnoma se strinjam
Turizem je dobro povezan z lokalnim gospodarstvom in se razvija skupaj z drugimi sektorji gospodarstva v Brdih.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Turizem odpira nove trge in povečuje povpraševanje po lokalnih proizvodih.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Turizem ustvarja nove možnosti zaposlitve za lokalno prebivalstvo.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Turizem lokalnim prebivalcem ponuja več poslovnih priložnosti.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Turizem izboljšuje življenjski standard lokalne skupnosti.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Turizem ima pomembno vlogo pri gospodarskem razvoju Brd.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	1 - sploh se ne strinjam	2 - ne strinjam se	3 - niti se strinjam, niti se ne strinjam	4 - strinjam se	5 - popolnoma se strinjam
Turizem pozitivno vpliva na lokalno identiteto, kulturo in dediščino Brd.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Turizem je razlog za ohranjanje in promocijo lokalne kulture.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Turizem pozitivno vpliva na kulturno zavest in ponos prebivalcev.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Razvoj turizma povečuje možnosti rekreacije za lokalno prebivalstvo.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Razvoj turizma je primeren lokalnim okoljskim razmeram, saj ohranja kakovost lokalne krajine.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	1 - sploh se ne strinjam	2 - ne strinjam se	3 - niti se strinjam, niti se ne strinjam	4 - strinjam se	5 - popolnoma se strinjam
Turizem spodbuja varstvo in ohranitev narave v Brdih.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Turizem spodbuja izboljšanje obstoječe infrastrukture.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Razvoj turizma v naši skupnosti spodbuja pozitiven odnos do okolja.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Zaradi trajnostnega razvoja turizma se je ozaveščenost prebivalcev o varstvu okolja izboljšala.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Turizem spodbuja izboljšanje kakovosti okolja.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q2 - Kako ste zadovoljni s turističnim razvojem Brd? Prosim vas, da spodnje trditve ocenite na lestvici od 1 do 5.

(1 - sploh se ne strinjam, 2 - ne strinjam se, 3 - niti se strinjam, niti se ne strinjam, 4 - strinjam se, 5 - popolnoma se strinjam)

	1 - sploh se ne strinjam	2 - ne strinjam se	3 - niti se strinjam, niti se ne strinjam	4 - strinjam se	5 - popolnoma se strinjam
Na splošno pozitivni učinki turizma v Brdih odtehtajo negativne.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Podpiram turistični razvoj Brd.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Zadovoljen sem s stopnjo razvitosti turizma v Brdih.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Na splošno sem zadovoljen s trajnostnim razvojem turizma v Brdih.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Zadovoljen sem z razvojem in rastjo turizma v Brdih.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q3 - Spodnje trditve se nanašajo na upravljanje destinacije (destinacijski management) in vključenost lokalnega prebivalstva v razvoj turizma. Prosim vas, da jih ocenite na lestvici od 1 do 5.

(1 - sploh se ne strinjam, 2 - ne strinjam se, 3 - niti se strinjam, niti se ne strinjam, 4 - strinjam se, 5 - popolnoma se strinjam)

	1 - sploh se ne strinjam	2 - ne strinjam se	3 - niti se strinjam, niti se ne strinjam	4 - strinjam se	5 - popolnoma se strinjam
Zadovoljen sem z delom organizacije, ki skrbi za razvoj turizma na naši destinaciji.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kot prebivalec imam možnost sodelovati pri načrtovanju in razvoju turizma.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

- Na splošno sem zadovoljen z vključenostjo in vplivom prebivalcev pri načrtovanju in razvoju turizma.
- O razvoju turizma v Brdih sem dobro obveščen.
- Pri načrtovanju turizma v v Brdih se upošteva kakovost življenja lokalnih prebivalcev.

Q4 - Kako ste zadovoljni s kakovostjo življenja v Brdih? Prosim vas, da spodnje trditve ocenite na lestvici od 1 do 5.

(1 - sploh se ne strinjam, 2 - ne strinjam se, 3 - niti se strinjam, niti se ne strinjam, 4 - strinjam se, 5 - popolnoma se strinjam)

- | | 1 - sploh se
ne strinjam | 2 - ne
strinjam se | 3 - niti se
strinjam,
niti se ne
strinjam | 4 - strinjam
se | 5 -
popolnoma
se strinjam |
|---|-----------------------------|-----------------------|--|-----------------------|---------------------------------|
| Kakovost življenja v Brdih je visoka. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Na splošno so življenjske razmere v Brdih dobre. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Na splošno sem zadovoljen s svojo kakovostjo življenja. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Razvoj turizma v Brdih prispeva h kakovosti življenja lokalnega prebivalstva. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Razvoj turizma povečuje kakovost življenja v Brdih. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Q5 - Mislite, da je/bo pandemija COVID-19 dolgoročno vplivala na trajnostni razvoj turizma v Brdih? Prosim vas, da spodnje trditve ocenite na lestvici od 1 do 5.

(1 - sploh se ne strinjam, 2 - ne strinjam se, 3 - niti se strinjam, niti se ne strinjam, 4 - strinjam se, 5 - popolnoma se strinjam)

- | | 1 - sploh se
ne strinjam | 2 - ne
strinjam se | 3 - niti se
strinjam,
niti se ne
strinjam | 4 - strinjam
se | 5 -
popolnoma
se strinjam |
|---|-----------------------------|-----------------------|--|-----------------------|---------------------------------|
| Pandemija COVID-19 je močno načela trajnostni razvoj turizma v Brdih. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Menim, da bo zaradi COVID-a turizem v Brdih bolj trajnosten. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Q6 - Ali je vaše delo oziroma delo katerega od članov vašega gospodinjstva povezano s turizmom?

- Da
 Ne

Q7 - Kako ste povezani s turizmom?

Možnih je več odgovorov

- Turistične nastanitve
 Gostinstvo
 Ponudnik turističnih doživetij
 Prevozi
 Zaposlen v turizmu
 Drugo:

Q8 - Ali turizem predstavlja del dohodka vašega gospodinjstva?

- Da
 Ne

Q9 - Prosim vas, da ocenite, kolikšen del dohodka vašega gospodinjstva je odvisen od turizma in turistov, ki obiščejo Brda:

- Turizem ni del dohodka mojega gospodinjstva (0%).
 Turizem predstavlja manj kot polovico dohodka mojega gospodinjstva (cca 0% - 45%).
 Turizem predstavlja približno polovico dohodka mojega gospodinjstva (cca 46% - 55%).

- Turizem predstavlja več kot polovico dohodka mojega gospodinjstva, ampak ne popolnoma ves dohodek (cca 56% - 99%).
- Ves dohodek mojega gospodinjstva je odvisen od turizma (100%).

Q10 - Prosim, označite svoj spol.

- Ženski
- Moški

Q11 - Prosim, označite starostno skupino, v katero spadate.

- manj kot 20
- 20 - 29
- 30 - 39
- 40 - 49
- 50 - 59
- 60 - 69
- 70 in več

3 APPENDIX 3: CALCULATIONS OF CRONBACH'S ALPHA

All variables

Reliability Statistics	
Cronbach's Alpha	N of Items
.956	31

Socio-cultural impacts

Reliability Statistics	
Cronbach's Alpha	N of Items
.855	5

Tourism development

Reliability Statistics	
Cronbach's Alpha	N of Items
.859	5

Economic impacts

Reliability Statistics	
Cronbach's Alpha	N of Items
.856	6

Tourism management

Reliability Statistics	
Cronbach's Alpha	N of Items
.875	5

Environmental impacts

Reliability Statistics	
Cronbach's Alpha	N of Items
.869	5

Quality of life

Reliability Statistics	
Cronbach's Alpha	N of Items
.821	5

4 APPENDIX 4: TESTS OF NORMALITY

Table 31: Test of normality: Socio-cultural impacts

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Socio-cultural Impacts	.129	357	.000	.942	357	.000

a. Lilliefors Significance Correction

Table 32: Test of normality: Economic impacts

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Economic Impacts	.124	357	.000	.924	357	.000

a. Lilliefors Significance Correction

Table 33: Normality test: Environmental impacts

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Environmental Impacts	.103	357	.000	.973	357	.000

a. Lilliefors Significance Correction

Table 34: Test of normality: Tourism development

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Tourism Development	.130	357	.000	.960	357	.000

a. Lilliefors Significance Correction

Table 35: Test of normality: Tourism management

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Tourism Management	.096	357	.000	.981	357	.000

a. Lilliefors Significance Correction

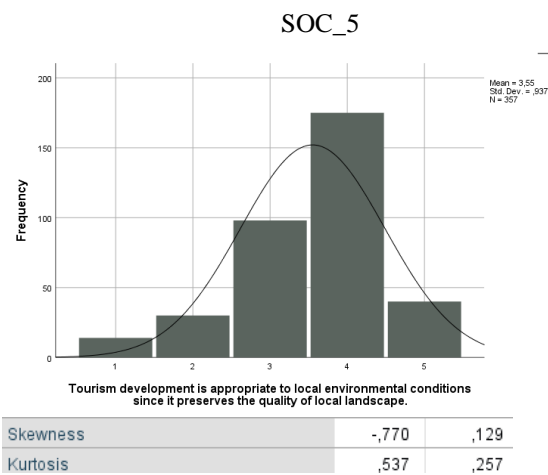
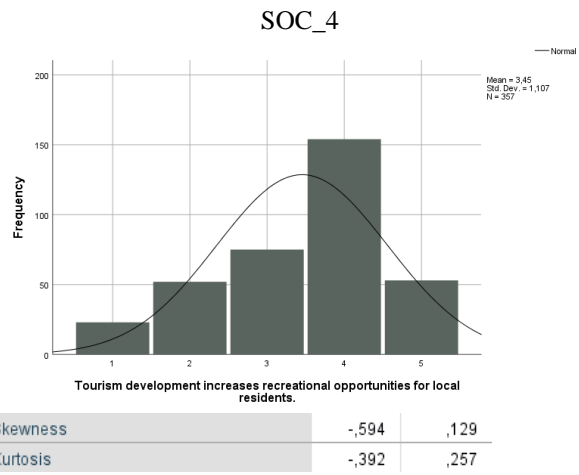
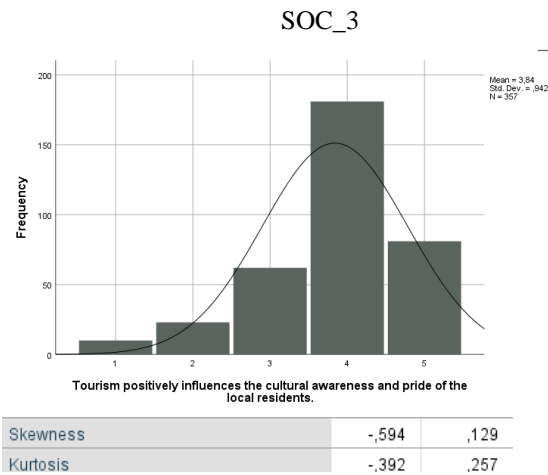
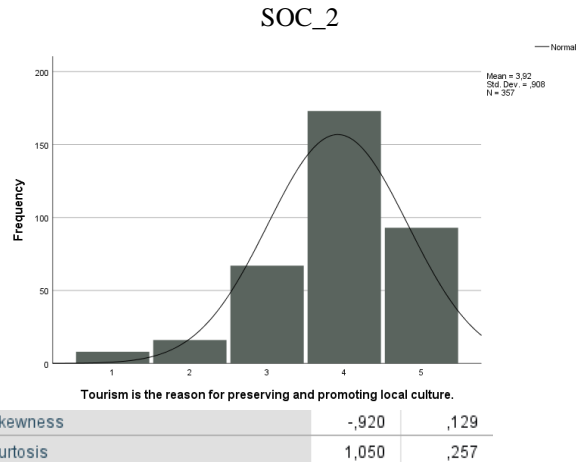
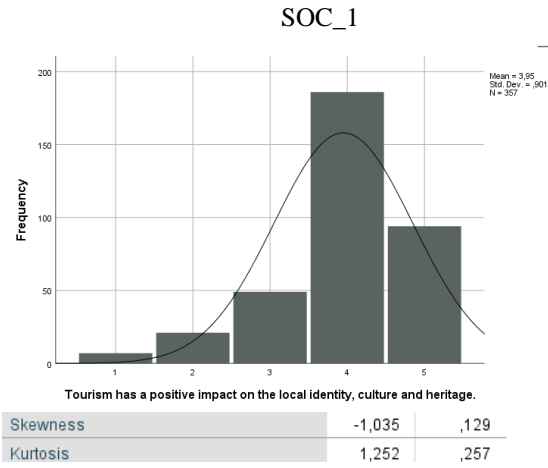
Table 36: Test of normality: Quality of life

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Quality of Life	.120	357	.000	.968	357	.000

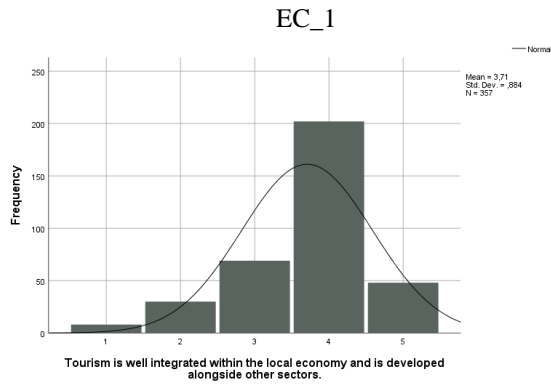
a. Lilliefors Significance Correction

5 APPENDIX 5: HISTOGRAMS AND SKEWNESS AND KURTOSIS COEFFICIENTS

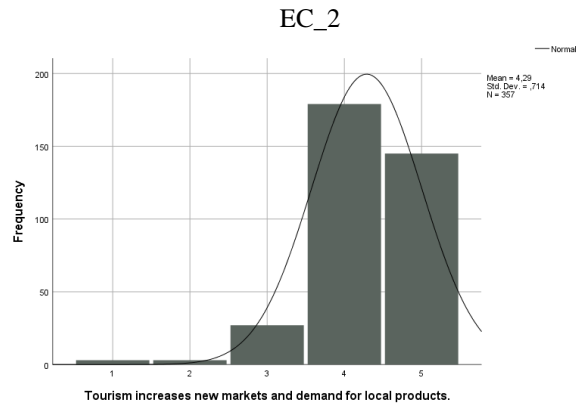
5.1 SOCIO-CULTURAL IMPACTS OF TOURISM



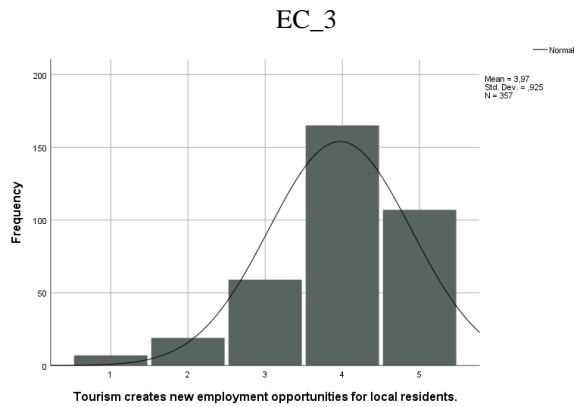
5.2 ECONOMIC IMPACTS OF TOURISM



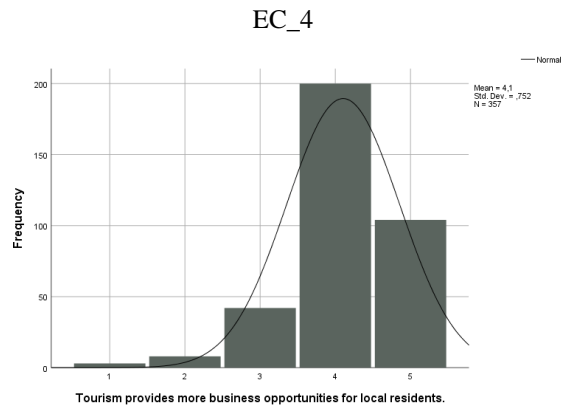
Skewness	-.910	.129
Kurtosis	.889	.257



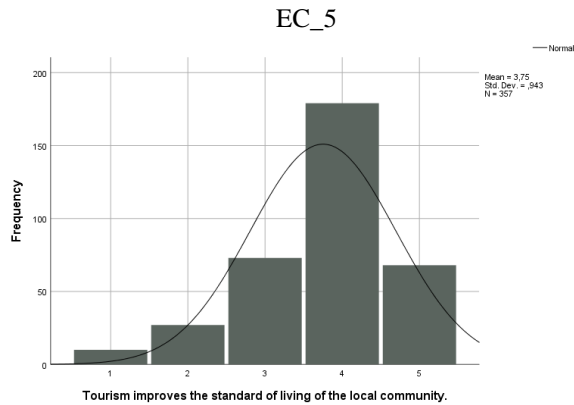
Skewness	-1.185	.129
Kurtosis	2.989	.257



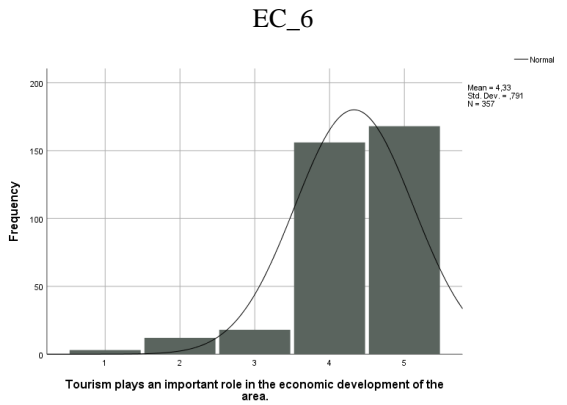
Skewness	-.945	.129
Kurtosis	.885	.257



Skewness	-.971	.129
Kurtosis	2.025	.257



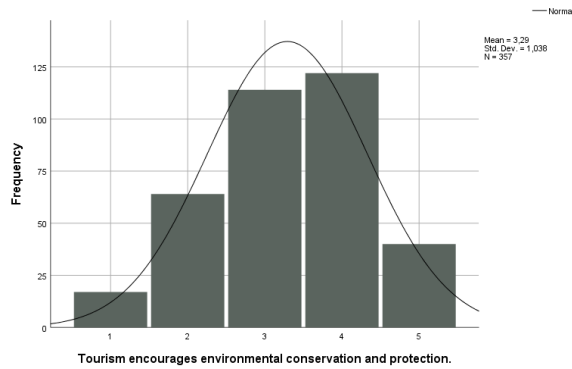
Skewness	-.836	.129
Kurtosis	.638	.257



Skewness	-1.476	.129
Kurtosis	2.906	.257

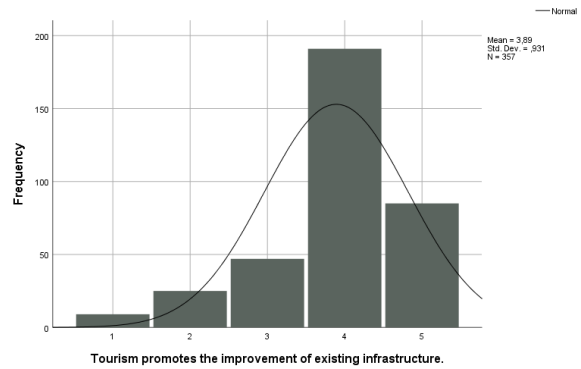
5.3 ENVIRONMENTAL IMPACTS OF TOURISM

ENV_1



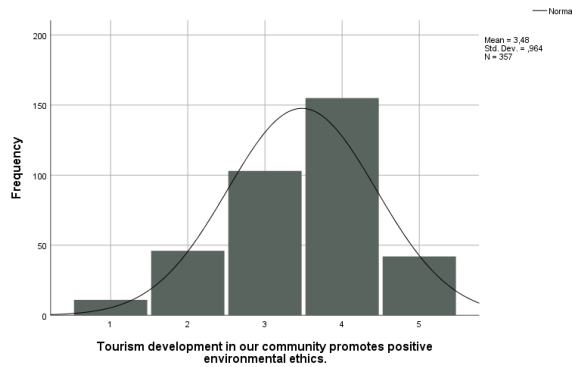
Skewness	-.258	,129
Kurtosis	-.519	,257

ENV_2



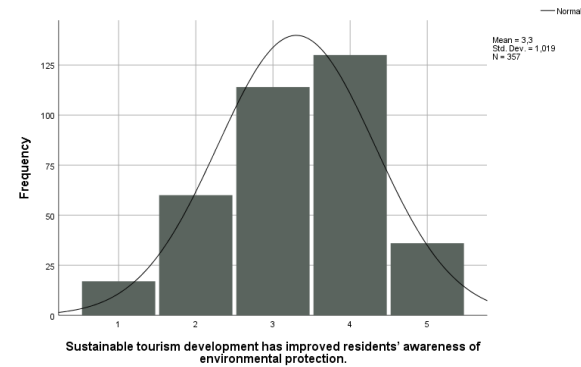
Skewness	-1.061	,129
Kurtosis	1.177	,257

ENV_3



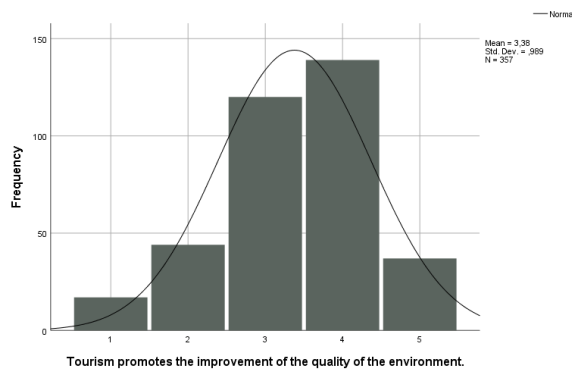
Skewness	-.498	,129
Kurtosis	-.128	,257

ENV_4



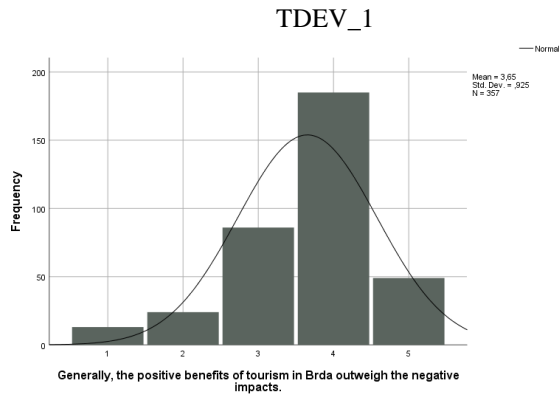
Skewness	-.329	,129
Kurtosis	-.421	,257

ENV_5

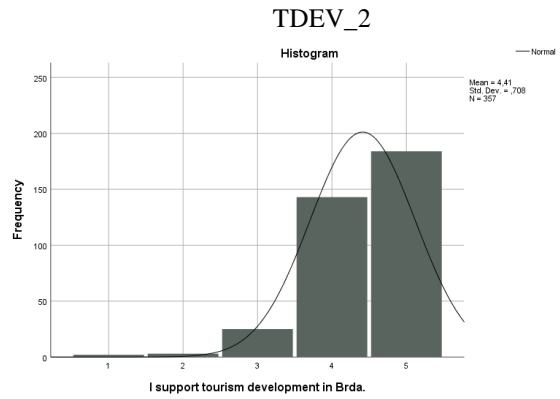


Skewness	-.465	,129
Kurtosis	-.090	,257

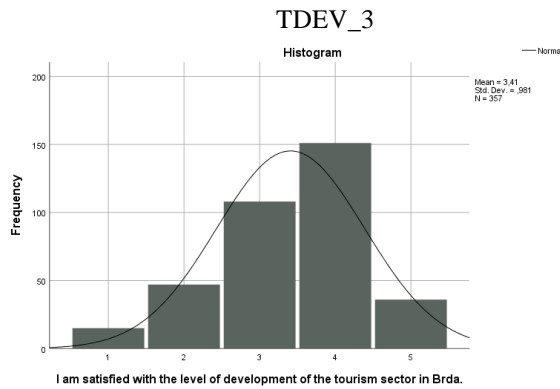
5.4 TOURISM DEVELOPMENT



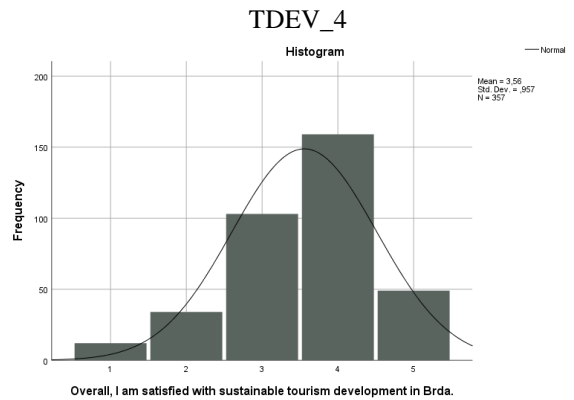
Skewness	-.881	,129
Kurtosis	,878	,257



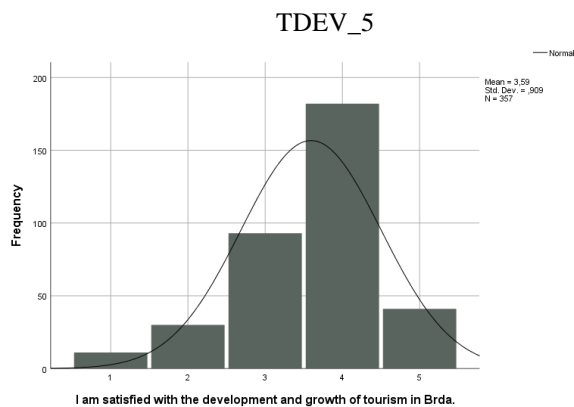
Skewness	-1,308	,129
Kurtosis	2,634	,257



Skewness	-.516	,129
Kurtosis	-.113	,257



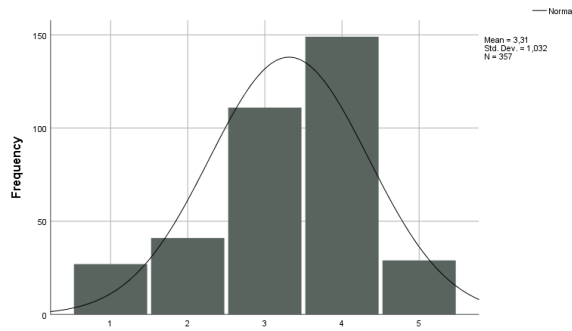
Skewness	-.600	,129
Kurtosis	,181	,257



Skewness	-.778	,129
Kurtosis	,609	,257

5.5 TOURISM MANAGEMENT

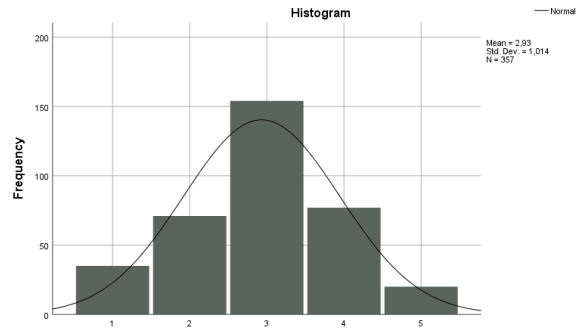
TMAN_1



I am satisfied with the work of the organization that takes care of the development of tourism in Brda.

Skewness	-.627	.129
Kurtosis	-.088	.257

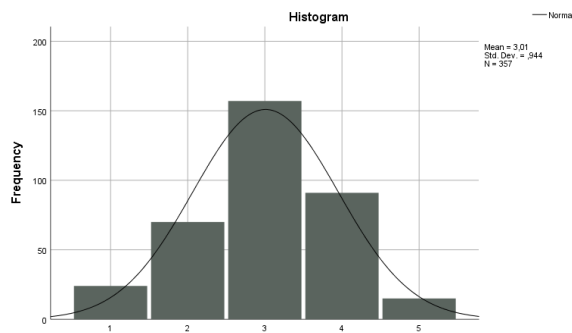
TMAN_2



As a resident, I have the opportunity to participate in tourism planning and development.

Skewness	-.108	.129
Kurtosis	-.309	.257

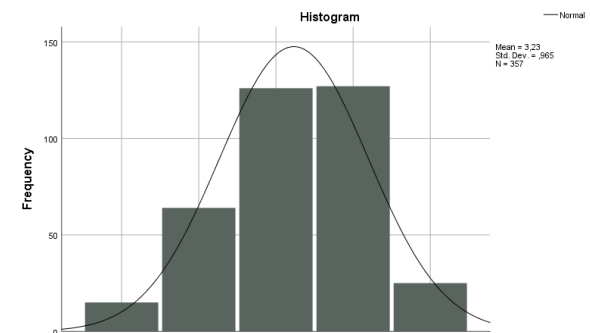
TMAN_3



Overall, I am very pleased with the inclusion and influence of residents in the planning and development of tourism.

Skewness	-.198	.129
Kurtosis	-.190	.257

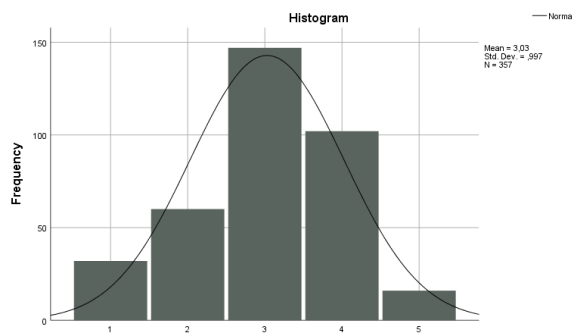
TMAN_4



I am well informed about the development of tourism in Brda.

Skewness	-.292	.129
Kurtosis	-.364	.257

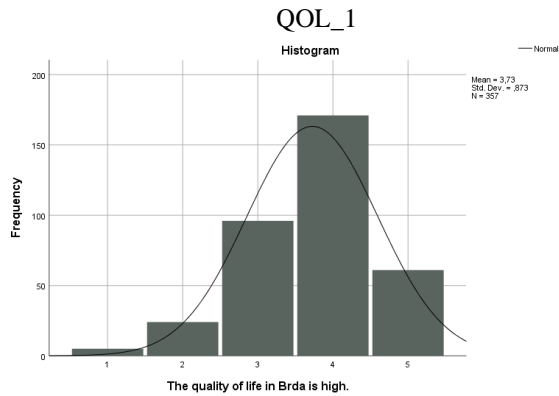
TMAN_5



When planning tourism in Brda, the quality of life of local residents is taken into account.

Skewness	-.330	.129
Kurtosis	-.302	.257

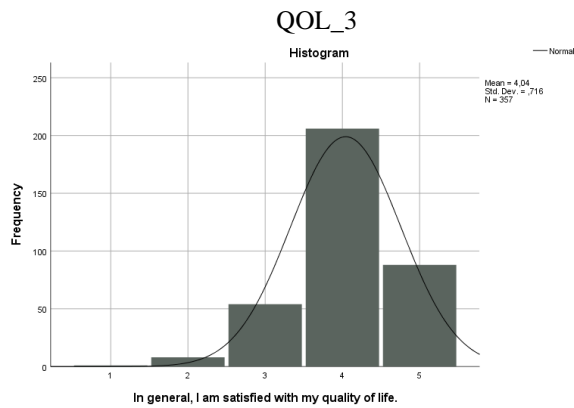
5.6 QUALITY OF LIFE



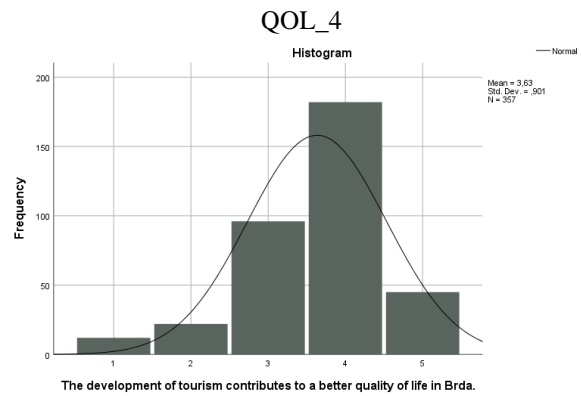
Skewness	-,558	,129
Kurtosis	,310	,257



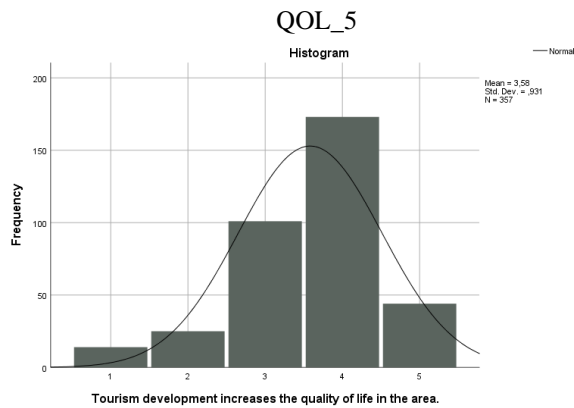
Skewness	-,879	,129
Kurtosis	1,493	,257



Skewness	-,616	,129
Kurtosis	,921	,257



Skewness	-,832	,129
Kurtosis	,917	,257



Skewness	-,778	,129
Kurtosis	,673	,257