RESIDENTS' ATTITUDES OF RESPONSIBILITY IN REGIONAL SUSTAINABLE TOURISM DEVELOPMENT

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Abstract
Purpose – To actualized the local residents' attitudes research in Republic of Croatia since it is an important concept of the tourism development especially in destinations that are highly dependent on the tourism; to explore the fundamental relationship between the two main actual terms, responsibility and sustainable tourism development; to examine the degree of stakeholder's responsibility from the local resident's point of view; to research the relation between the degree of responsibility and the utilization of the tourism environment exploitation.
Methodology – To achieve the main purpose of this research relevant inferential and multivariate techniques have been applied, namely, factor analysis and Kruskal-Wallis variance analysis test, on the basis of primary data collected on the attitudes of the participants on the responsibility for tourism development while preserving the environment and heritage.
Findings – The findings indicate that there are two groups of stakeholders with the major responsibility for protection of tourism development factors: the 'directly related' and 'indirectly related' ones. Members of those two groups are basically those who exploit the tourism factors to the largest degree.
Contribution – According to the scientific knowledge of the original empirical research the level of responsibility for sustainable tourism development especially in the regions where economic growth relies on tourism were specified. The most important scientific contribution of this paper is determination of two groups of stakeholders with the major responsibility for protection of tourism development factors.
Keywords: Residents' attitudes, development, sustainable tourism, responsibility, regional tourism destination

INTRODUCTION

Analysis of residents' attitudes should play an important role in destination tourism development. Attitudes are triggered by motivational mechanisms directly influencing behaviour and reactions of the residents. The role of attitudes is manifested in their strength, and the complexity of analysis lies in the fact that attitudes are fragments of the existing, formed beliefs and as such they hardly change. Understanding the residents' attitudes on sustainable development could significantly contribute to successful planning and implementation of targeted tourism policy to upgrade the existing and to encourage the future development of the destination. Positive residents' attitudes towards tourism development generate positive interaction with tourists while negative attitudes cause negative atmosphere for tourists and prevent long-term sustainable tourism development.

The residents' attitudes are one of the major factors that contribute to destination attractiveness. Due to, as previously mentioned, high degree of personal contact with tourists, analysis of residents' attitudes is an important component of sustainable tourism development, the more so since by identifying negative attitudes it is possible to undertake timely action to minimise the negative consequences for future development. In order to identify the existing attitudes on the responsibility for tourism development, environment and heritage the research was carried out involving a sample of 850 respondents in the Dubrovnik-Neretva County. The aim of the research was to determine the position and the role of stakeholders in fostering sustainable tourism development strategy based on sustainable development and institution of the region as the ecotourism destination. The paper indicates the necessity of future and continuous research on the residents' attitudes focusing on the analysis of attitudes on both the positive and negative impacts of tourism with particular emphasis on sustainable development.

1. LITERATURE REVIEW

The scientific approach to research of the residents' attitudes towards tourism sociological, physical and economic impacts originates from the late 1970s (Pizam 1978; Rothman 1978). In the period from 1980 to 1990 scientific research of residents' attitudes were focused on economic and social positive and negative impacts of tourism through frequent application of factor analysis with inadequate reliability, applicability and validity of the measures applied, which is characteristic for the initial stage of research (Belisle and Hoy, 1980; Broughma and Butler. 1981; Sheldon and Var, 1984; Liu and Var, 1986; Liu, Sheldon and Var, 1987).

In 1990s there was a growing interest among scientists for analysis of residents' attitudes on tourism development at a destination, but in comparison with the previous period there was a significant difference in the approach to identify the problem and in the research methodology applied. Perdue, Long and Allen (1990) construed a model testing the relation between residents' perceptions and tourism results and the residents' support to tourism development in a destination by using the conceptual model. Ap (1992) applied the social exchange model. Lankford and Howard (1993) step away from the traditional approach in research and develop tourism impact attitude scale (TIAS). Johnson, Snepenger and Akis (1994) and Getz (1994) carried out a longitudinal study to determine the degree of sensitivity of the community in various stages of tourism development. Gilbert and Clark (1997) used the comparative analysis. Research of residents' attitudes by SEM modelling was introduced in the late 1990s and determined the intensity of the attitudes and the effect in relation to economic benefits from tourism development (Lindberg and Johnson, 1997).

Carmishael (2000) analysed the correlation between the perception of mega attraction impacts and the residents' attitudes towards tourism development by applying a matrix model. Williams and Lawson (2001) used the cluster analysis to analyse the residents' attitudes by grouping them in four segments with holders of different opinions. Gursoy, Jurowski and Uysal (2001) construed a model of local community support to tourism development based on the factors ascertained during the research applying SEM.

Weaver and Lawton (2001) used cluster analysis to identify three segments of different attitudes of the residents. Teye, Sönmnez and Sirakaya (2002) used factor analysis and identified seven factors. Ko and Stewart (2002) applied the SEM model and found out that satisfaction of the local community was directly influenced by the perceived result from tourism. Andriotis and Vaughan (2003) carried out the cluster analysis of the residents' attitudes towards tourism development. Gursoy and Rutherford (2004) in their research applied an advanced structural model to which they added five new factors.

Lawton (2005) uses the theory of personal constructs in which the residents on the basis of their perceptions and personal experience form their own constructs to arrange their personal impressions. Choi and Sirakaya (2005) developed and tested the scale to evaluate the residents' attitudes towards sustainable tourism (scales SUS-TAS). Green (2005) carried out research on the residents' perception of the environmental and sociological changes caused by tourism development. Perez and Nadal (2005) applied cluster analysis to identify five segments of residents. Wang, Pfister and Morais (2006) researched correlation between socio-economical and demographic features of the residents and their attitudes towards tourism development in its initial stage. Huh and Vogt (2008) analysed the changes in the residents' attitudes by cohort analysis, comparing different development periods of the destination. Ambrož (2008) applied the factor analysis using principal components analysis (PCA) and hierarchical regression analysis. Wang and Pfister (2008) used the social exchange model to analyse the residents' perception of personal benefits from tourism. Bender et al. (2008), having applied the identical model, found out that the more the community relies onto economic benefits the more the chance for it to support tourism development. Yu, Chancellor and Cole (2009) applied SUS-TAS scale to measure the residents' attitudes towards sustainable tourism development.

Choi and Murry (2010) tried to identify the attitudes towards sustainable tourism development by application of the social exchange theory. Amuquandoh (2010) carried out a research of the residents' perception of physical impacts of tourism. Osti, Brida and Faccioli (2011) identified the factors with an impact onto the correlation between the effects and perception in a small rural community. Frauman and Banks (2011) analysed gateway residents' attitudes by application of significance and performance analysis to determine the level of acceptable changes in the community.

Sharma and Dyer (2012) carried out a longitudinal research and used the t-test to determine whether there are any differences in the residents' perception of the quality of life and effects from tourism in the stated period. Assante, Wen and Lottig (2012) evaluated the impact of the residents' attitudes with respect to sustainable tourism development by structural equations model. TIAS and SUS-TAS scales were used. Türker and Öztürk (2013) studied the residents' perception of the impact of tourism in a protected natural environment by application of one-way analysis of variance ANOVA.

Boley and Gard Mc Gehee 2014 developed Resident Empowerment through Tourism Scale (RETS) to measure whether residents perceive themselves as being psychologically, socially, or politically empowered from tourism using multiple

exploratory factor analyses before being validated through confirmatory factor analysis (CFA). Sharpley (2014) explored critically the development of the research into residents' perceptions of tourism and he suggested multidimensional approach to the research. Brida et al. (2014) researched residents' perceptions of a wide set of externalities exerted by the development of cruise tourism. Stylidis et. al. (2014) explored the role of residents' place image in shaping their support for tourism development.

By studying the theoretical framework of the residents' attitudes towards tourism development several different approaches can be identified. Nevertheless, their common characteristic is multidisciplinarity (anthropology, sociology, geography, tourism and marketing). The authors interested in the residents' attitudes analysis have mostly focused on the attitudes towards various effects from tourism in different stages of development. The methodology most frequently applied was factor and cluster analysis and the structural equations model. Different methods were used in different periods. The last period has lead to an upgrade of the existing models applied and measurement scales TIAS and SUS-TAS as its most significant contribution.

This paper represents a shift from the classic standardised analysis of attitudes while at the same time it emphasises the recently prevailing concept of sustainable development or sustainable tourism.

Sustainable tourism in this paper is viewed as responsible management of the tourism development factors in order to preserve them for the future generations in the best state possible. Therefore, the primary goal of this paper was to identify the residents' attitudes towards the role, i.e. responsibility of the tourism trends stakeholders in sustainable tourism development in relation to the degree of correlation with tourism and trends in tourism. The methodology used to meet this primary goal is partly similar to the methodology used in the past.

Although this type of research is being used worldwide since the 1970s, there are only a few scientists in Croatia that have dealt with this topic, and only incidentally.

Having in mind that in 2014 the revenue from visitors in the Republic of Croatia was 17.2% of the GDP (Hrvatska narodna banka, 2016), the research of the residents' attitudes should be highly represented in both scientific and professional papers.

Besides the primary goal of this paper there was the secondary goal as well – to bring the research on the residents' attitudes in the Republic of Croatia to public attention.

2. METHODOLOGY

The aim of this paper was to determine the position and the role of stakeholders in fostering the regional tourism strategy based on sustainable development and positioning the region as an ecotourism destination on the basis of the respondents' attitudes towards the responsibility for tourism development along with preservation of the environment and the heritage by application of the relevant inferential and

multivariate techniques.

The research was carried within the joint project of the University of Dubrovnik and the organisation DEŠA 'Adriatic, small entrepreneurship and local development' 8192/Cospe/CRZ, financed by the Italian Ministry of Foreign Affairs and the Region of Marche. The aim was to determine the needs and the possibilities for forming the local sustainable development centres in the Dubrovnik-Neretva County.

A random sample of 850 residents of the Dubrovnik-Neretva County was taken who were asked to fill in a questionnaire. The questionnaire consisted of 30 multiple-choice statements and in most of them the Likert 5-point scale was used. The degree of agreement was coded numerically from 1 to 5 (1 = strongly disagree, 5 = strongly agree). The data collected was processed and analysed by the statistical package SPSS 18.0 and multivariate and inferential statistical analyses were used (factor analysis and Kruskal-Wallis analysis of variance test).

Having in mind the research problem and the goals, the following hypotheses were set:

H1: On the basis of the attitudes towards responsibility for tourism development, environmental and heritage issues groups of stakeholders can be identified with differentiated correlation with trends in tourism which explain the correlation of responsibility and engagement determinants.

H2: The role of stakeholders in the development of regional tourism strategy is based on sustainable development and positioning of the region as ecotourism destination is more significant if the stakeholders are more related to trends in tourism.

3. RESULTS

In this paper only the research results relating to the topic specified in the title have been used.

Table 1: **Profile of the respondents**

Demographic data	Frequencies	Percentage
Age		
18-39	450	54,2
40-69	227	44,3
70 and over	12	1,5
Gender		
Male	386	46,4
Female	445	53,6
Education		
Secondary school or lower	639	76,0
College	177	15,2
Higher education	25	8,8

Demographic data	Frequencies	Percentage
Occupation		
Unemployed	157	18,9
Farmer	85	10,0
Private entrepreneur	100	12,0
Public sector employee	269	32,3
Private sector employee	204	24,5
Manager	17	2,0

Source: Authors.

Data shown in the table above was obtained by descriptive statistical analysis. The majority of the respondents are between 18-69 years old, i.e. 98,5%. As far as education is concerned, 91,2% of respondents have completed secondary school or college education, while only 8,8% have higher education. More than a half of the respondents, 56.8%, are employed in public and private sectors, and there are only 2% of managers.

Table 2: **Responsibility for development of tourism, environment and heritage**

	Mean	Std. Deviation	Analysis N
Local communities	**4,00**	,899	825
Residents	3,73	,992	825
Local county and other authorities	**4,12**	,821	825
Institutions in charge of heritage	3,48	,995	825
Institutions in charge of environment	3,75	,913	825
Tourist organisations	**4,03**	,851	825
Tour operators	3,57	,982	825
Tourist agencies	3,68	,980	825
Entrepreneurs in tourism	3,74	,975	825
Tourists, visitors and excursionists	3,29	1,100	825

Source: Authors.

The respondents find the local county and other authorities, tourist organisations and local communities are mostly responsible for tourism development, which indicates the necessity of linking the regional management and tourism, environment and heritage.

In order to reduce the number of variables, i.e. to group the stakeholders in charge of tourism development, environment and heritage, the factor analysis was used in the following stages: evaluation of data reliability for factor analysis application, determining initial results for factor extraction, determining factor structure matrix, factor rotation, determining factor matrices and final results after rotation, and interpretation of extracted factors after rotation.

Adequacy of the sample, i.e. data reliability for factor analysis application was tested by Kaiser-Meyer-Olkin measure, and Barlett's test of sphericity proved that the correlation matrix is not unit based.

Table 3: **KMO and Bartlett's Test**

	Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	,850
Bartlett's Test of Sphericity	Approx. Chi-Square	4146,876
	df	45
	Sig.	,000

Source: Authors.

KMO measure is over 0,6 which means the sample is adequate and the data fit well in the factors. The Bartlett's test of sphericity is statistically significant which means the correlation matrix is not unit based.

Table 4: **Proportion of variance in the extracted factors**

	Initial	**Extraction**
Local communities	1,000	,657
Residents	1,000	,583
Local county and other authorities	1,000	,589
Institutions in charge of heritage	1,000	,534
Institutions in charge of environment	1,000	,613
Tourist organisations	1,000	,556
Tour operators	1,000	,784
Tourist agencies	1,000	,816
Entrepreneurs in tourism	1,000	,644
Tourists, visitors and excursionists	1,000	,420

Source: Authors.

In extracting the number of factors a combination of Kaiser criteria, cumulative percentage of total variance and Cattell diagram (Scree test) was used.

Table 5: **Total Variance Explained**

Component	**Initial Eigenvalues**		
	Total	**% of Variance**	**Cumulative %**
1	**4,797**	**47,970**	**47,970**
2	**1,400**	**13,997**	**61,967**
3	,921	9,205	71,173
4	,718	7,178	78,351
5	,566	5,662	84,013
6	,465	4,647	88,660
7	,381	3,805	92,465
8	,329	3,294	95,760

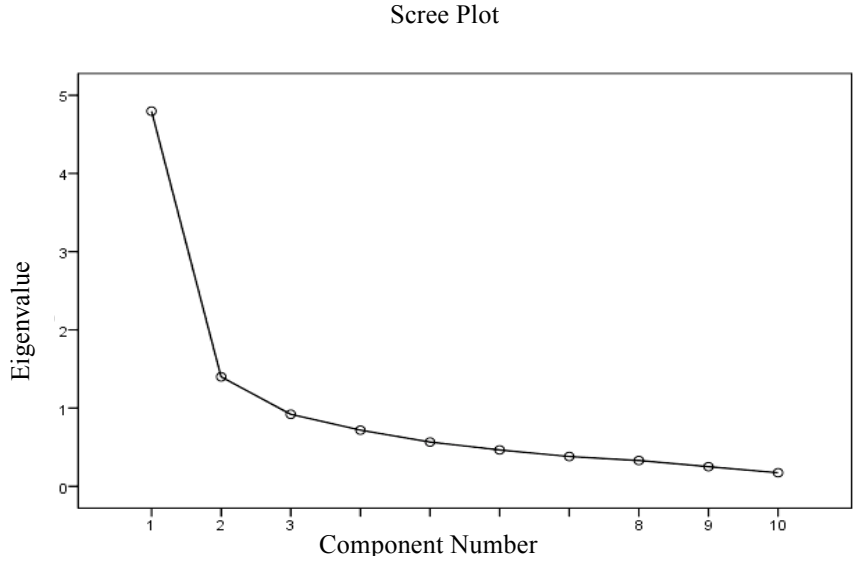
Component	Initial Eigenvalues		
	Total	% of Variance	Cumulative %
9	,251	2,509	98,269
10	,173	1,731	100,000

Source: Authors.

47,97% of variance was attributed to the first factor, 13,997% to the second, while the rest were insignificant. Cumulative percent of the two extracted factors makes 61,967% of variance. In statistical testing the most frequently used limit is 95%, but many researchers accept a significantly smaller percentage (60-70%) (Pećina, 2006; Rozga 2010). According to Kaiser criteria, which is precise when there are less than 30 variables and the sample exceeds 250 which was the case in this research, the extraction of factors should be stopped when eigenvalue is less than one since that means the extracted factor contributes less than the original variable.

The other factors after the maximum curve represent the 'factor scrap' and as such are omitted. The above diagram shows the curve is flattening between the second and the third factor, but since the eigenvalue of the third factor is less than one, as per Kaiser criteria it is omitted in the research and two factors are selected.

Figure 1: **Cattell diagram**



Source: Authors.

Table 6: **Factor matrix before rotation**

	Factors	
	1	2
Local communities	,571	,575
Residents	,666	
Local county and other authorities	,637	
Institutions in charge of heritage	,712	
Institutions in charge of environment	,728	
Tourist organisations	,742	
Tour operators	,766	
Tourist agencies	,775	
Entrepreneurs in tourism	,737	
Tourists, visitors and excursionists	,551	

Source: Authors.

Rotation is performed in order to reduce the number of factors heavily loaded by the research variables. In this paper Varimax rotation method with Kaiser normalisation was used.

Table 7: **Rotated factor matrix**

	Factors	
	1	2
Local communities		,810
Residents		,726
Local county and other authorities		,747
Institutions in charge of heritage		,603
Institutions in charge of environment		,706
Tourist organisations	,596	
Tour operators	,864	
Tourist agencies	,884	
Entrepreneurs in tourism	,758	
Tourists, visitors and excursionists	,636	

Source: Authors.

For a variable to be included in the analysis the loading factor must not be less than 0,4 because the same factor is attributed the variable with at least an average correlation with it and no significant correlations with other factors (Mihić, 2006, in Gerbing and Anderson, 1988).

Two factors were extracted by factor analysis. The first factor, consisting of local communities, the residents, local county and other authorities, institutions in charge of heritage and institutions in charge of environment, was identified as the stakeholders indirectly related to trends in tourism. The other factor was identified as the stakeholders directly related to trends in tourism because it involves tourist organisations, tour operators, tourist agencies, entrepreneurs in tourism and tourists,

visitors and excursionists. Factor analysis confirmed the first hypothesis that there are groups of stakeholders with differentiated correlation with trends in tourism which explains the correlation of responsibility and engagement determinants.

In order to support our second hypothesis, since the dependent variable was measured on ordinal scale, Kruskal-Wallis analysis of variance test was applied.

Table 8: **Correlation of stakeholders by application of sustainable tourism development concept**

	Stakeholders directly related to trends in tourism	**Stakeholders indirectly related to trends in tourism**
Developing regional tourism strategy based on sustainable development		
Chi-Square	104,932	27,186
df	4	7
Asymp. Sig.	,000	,000
Positioning the region as ecotourism destination		
Chi-Square	93,189	15,802
df	4	7
Asymp. Sig.	,000	,027

Source: Authors.

Statistical significance is less than .005 which indicates that there is a statistically significant difference in the role of stakeholders in application of the sustainable tourism development concept.

Table 9: **Ranks**

	Stakeholders directly related to trends in tourism	N	Mean Rank
Developing regional tourism strategy based on sustainable development	-3	15	241,00
	-2	116	325,09
	-1	285	366,84
	0	264	427,76
	1	143	**561,35**
	Total	823	
	Stakeholders indirectly related to trends in tourism	N	Mean Rank
	-4	2	195,50
	-3	21	339,93
	-2	91	332,78
	-1	326	407,90
	0	268	446,15
	1	93	409,85
	2	19	**524,45**
	3	5	457,00
	Total	825	

Source: Authors.

Stakeholders with higher direct or indirect correlation with trends in tourism also have a more important role in development of regional tourism strategy based on sustainable development.

Table 10: **Ranks**

	Stakeholders directly related to trends in tourism	N	Mean Rank
Positioning the region as ecotourism destination	-3	15	241,00
	-2	116	325,09
	-1	285	366,84
	0	264	427,76
	1	143	**561,35**
	Total	823	
	Stakeholders indirectly related to trends in tourism	N	Mean Rank
	-4	2	195,50
	-3	21	339,93
	-2	91	332,78
	-1	326	407,90
	0	268	446,15
	1	93	409,85
	2	19	**524,45**
	3	5	457,00
	Total	825	

Source: Authors.

Higher degree of correlation, regardless the type of relation with trends in tourism (direct or indirect) is linked to the higher role in positioning the region as ecotourism destination.

The result of Kruskal-Wallis test indicates the stakeholders with higher direct or indirect correlation to trends in tourism play a more important role in application of the sustainable tourism development concept which supports our second hypothesis.

The attitude of respondents that the stakeholders more closely related to tourism play a more important role and have more responsibility in application of the sustainable tourism development concept has been justified by the theoretical concept of the importance of natural attractive factors from the supply on which the trends in tourism rely. The stakeholders exploiting those factors for lucrative purposes at the same time have to be more involved in their preservation, i.e. their sustainable development.

The results of this research indicate the necessity for prompt changes in destination management by application of the sustainable development concept with particular emphasis on the co-ordination between all stakeholders regardless their relation to the trends in tourism.

4. CONCLUSION

The level and degree of the residents' interaction with tourists are proportional to the level and degree of the significance of research and analysis of the residents' attitudes towards tourism and effects from tourism.

Sustainable development as a concept plays a significant role in tourism where environment and its elements are exploited for lucrative purposes and consequently special and additional protection is required. The responsibility for the protection should, more or less, lie with all stakeholders in tourism.

Research among the residents on responsible tourism destination management and all its supporting elements can be summed up in the conclusion that there are two groups of stakeholders with the major responsibility for protection of tourism development factors: the 'directly related' and 'indirectly related' ones. Members of those two groups are basically those that exploit the tourism factors to the largest degree. They bear the responsibility for fostering the importance of sustainable development as well as promotion of the destination as a destination of sustainable tourism.

The most important scientific contribution of this paper, besides having proven the existence of two groups of stakeholders in tourism responsible to provide proper destination management, is that it has proven the importance of the residents' attitudes in tourism development in the regions where economic growth relies on tourism.

Future scientific research in tourism in the Republic of Croatia should focus more on the residents and their attitudes towards tourism. Such an approach in research in this field would enable a more efficient tourism development and the positive effects would reflect both on the local authorities and the residents, who at the same time represent the core of a high quality tourism development.

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