

URBAN TOURISM TOWARDS SUSTAINABLE DEVELOPMENT

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ABSTRACT

Tourism is a modern global phenomenon and reflects the general development of society. The impact of tourism development implies not only the economic but also environmental, social and cultural aspects of life. Due to the numerous economic benefits arising from its development, tourism has gained a very important status and in many countries has received a significant role and priority in economic development. Tourism, from the area uses certain economic benefits that would otherwise remain unused. However uncontrolled development often destroyed the area where it's realized, and in this way operates contrary to the tourism development primary aims. Uncontrolled development in which tourism is an essential part, bring into the question its further development. Therefore, the object of the paper is to determine the negative effects of uncontrolled and intensive tourism development in urban areas that are not based on the principles of sustainable development. The aim and purpose is to present the importance of applying the principles of sustainable tourism development in urban areas and define the key subjects that will have the impact for the application of the concept of sustainable development in such areas. In order to collect the basic data about the importance of applying the sustainable development conception in urban areas survey method was applied. Kruskal-Wallis test is used for the realization research aims. The research results will serve as the operational guidelines for the destination tourism managers in applying the concept of sustainable development in urban areas.

KEYWORDS: Sustainable tourism development, positive and negative impact, urban areas, Dubrovnik

1. INTRODUCTION

Tourism is very important part of economy for many countries because tourism can bring many economic benefits like further development of the area, employment etc. Although tourism has positive impact on the destination development, uncontrolled and unplanned development may be responsible for many negative effects on the destination. Rapid expansion of the tourism can create a pressure on the natural, social and economic environments of the destination. It is considered that uncontrolled and unplanned development of tourism can have negative impacts on environment, social and economic particularities, but also that all those possible negative impacts represents a serious threat to tourist activities and further development of urban areas. To be sustainable tourism should make optional use of the environmental resources, should respect the socio cultural authenticity of the host communities and ensure viable long term economic operations. Those are the principles of sustainable development of tourism. In order

to prevent all those possible negative impacts that tourism could create we have to develop tourism in accordance with the principles of sustainable development so we can protect the basis on which tourism is built. Therefore, the main objective of this paper is to point out the necessity of the implementation the goals and the principles of the sustainable tourism development in the urban areas.

2. LITERATURE REVIEW

The explicit idea of sustainable development was first highlighted by the International Union for the Conservation of Nature and Natural resources in its World Conservation strategy.¹ The original definition of sustainable development was provided by the Brundtland Commission in *Our Common Future* as „development that meets the needs of the present without compromising the ability of future generations to meet their own needs.”² Authors Vukonić and Keča indicated the following

¹ Zhenhua, I. (1987.) Sustainable tourism development a critique, *Journal of sustainable tourism*, vol. 11 (6), p. 460. <http://www.tandfonline.com> (accessed 31.05.2012.)

² World Commission on Environment and Development (gro Harlem Bruntland) (1987.) *Our Common Future*, Oxford University Press, Oxford accessed in Pravidć, V. (1996.) *Perspektive održivog razvitka i izbor između ekonomske i ekološke koncepcije*, *Ekonomija: Hrvatska i održivi razvoj* (2) Rifin, Zagreb, p. 339.

definition of sustainable development: „Sustainable development is a change in the structure of global production and consumption that does not disturb the ecosystem“.³ Four basic principles for the concept of sustainability have been considered: idea of holistic planning and strategy making, the importance of preserving essential ecological processes, the need to protect both human heritage and biodiversity and development based on the idea that productivity can be sustained over the long term for future generations.⁴ Authors Kordej de Villa, Stubbs and Sumpor indicated that definition of sustainable development as a concept that encompasses intertwined economic (it is defined as growth, efficiency and „equitable „distribution of wealth), social (participate in decision making, social identity) and environmental dimension (respect the integrity of various ecosystems, carrying capacity and protection of natural resources).⁵ Concept of sustainability rests on three integrated elements: the economic, socio cultural, and ecological. Delivering sustainable development means striking a balance between mentioned elements.⁶ Sustainable development refers to achieving the right balance between social, economic and environmental goals. The goal in economic field is changing unsustainable patterns of consumption and production, while in the environmental field the goal is sustainable managing of natural resources for development.⁷ Interpretations of sustainable development can be classified as ranging from „very strong“ (traditional resources exploitative) to „very weak“ (extreme resources preservationist).⁸ Sustainability cannot simply be a „green“ or „environmental“ concern, no matter how crucial those aspects of sustainability are. A truly sustainable society is one where wider questions of social needs and welfare, and economic opportunity are integrally related to the environmental constraints imposed by supporting ecosystems and the climate.⁹ Economic growth and environmental conservation are not only compatible, they are necessary partners and that they cannot exist without another.¹⁰

The rapidly growing size and significance of the tourism

has also given rise to increased critical review of its social and environmental consequences.¹¹ There is now recognition that uncontrolled growth in tourism aiming at short-term benefits often results in negative impacts, harming the environment and societies, and destroying the very basis on which tourism is built and thrives.¹² Tourism, it is claimed ultimately degrades the attractive natural and cultural features of the place and thus can neither sustain the basic resources on it which relies, not rely on itself as an industry in the long term. If those charges are valid than tourism either can be severely restrained or will eventually burn itself out, but not before causing a great deal of damage.¹³ Tourism destinations are facing increasing pressure on their natural, cultural and socio-economic environments as a result of the rapid expansion of the tourism sector.¹⁴ Author Turkelj thinks that negative sides of tourism can place direct pressure on fragile ecosystems causing degradation of the physical environment and create pressure on host communities.¹⁵ Tourism development not only changes the physical landscape of a destination but also results in changes to the social life of the community.¹⁶ Tourism can contribute to environmental degradation, but also has the potential to assist in improving the environmental situation.¹⁷ Tourism can bring many economic benefits for many countries, regions and local communities, uncontrolled development may be responsible for numerous adverse effects on the environment. Today is considered, not only that uncontrolled development of tourism can do harm to the environment, but also that environmental degradation represents a serious threat to tourism related activities.¹⁸ When the exploitation of nature resources for tourism development is carried out carefully and in certain limits, tourism becomes a special form of protection of the nature. We are talking about destructive forms of tourism when tourism uses natural resources in uncontrolled way.¹⁹

Cultural heritage attractions are, by nature, unique and fragile. Therefore, it is fundamental that tourism authori-

³ Vukonić, B. Keča, K. (2001.) Turizam i razvoj pojam, načela i postupci, Mikrorad, Zagreb. p. 190.

⁴ World Commission on Environment and Development, op. cit., accessed in Lu, Y. Nepal, K. S. (2009.) Sustainable Tourism Research an analysis of papers published in Journal of Sustainable Tourism, Journal of Sustainable Tourism, vol. 17 (1), p. 6. <http://www.tandfonline.com> (accessed 31.05.2012.)

⁵ Kordej De Villa, Ž. Stubbs, P. Sumpor, M. (2009.) Participativno upravljenje za održivi razvoj, Ekonomski institut, Zagreb, p. 18.

⁶ Turkelj, Ž. (2010.) Turizam i agroturizam u funkciji održivog razvitka, Sveučilište J.J. Strossmayera u Osijeku, Ekonomski Fakultet Osijek, p. 31.

⁷ World Tourism Organization, (2002.) Contribution of the World Tourism Organization to the World Summit on Sustainable Development, Madrid, p. 3., <http://www.wtoelibrary.org> (accessed 31.05.2012.)

⁸ Turner, R. Pearce, D. Bateman, I. (1994.) Environmental Economics an elementary introduction, Hemel Hemstead: Harvester Wheats Heaf, accessed in Harris, R. Griffin, T. Williams, P. (2002.) Sustainable Tourism a global perspective, Elsevier Butterworth Hiennemann, p. 9.

⁹ Bramwell, B. Lane, B. (2009.) Priorities in Sustainable Tourism Research, Journal of Sustainable Tourism, vol. 16 (1), p. 1. <http://www.tandfonline.com> (accessed 31.05.2012.)

¹⁰ Harris, R. Griffin, T. Williams, P. op. cit., p. 36.

¹¹ McCool, S. F. Moisey, R. N. Nickerson, N. P. (2001.) What tourism should sustain the disconnect with industry perception of useful indicators, Journal of travel research, vol. 40 (124.), p. 124. <http://jtr.sagepub.com/content/40/2/124> (accessed 15.06.2012.)

¹² World Tourism Organization, op. cit., p. 7.

¹³ Harris, R. Griifin, T. Williams, P. op. cit., p. 24.

¹⁴ Butler, R. W. (1999.) Sustainable tourism a state of the art review, Tourism Geographies an international Journal of tourism, space and environment, vol. 1 (1), p. 18. <http://www.tandfonline.com> (accessed 31.05.2012.)

¹⁵ Turkelj, Ž. op. cit., pp. 30- 31.

¹⁶ Kang, S. K. Lee, C. K. Yoon, Y.S. Long, P.T. Resident perception of the impact of limited stakes community based casino gaming in nature gaming communities, Tourism Management, vol. 29 (4.), pp. 681-94, accessed in Doohyun, H. Stewart, W. P. Ko. D. (2012.) Community behavior and sustainable rural tourism development, Journal of travel research, vol. 51 (328.), p. 382. <http://jtr.sagepub.com/content/51/3/328> (accessed 15.06.2012.)

¹⁷ Pigram, J. Outdoor Recreation and resource management, London, Croom and Helm, accessed in Pigram J. Wahab, S. (1997.) Sustainable tourism in changing word, Tourism development and growth, Routledge, London, p. 19.

¹⁸ Neto, F. (2003.) A new approach to sustainable tourim moving beyond environmental protection, Natural resources forum 27, p. 216.

¹⁹ Vukonić, B. Keča, K. op. cit., pp.82-88.

ties study how best to develop these cultural sites while protecting and preserving them for the long term.²⁰ World heritage sites include many of the outstanding attractions and monuments of the past. They require management that preserves them for future generations and at the same time, makes them accessible to the public.²¹ The World Tourism Organization also indicated that accelerated and the massive growth in tourism has fundamental implications. It means that tourism resources in urban centre, especially cultural sites, monuments and museums are becoming heavily congested. Aware of dangers of mass and unplanned tourism, as well as opportunities for the more human type of cultural encounter between local host and guests, tourism authorities, local communities, and the tourism private sector have to work closely together and apply the principle of sustainability in the planning and management of tourism. A balance must be achieved between tourism development on one hand and cultural preservation on the other. Achieving this balance is a challenge.²²

Sustainable tourism began life in part as a negative and reactive concept in response to the many issues that tourism had begun to create in the 1970s, issues ranging from environmental damage to serious impacts on society and traditional cultures.²³ In the wake of the World Commission on the Environment and Development Report, Our Common Future tourism research has responded to the popularization of the concept of sustainable development.²⁴ Since the Rio Earth Summit, sustainability has become the central issue in tourism development policies. The Rio Summit clearly meant a turning point in the level of awareness about sustainable practices in tourism among governments and major groups.²⁵ Sustainable tourism development is "management of all resources in such a way as to satisfy the economic, social and aesthetic needs, and ensuring the preservation of cultural integrity, ecological processes, biological diversity, and meet basic human needs".²⁶ In 1996, the World Tourism Organization,

the Earth Council and the World Travel & Tourism Council, representing large multinational tourism and travel companies, joined together to launch an action plan entitled „Agenda 21 for the Travel & Tourism Industry: Towards Environmentally Sustainable Development“ a sectoral sustainable development programme based on the Rio Earth Summit results.²⁷ Fundamental principle of all sustainable tourism development policies is that the natural, social and cultural resources upon which tourism depends should be protected.²⁸ Sustainable tourism as "all forms of tourism development, management and activities that provide long life and cultural activities that will preserve for future use all inherited resources (natural, cultural or built) which allow further development of tourism."²⁹ To be sustainable tourism should make optional use of the environmental resources, respect the socio-cultural authenticity of host communities, conserve their built and living cultural heritage and ensure viable, long term economic operations providing socio-economic benefits to all stakeholders.³⁰ Sustainability is a positive approach intended to reduce the tensions and friction created by the complex interactions between the tourism industry, tourists, the environment and the host communities so that the long term capacity and quality of both natural and human resources can be maintained.³¹

Many authors have proposed that sustainable tourism (alternatively green tourism and ecotourism) be developed to address the social, environmental, and economic issues associated with the tourism industry.³² Sustainable tourism is tourism that is developed and maintained in a manner and at such a scale, that it remains economically viable over an indefinite period and does not undermine the physical and human environment that sustains and nurtures it.³² Sustainable tourism can be viewed as "a process which allows development to take place without degrading or depleting the resources . . . so that they remain able to support future as well as current generations".³⁴ Visions of sustainable development (and sustainable tour-

²⁰ World tourism organization, (2001.) Cultural heritage and tourism development a report on the international conference on cultural tourism, Madrid, p. 38. <http://www.wtoelibrary.org> (accessed 31.05.2012.)

²¹ World tourism organization (1993.) Tourism at world heritage sites the sites managers handbook international committee on cultural tourism, Madrid, p. 7. <http://www.wtoelibrary.org> (accessed 31.05.2012.)

²² World tourism organization, op. cit. p. 5. <http://www.wtoelibrary.org> (accessed 31.05.2012.)

²³ Bramwell, B. Lane, B. (1993.) Sustainable tourism an evolving global approach, *Journal of sustainable tourism*, 1(1), 1:5, accessed in Bramwell, B. Lane, B. (2012.) Towards innovation in sustainable tourism research, *Journal of sustainable tourism*, vol. 20 (1), p. 1. <http://www.tandfonline.com> (accessed 31.05.2012.)

²⁴ World Commission on environment and development, op. cit., accessed in Harris, R. Griffin, T, Williams, P. op. cit., p. 3.

²⁵ World Tourism Organization, op. cit., p. 11. <http://wtoelibrary.org> (accessed 31.05.2012.)

²⁶ Globe 90, Tourism Canada, An action strategy for sustainable tourism development, Ottawa, p. 3., accessed in Murphy, P. E. (1998.) *Tourism and sustainable development*, Global tourism, Butterworth Heinemann, Second edition, Oxford, p.179.

²⁷ World tourism organization, op. cit., p. 24. <http://www.wtoelibrary.org> (accessed 31.05.2012.)

²⁸ Sharpley, R. (2000.) Tourism and sustainable development exploring the theoretical divide, *Journal of sustainable tourism*, vol. 8 (1), p. 12. <http://www.tandfonline.com> (accessed 31.05.2012.)

²⁹ Travis, A. S. Sustainable tourism concept and innovations in coastal areas and coastal city, *Zbornik radova međunarodnog znanstvenog skupa prema održivom razvitku turizma u Hrvatskoj*, Institut za turizam, Zagreb, accessed in Magaš, D. Smolčić, Jurdana, D. (1999.) *Metodološki aspekti određivanja prihvatnog kapaciteta turističkog područja*, *Tourism and hospitality management*, vol.5., no. 1-2, Opatija/Wien, p. 98.

³⁰ World tourism organization (2005.) Sustainable definitions of tourism conceptual definition http://www.world-tourism.org/frameset/frame_sustainable.html, accessed in Turkalj, Ž. op. cit. pp. 31-32.

³¹ Bramwell, B. Lane, B. op. cit., p. 1, accessed in Zhenhua, L. op. cit. p. 460. <http://www.tandfonline.com> (accessed 31.05.2012.)

³² Butler, R. W. (1991.) Tourism, environment and sustainable development, *Environmental conservation*, 18 (3) pp. 201-9 accessed in McCool, F. S. Moisey, R. N. Nickerson, N. P. op. cit., p. 124. <http://jtr.sagepub.com/content/40/2/124> (accessed 15.06.2012.)

³³ Harris, R. Griffin, T. Williams, P. op. cit., p. 24.

³⁴ World tourism organization (1993.) Sustainable tourism development guide for local planners, Madrid, accessed in Soteriou, E. C. Coccossis, H. (2010.), Integrating sustainability into the strategic planning of national tourism organizations, *Journal of travel research*, 49 (2) p. 191. <http://jtr.sagepub.com/content/49/2/191> (accessed 15.06.2012.)

ism) are couched in the language of „balance” finding the right balance between the need for development and the need for environmental protection.³⁵ Sustainable tourism as a tourism that: both now and in the future operate within natural capacities for the regeneration and future productivity of natural resources; recognize the contribution that people and communities, customs and lifestyles, make to the tourism experience; accept that these people must have an equitable share in the economic benefits of local people and communities in the host areas.³⁶

Sustainable tourism is defined as an alternative tourism form that improves the quality of life of the host community provides a high quality of experience for the visitors and maintains the quality of the environment on which both the host community and the visitor depend.³⁷ Sustainable tourism as „tourism which is developed and maintained in an area (community, environment) in such a manner and at such a scale that it remains viable over an infinite period and does not degrade or alter the environment (human and physical) in which it exists to such a degree that it prohibits the successful development and well being of other activities and processes“.³⁸

2.1. Urban tourism and importance of sustainability principles in urban areas

Urban tourism has emerged as a significant and distinctive field of study during the 90s. Earlier work, dating back to the 60s, was sporadic and limited in scope, much of it being carried out by geographers.³⁹ According to Law four factors have propelled cities toward tourism development: the decline of long established manufacturing activities, the need to create new economic activities or face high unemployment, the perception of tourism as the growth industry and the hope that tourism development will result in the regeneration and revitalization of urban cores.⁴⁰ Major urban areas perform important functions within the workings of the overall tourism system: for example, they are key “gateways” for both international and domestic

tourists and, as key nodes in the air transport system, act as staging posts for multi-destination trips. Many of these functions are often taken for granted and, as a consequence, the requirements for profitable and sustainable tourism development in urban areas are not well understood.⁴¹

The attractiveness of urban destinations according to Kariski lies in the “... rich variety of things to see and do in a reasonably compact, interesting, and attractive environment, rather than in any one component. It is usually the totality and the quality of the overall tourism and town centre product that is important ...”.⁴² According to Law here are some key attributes that urban areas have to possess as tourist destinations. They have naturally large populations which in turn attract visiting friends and relatives. They draw tourists to their attractions because these are often much better developed than in other types of destinations. They are easily accessible through airports and scheduled services. There is a large stock of accommodation built to serve the business traveller and finally, urban destinations appeal to a number of different tourist markets as they offer the communications, transport, services and facilities which meet tourist needs.⁴³ Urban expansion has firmly established cities as strategic centres of growth, innovation, and creativity, making it essential to ensure their sustainability in the twenty-first century.⁴⁴

Urban tourism is becoming one of the fastest growing tourism sectors in the world. The unexplored opportunities and the rising adverse effects on the local communities, however, are increasingly highlighting the importance of dealing with the sector in relation to the urban economy, environment, society, and cultural specifics.⁴⁵ This increase in attention in part reflects the growth of tourism in urban areas and its resulting associated policy issues. This tend to be of two main types. On the one hand, the growing demand from tourists, particularly in historic cities, has brought a reactive response arising from the problems of coping with increased visitation, a situation perhaps most commonly experienced in Europe.⁴⁶ On the other, many

³⁵ Harris, R. Griffin, H. Williams, P. op. cit., p. 10.

³⁶ Eber, S. ed. (1992.) Beyond the green horizon a discussion paper on principles for sustainable tourism, Goldaming, UK accessed in Butler, R. W. op. cit., p. 10. <http://www.tandfonline.com> (accessed 31.05.2012.)

³⁷ McIntry, G. (1993.) Sustainable tourism development guide for local planners, Madrid, Hwan, S. Choi, C. Sirakaya, C. (2005.) Measuring residents attitude toward sustainable tourism Development of sustainable tourism attitude scalee, Journal of travel research, vol. 43 (380), p. 381.

³⁸ Butler, R. W. op. cit., p. 18.

³⁹ Guttierrez-Ronco, S. (1977.) Localizacion Actual de la Hostelaria Manrilen a Boletin de la Real Sociedad Geografica 2:347-357, Pearce, D. G. (1981.) L espece touristique de la grand ville: elements de synthe et application a Christchurch, L espece Geographique, 10:207-213, accessed in Pearce, D. G. (2001.) An integrated framework for urban tourism research, Annals of tourism research, vol. 28. no. 4., Elsevier science Ltd, p. 126., accessed in www.elsevier.com (01.09.2012.)

⁴⁰ Law, C. M. (1993.) Urban Tourism Attracting visitors to large cities, London, Mansell accessed in Chan, T. C. (1996.) Urban heritage tourism the global local nexus, Annals of tourism research, vol. 23. no. 2., Elsevier Science Ltd, p. 286., accessed in www.elsevier.com (31.08.2012.)

⁴¹ Edwards, D. Griffin, T. Hayllar, B. (2008.) Urban tourism research: developing an agenda, Annals of tourism research, vol. 35. no. 4., pp. 1032-1052, Elsevier Ltd, p.133. accessed in www.elsevier.com (31.08.2012.)

⁴² Kariski, A. (1990.) Urban tourism a key to urban regeneration, The planner (April 6), 15-17, accessed in Pearce, G. D., op. cit., p. 927.

⁴³ Law, C. (1996.) Tourism in major cities, London: international Thompson Bussine press/Routledge, accessed in Edwards, D. Griffin, T. Hayllar, B. op. cit., p. 1033.

⁴⁴ International urban development association (2006.) Competitiveness, creativity and community: how cities and territories compete in tomorrows world, 30th urban dvelopment congress, October 8-11, Belfast, United Kingdom, accessed in Krassmira, A. P. S. (2007.) New paradigms in city tourism management: Redefining destination promotion, Journal of travel research, vol. 46. no. 108., p. 109.

⁴⁵ Ibidem., p.109.

⁴⁶ Van der Borg, J. (1998.) La gestion du tourisme dans les villes historiques, in Cazes, G. Potier, F. Eds, Le tourisme et la ville: experience Europennes, pp. 99-109, accessed in Pearce, D. op. cit. p. 927.

urban policies have recently incorporated an increasingly proactive stance towards tourism which is seen more and more as a strategic sector for urban revitalization in post industrial cities.⁴⁷ Growth in tourism demand will positively affect income and employment levels of a relevant part of the population. At the same time, increasing numbers of visitors will generate negative effects, or "costs" borne by the physical and cultural environment, the local population and the visitors themselves. A particular concern is the manner in which tourist's effect changes in host communities collective and individual value systems, behaviour, patterns, community structure, lifestyle and quality of life.⁴⁸ Urban tourism now is being increasingly seen as a means of developing competitive urban destinations, in the context of improving the attractiveness and functioning of places and regions as visiting areas through a sustainable process, not just economically and ecologically, but socially, culturally, and politically as well.⁴⁹

Urban areas have always attracted visitors, but in the recent years tourism to cities has increased and the visitors economy has become more important to them.⁵⁰ Development of tourism in cities can bring to the city a lots of positive things (economic benefits, employment), but on the other hand arrivals of tourists, especially in large numbers, can create negative effects. Authors Girard and Nijkamp indicated that negative sides of the presence of tourists, especially in large numbers may have adverse effects on the local quality of life, to the point of possibly destroying the social and cultural uniqueness of locations.⁵¹

2.2. Dubrovnik as an example of urban tourism area

Dubrovnik is destination in which urban tourism is developed. Tourists' arrivals, overnights and environment protection in Dubrovnik Neretva County are shown below. More than 1.922.104 overnights in Dubrovnik Neretva County are realized in August. 1.174.168 of the overnights are realised in July in Dubrovnik Neretva County.⁵² Most of those overnights are realized in the city of Dubrovnik. From this date we can see that more than 50% of the total overnights (in 2010.) are realized in just two months during the high season in Dubrovnik. Tourist season in Dubrovnik last from June until October, and most of the overnights and arrivals in this county is realized in that period of time. Large numbers of tourists in such short period of time can create negative effect on environment, biodiversity, and

what is the most important can have negative impact on destination.⁵³ Furthermore investments in environment protection are very low. We invest in environment protection 9.026.000 HRK which is only 0,39 % of the total investments in environment in Croatia.⁵⁴ From this date we can conclude that investments in environment protection in this county are very low especially when we know that this destination depends only on tourism development. In the future we have to invest more in environment protection so we can prevent possible negative effects on environment which tourism depends. All this data can show us that we have to develop tourism in this destination in accordance with the principles of sustainable development so we can avoid negative impacts on the destination.

3. DATA AND METHODOLOGY

In order to present the importance of applying the principles of sustainable tourism development in urban areas and determine the negative effects of uncontrolled and intensive tourism development in urban areas that are not based on the principles of sustainable development, an analysis was carried out, where primary data was collected and compiled alongside the collection of secondary data. In order to identify the key subjects that will have the impact for the application of the concept of sustainable development, empirical research was carried out using a sample survey taken from among 150 randomly-chosen local residents in Dubrovnik. The research was conducted within the cooperation between University of Dubrovnik and „Deša“ association with aim to determined necessities and features for customization local centres of sustainable development in Dubrovnik Neretva County. The research was carried out from June 1st to September 1st, 2010. In total, 185 questionnaires were distributed among residents of Dubrovnik out of which 150 were correctly filled.

The data obtained from the survey were analyzed using different analytical tools, including methods of analysis and synthesis, inductive and deductive methods, method of generalization and specialization, and different statistical methods. A survey was made for the purpose of emphasizing the role and importance of implementation the principles of the sustainable tourism development especially in the urban tourism areas. The aim of the research was to create operational guidelines for the destination tourism managers for applying the concept of sustainable

⁴⁷ Jansen-Verbeke, M. C. Lievois, E. (1999.) Analysing heritage resources for urban tourism in European cities, In Pearce, D. G. Butler, R. W. eds, Contemporary issues in tourism development, London, Routledge, pp. 81-107, accessed in Pearce, D. G. op. cit. p. 927.

⁴⁸ Jansen-Verbeke, M. C. Lievois, E. (1999.) Analysing heritage resources for urban tourism in European cities, In Pearce, D. G. Butler, R. W. eds, Contemporary issues in tourism development, London, Routledge, pp. 81-107, accessed in Pearce, D. G. op. cit. p. 927.

⁴⁹ Edwards, D. Griffin, T. Hayllar, B. op. cit., p. 1037.

⁵⁰ Crouch, G. Ritchie, J. R. B. (1999.), Tourism, Competitiveness and societal prosperity, Journal of business research, 44:137-152, Ritchie, B. Crouch G. (2000.) The competitive destination: a sustainability perspective, Tourism Management, 21 (1); 1-7, accessed in Krassmira, A. P. S. op. cit., p.109.

⁵¹ Law, C. M. (2002.) Urban tourism the visitor economy and the growth of larges cities, Cengage Learning, p. 13.

⁵² Girard, L. F. Nijkamp, P. (2009.) Cultural tourism and local sustainable development, Ashgate Publishing Ltd, London, p. 13.

⁵³ www.dzs.hr (27.11.2011.)

⁵⁴ www.dzs.hr (27.11.2011.)

⁵⁴ www.dzs.hr (27.11.2011.)

development in urban areas. As dependent variable was measured on ordinal scale Kruskal-Wallis test was used. All statistical analyses were made using an SPSS package version 17.0.

The goals of the research aimed to prove or reject the following hypotheses:

H1: The major role in the application of the concept of sustainable development in urban tourism areas has regional and local autonomy and local tourist board

H2: Regional and local autonomy need to participate the most in application of the concept of sustainable development in domain of optimal resources use, cultural heritage conservation and environmental protection.

4. RESULTS

The table below shows results of descriptive statistical analysis of frequencies.

Table 1. Respodent profile

Demographic characteristics		Frequency	Percentage (%)
Age	18-39	83	55,3
	40-69	62	41,3
	70 and over	5	3,4
Gender	Male	87	58
	Female	63	42
Education	High school and less	84	56
	College	60	40
	Post-graduate school	6	4
Occupacy	Unemployed	18	12
	Farmer	0	0
	Private undertaking	13	8,7
	Employed in public sector	45	30
	Employed in private sector	55	36,6
	Manager	7	4,7
	Rest	12	8

Source: Authors research

H1: The major role in the application of the concept of sustainable development in urban tourism areas has regional and local autonomy and local tourist board

Table 2. The role in the application of the concept of sustainable development in urban tourism areas

Type of stakeholder	Yes	No	Partly
Government	82	2,7	15,3
Regional and local autonomy and local tourist board	90,7	38	51,47
	2,7	115	
	6,7		
Economic operators	84,7	5,3	10

Respondents considered that all quoted stakeholders have the huge role in application of sustainable development concept in Dubrovnik as urban area, but their attitude is that the major impact has regional and local autonomy and local tourist board.

H2: Regional and local autonomy need to participate the most in application of the concept of sustainable development in domain of optimal resources use, cultural heritage conservation and environmental protection.

Table 3. Ranks

	Optimal use of resources	N	Mean Rank
Regional and local autonomy and local tourist board	Strongly disagree	2	91,0
	Disagree	3	42,50
	Neither agree nor disagree	35	67,69
	Agree	67	70,19
	Strongly agree	42	90,33
	Total	149	

Results of the Kruskal Wallis test are:

- Chi-Square = 11,223
- Df = 4
- Asymp. Sig. = ,024

Table 4. Ranks

	Cultural heritage conservation	N	Mean Rank
Regional and local autonomy and local tourist board	Strongly disagree	1	123,50
	Disagree	1	10,50
	Neither agree nor disagree	16	55,69
	Agree	55	72,87
	Strongly agree	76	80,82
	Total	149	

Results of the Kruskal Wallis test are:

- Chi-Square = 10,113
- Df = 4
- Asymp. Sig. = ,039

Table 5. Ranks

	Environmental protection	N	Mean Rank
Regional and local autonomy and local tourist board	Strongly disagree	1	123,50
	Neither agree nor disagree	12	51,92
	Agree	51	70,18
	Strongly agree	85	80,58
	Total	149	
		1	123,50

Results of the Kruskal Wallis test are:

- Chi-Square = 8,316
- Df = 3
- Asymp. Sig. = ,040

Data review showed in Tables 3, 4 and 5, as the results of Kruskal Wallis test, confirm the second hypothesis that regional and local autonomy need to participate the most in application of the concept of sustainable development in domain of optimal resources use, cultural heritage conservation and environmental protection.

5. CONCLUSION

Urban tourism areas are facing increasing pressure on their natural, cultural and socio-economic environments as a result of the rapid expansion of the tourism. Implementation of sustainable development principles refers to achieving the right balance between social, economic and environmental goals. Uncontrolled tourism development ultimately degrades the attractive natural and cultural features of the place and thus can neither sustain the basic resources on it which relies, not rely on itself as an industry in the long term, although tourism can bring many economic benefits for many countries, regions and local communities. Sustainability is a positive approach intended to reduce the tensions and friction created by the complex interactions between the tourism, tourists, the environment and the host communities so that the long term capacity and quality of both natural and human resources can be maintained. The need to create new economic activities, the perception of tourism as the growth industry had induced urban areas toward the tourism development. Major urban areas perform important functions within the workings of the overall tourism system. Therefore this paper analyzed positive effects of the implication of the sus-

tainable principles in the urban areas with the example of Dubrovnik. Research attempted to determine the community awareness about the need for implementation of the sustainable principles in the urban areas. Results showed that all quoted stakeholders have the huge role in application of sustainable development concept in Dubrovnik as urban area, but their attitude is that the major impact have only regional and local autonomy and local tourist board and also that regional and local autonomy need to participate the most in application of the concept of sustainable development in domain of optimal resources use, cultural heritage conservation and environmental protection. All above mentioned indicate that implementation of the sustainable principles of the development in the urban areas such is Dubrovnik is at the same beginning. Only by raising the general level of the importance of the sustainable education of the whole community, not only of the regional and local autonomy and local tourist board, it is possible to get benefits of the tourism development for the long term. According this research it is evident that now is created completely incorrect vision of the sustainable development.

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