

HOW DOES TOURISM AFFECT THE RESIDENTS' LIFE? THE CASE FROM ZADAR (CROATIA)

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Abstract

Purpose – The growth of tourism in recent years has led to overtourism, which is present in many Mediterranean destinations. Coastal destinations are usually dealing with the consequences of seasonality and mass tourism during the summer season. Consequently, they have problems with their carrying capacity and various negative impacts of tourism. The well-being and quality of life of the local community depends on these impacts. According to this, the aim of this paper was to determine the attitudes of residents on the impact of tourism on their life in Zadar. The town of Zadar is a developed Mediterranean destination and the typical travel motive among tourists is the sea and the sun. It records continuous growth in tourist arrivals. Therefore, the purpose of the research was to examine how does tourism affect the residents' life.

Methodology – The research was conducted in 2022 on a sample of 821 inhabitants of the town of Zadar. The questionnaire included demographic characteristics and attitudes related to their satisfaction with the tourism development and the impact of tourism on the residents' life.

Findings – The research results showed that the residents are relatively satisfied with tourism activities in the town of Zadar. Despite the positive, primarily economic impacts of tourism, it is evident that there are also negative ones, including crowds, traffic, price increases, etc. Accordingly, residents support certain measures aimed at relieving the pressure of tourism in the town.

Contribution – The results of this research indicate the increasing problems of overtourism faced by coastal destinations. These results should serve as one of the indicators for measurement and monitoring of tourism development. It is necessary to include them in the destination management of the town Zadar.

Keywords: quality of life, impacts of tourism, residents, sustainable tourism, Croatia.

INTRODUCTION

Cities have become innovative, economic, cultural and political centers that generate global socio-economic development. According to the UN-Habitat (2022) more than 50% of the whole global population lives in the cities. They attract capital and people searching for a better quality of life. Cities have also been recognized as tourism destinations, and depending on their characteristics, there are different types of urban destinations. Thus, Page and Hall (2003) distinguish historical, cultural, business, sports, night, shopping and tourist cities, while Spirou (2011) lists only three basic types of tourist city destinations: urban settlements, tourist-historical cities and repurposed cities. Nevertheless, urban tourism has become more and more interesting in recent years, and its development has been increased due to the better transport connections, the development of tertiary and quaternary services intended for tourism, the availability of attractions and other tourist facilities, efficient public transport that enables quick

consumption of tourist facilities, tourist trends related to city breaks, etc. (Klarin 2018a). In addition to these factors, UNWTO and WTCF (2018) also add the existence of sustainable development and management policy, long-term vision and strategic planning, high investment in tourism and cultural heritage, investment in authenticity, special products and events and technology. According to the same source, the volume of tourism demand for urban destinations has increased by approximately 50% worldwide in the last decade, and many cities' tourist arrivals exceed the local population by two or three times.

Although urban tourism should enable the socio-economic development of cities and the well-being of local communities, overtourism is increasingly occurring in cities and results with various visible negative impacts. Therefore, UNWTO (2018) states that tourism cannot only focus on the number and behavior of tourists, but it should be focused on local stakeholders and understanding of residents' attitudes towards tourism and engaging communities. Despite the positive impacts, authors also indicated some negative impacts related to tourism activities in destinations, such as pollution, crowds, traffic problems, price increases, etc., which influenced residents' quality of life (Andereck et al. 2005; Nunkoo et al. 2013; Almeida-García et al. 2015). The intensity of impacts depends on the level of destination's tourism development, the economic dependence of the local community on tourism, the type of destination and the profile of tourists, etc. (Almeida-García et al. 2015). In this context, the aim of this paper was to investigate the attitudes of residents towards the impact of tourism on their life in the town of Zadar. Therefore, the fundamental research question is how tourism in the town of Zadar affects the residents' life. In other words, this paper questions the existing assumptions of the impacts of tourism, in terms of reaching the carrying capacity of a developed tourism destination, such as the town of Zadar. Accordingly, a literature review on the quality of life and impacts of tourism in a destination is given in the first part of the paper. Through the methodology and results, empirical research is presented in the second part of the paper. The town of Zadar was taken as a case study. Based on the research results recommendations were given in the conclusion of this paper.

1. SUSTAINABILITY AND QUALITY OF LIFE IN THE CITIES

The challenges of sustainable urban development are related to the impacts of urbanization and industrialization. Effective spatial planning, resource and traffic management, environmental protection and preservation, waste management, poverty reduction, ensuring social and health care are just some of the key issues (Klarin 2018b). Accordingly, making cities and human settlements inclusive, safe, resilient and sustainable is one of the Sustainable Development Goals (SDGs) (UNDESA 2023). Sustainable urban development implies the process of integration and joint development of the economic, social and ecological sub-system of the town, which guarantees the level of well-being of the local community in the long term, without jeopardizing the possibility of development of the surrounding areas and biodiversity (Camagni 1998). The sustainability of cities also depends on the form of the town, construction and the behavioural patterns of its inhabitants (Coppola et al. 2014), but also on the local government development policy (Barbosa et al. 2014; Doust 2014). Mostafavi et al. (2014) point out that the realization of sustainable urban development depends on

efficient urban metabolism – regulation of material, water, energy and waste flows in urban areas. Additionally, food flows, health, housing, employment, education, etc., are important factors of urban metabolism that affect the overall quality of life (Kennedy et al. 2007). Martino (2009) also points out that cities should take into account the limits of carrying capacity by adapting the conditions of nature and developing a system of reusing resources. However, despite the goals of sustainable urban development, Keivani (2009) warns that cities are increasingly struggling with social, ecological and economic problems. Thus, due to the loss of industry, many cities reoriented themselves towards the culture and tourism, special services, knowledge and innovation, which at the same time led to a change in the structure of employment, financing of local self-government, infrastructure and city services.

Sustainability in cities is focused on the quality of life and well-being of the local community. These terms are often used in the same context, however there are some differences. Although Quality of Life (QoL) relates to physical, mental, social and functional health (Cai et al. 2021), it makes a conceptual umbrella and includes well-being (Martinez et al. 2021). According to OECD (2022), QoL is the „notion of human welfare (well-being) measured by social indicators rather than by “quantitative” measures of income and production”. Better Life Index given by OECD (2023) and Eurostat (2021) provide indicators for measuring and monitoring the QoL: 1) Material living conditions; 2) Productive or main activity; 3) Health; 4) Education; 5) Leisure; 6) Social interactions; 7) Economic security and physical safety; 8) Governance and basic rights; 9) Natural and living environment; 10) Overall experience of life or life satisfaction. Well-being is a state of being happy and satisfied, and includes emotional, physical, social, workplace and societal well-being (Klarin 2022). The process of achieving quality of life and meeting key life needs, such as housing, food, water, health, work, education, etc., should lead to the achievement of well-being. Therefore, the components of QoL have influence on the personal well-being.

2. RESIDENTS' ATTITUDES TOWARDS THE IMPACTS OF TOURISM

In the pre-Covid period, approximately ten percent of all global tourist arrivals were made in only ten cities (UNWTO 2021; Global Destination Index 2019) and therefore the question of overtourism in cities is very often raised. Bouchon and Rauscher (2019, 611) created a typology of urban overtourism, according to the perceived impact on urban experience and the perceived feeling of overtourism. This typology primarily relates to the relationship between the local population of the cities and its tourists. According to this, there are four types of cities: tourism integrated cities, tourism segregated cities, tourism emerging cities and dysfunctional tourism cities. It is important to mention that the attitudes of the residents often differ depending on the stage of development of the destination (Diedrich and García-Buades 2009), but also on a whole series of other socioeconomic factors. Although the local population is aware of the negative effects of tourism, they do not want to give up tourism development because of the positive ones (Tovar and Lockwood 2008; Almeida-García et al. 2016; Sinclair-Maragh et al 2015), and often the local population that is directly involved in tourism has a more positive perception of tourism (Andereck et al. 2005).

Galdini (2007, 98) indicates that the impact of tourism can be categorized into seven categories: "economic, environmental, social and cultural, crowding and congestion, services, taxes, community attitude". Whereas Sinclair-Maragh et al. (2015) divided the local population into four groups in accordance with the expressed attitudes on the impact of tourism development on the destination in all its elements. The first group are those who are relative to the environmental impacts and the availability of infrastructural facilities, the second group, the community focused group, directed its concerns on the socio-cultural impacts of tourism on the destination. The third group considers both previously defined impacts, so they called it the community-public service and environment focused group. The last group is called the inconsequential group, and it has no particular concerns about the impact of tourism development on the destination.

Researchers agree that the impact of tourism on a destination can be both negative and positive at the same time (Ko and Stewart 2002; Almeida-García et al. 2016). The local population sees especially the economic effects as the positive ones (Andereck and Nyaupane 2011), but they also perceive the impact of tourism on the preservation of heritage and encouraging cultural events in tourist destinations (Liu and Var 1986; Gilbert and Clark 1997). But tourism has also some negative economic impacts, which Fleming and Toepper (1990) divide into direct ones (such as direct expenditures for tourist promotion, construction and maintenance of facilities and services related to tourism) and indirect ones (ecological and social negative costs of tourism, and opportunity costs). Negative economic impacts are also seen by residents in inflationary effects, business seasonality and off-season unemployment (Liu and Var 1986; Kumar et al. 2015).

A series of studies show negative impacts on the local community and its culture (Almeida García et al. 2015; Du Cros and McKercher 2015; Zhuang et al. 2019), which can be seen in the increase of deviant behaviors in destinations (crime, prostitution, use of drugs and other deviant behaviors) (Cohen 1988; Tosun 2002; Charag et al. 2020). One of the negative impacts of tourism in the recent years is its impact on the spread of the Covid-19 pandemic in the early stages of the spread of the virus (Hoarau 2022). The local population also recognizes negative impacts of tourism on the ecological system, such as air pollution, water pollution and excessive use of water, destruction of natural habitats, hunt of animal species, degradation of areas, excessive construction of new buildings and apartments for tourism purposes, noise, etc. (Andereck et al. 2005; Frent 2016). Andereck et al. (2005) note that a number of studies show the local population's concern about traffic congestion, the lack of parking places, and the increase of waste generated as a result of tourist movements.

3. RESERCH METHODOLOGY – A CASE OF THE TOWN OF ZADAR

The town of Zadar is located in the center of Adriatic coast. It is the administrative and tourist center of Zadar County. Zadar County and the town of Zadar are developed tourism destinations rich with various natural and cultural heritage. The town of Zadar possesses a significant cultural heritage, especially in its old historical center which is situated on the peninsula (Travirka 2003). It is visible through the preserved urban planning of the town and the remains of the Roman, Venetian and Austro-Hungarian

empires, but it is also enriched with modern attractions (Krcce Miočić et al. 2016). A part of the town's cultural heritage has been inscribed on the UNESCO World Heritage List. Very attractive protected natural areas are located nearby, among which some national parks are protected by UNESCO. The diversity of attractions makes the basis for attracting different segments of tourists. However, Zadar is a typical Mediterranean destination where tourists mostly come because of the sun and sea motives (Vidić et al. 2019). Accordingly, most of the tourist arrivals is achieved from June to August, with significant seasonality. Zadar is well connected in terms of transport, and tourists mostly arrive by road. In past years there has been an increase of tourist arrivals by airplanes, as Zadar airport is well connected with many European destinations by low-cost carriers (LCCs). These connections contribute to the attraction of off-season tourists, who are not necessarily attracted by the sun and sea. So, although tourism in Zadar is still seasonal, the connection with other cities by LCCs has led to an extension of the season towards May and September. In the off-season period there is also a significant number of cultural tourists visiting Zadar individually, or in groups as a part of cultural tours through Dalmatia. However, it seems tourists are not so much motivated by the cultural heritage when visiting Zadar (Gluvačević 2016; Krcce Miočić et al. 2023). Considering the spatial scope and development of tourist capacities, the town of Zadar achieves a relatively large share in the tourist flows of Zadar County. According to data of Zadar Tourist Board (2023), in 2022 Zadar achieved 520,000 tourist arrivals and 2,021,000 overnights, or almost 35% of all tourist arrivals and 21% of all overnights in Zadar County. In the period from 2013 to 2022 tourist arrivals and overnights were growing annually at an average rate of 5%. The accommodation capacities were also growing, so in the town of Zadar there were 33,517 beds in 2022, or 247% more than in 2013. The majority of beds are part of the private accommodation, almost 50%. Tourism density, intensity and functionality in average were very high in 2022 – 82,854 overnights/km², 30 overnights/inhabitant, 1,341 beds/km² and 0.48 beds/inhabitant. In the summer season (June-August) these numbers are significantly higher (for example in 2019 in Zadar County the seasonality index was 5.7 and concentration index 1.7). The dependence on tourism is also significant, more than 20% of the GDP is contributed by tourism. Such distribution is common in Mediterranean countries (Drakakis 2022; Lagarias et al. 2022), because it is conditioned by the attractive power of facilities in the centers and the sun and sea resources of coastal destinations. According to all the above stated, a certain pressure of tourism in the town of Zadar is noticeable, as well as possible issues related to saturation and overtourism in its area. Considering that there have been no past surveys, apart from those made within the framework of tourism development plans (Matassi et al. 2013; Krcce Miočić et al. 2016), the reconnaissance research was conducted with the aim of determining the attitudes of residents on the impact of tourism in the town of Zadar.

For this purpose, a survey was conducted among people over the age of 18 living in the town of Zadar. The research was conducted from November to December 2022 through the structured questionnaire with the presence of an interviewer. It was estimated that this is the most favorable period for a research conduct, because in this period the residents are less affected by tourism and due to this fact, their answers will be more objective. On the frequent places in town residents were randomly asked to participate in the research, however, they were not so interested. This directly affected the structure of the sample and the demographic characteristics of the respondents, especially as the

younger population was keener to participate in surveys compared to the older population. The length of the questionnaire and specific theme of the research also possibly influenced the interest for the participation in the research. The questionnaire consisted of sixteen questions. In this paper only one part of the research results was presented. This is related to the respondents' demographic characteristics, their attitudes regarding the impacts of tourism on their life and the life of the local community in Zadar in general, evaluation of their behavior during the summer season, their attitudes on proposals for relieving the pressure of tourism in the town of Zadar, as well as their satisfaction with Zadar as a tourism destination.

In the literature, it is possible to find a significant number of studies analysing residents' attitudes towards tourism (Andereck et al. 2005; Nunkoo et al. 2013; Almeida-García et al. 2015; Du Cros and McKercher 2015; Zhuang et al. 2019). Papers also argument positive and negative impact of tourism in the local community (Cohen 1988; Tosun 2002; Choi and Sirakaya 2006; Galdini 2007; Tovar and Lockwood 2008; Choi and Murray 2010; Nunkoo and Ramkissoon 2010; Andereck and Nyaupane 2011; Sinclair-Maragh et al. 2015; Almeida-García et al. 2016; Bouchon and Rauscher 2019; Klarin et al. 2019; Charag et al. 2020). This literature served as a background in creating the questionnaire and questions with different items related to the impact of tourism. Attitudes were assessed using a Likert type scale from 1 to 5 (1 as minimum and 5 as maximum). This kind of scale is familiar to the residents, considering it is in use as a system of grades in formal education. The data were processed by Microsoft Excel and interpreted by using basic descriptive statistics (graphs and tables).

4. RESERCH RESULTS

A total of 821 respondents participated in the research and only fully completed questionnaires were processed. Respondents who did not give an evaluation, nor expressed their attitude, were excluded from the analyze. The research tried to cover all gender and age groups. Demographic characteristics of the sample are presented in Table 1.

Table 1: **Demographic characteristic of respondents**

Demographic characteristics		Share (%)
Gender	Male	65
	Female	35
Age	18-25	37
	26-35	20
	36-45	16
	46-55	14
	56-65	9
	> 66	3

Table 1 (continued)

Demographic characteristics		Share (%)
The highest level of education obtained	High school, grammar school	47
	Higher vocational education	21
	College education	12
	Master's and PhD	10
	Bachelor's degree	10
	Elementary School	1
Employment status	Employed in the public sector	33
	Student	30
	Employed in the private sector	23
	An entrepreneur	8
	A pensioner	5
	Unemployed	4
	Pupil	2
	Housewife	2
Current involvement in tourism	No	56
	Yes	44

Source: authors' elaboration

An increased share of students and, accordingly, a relatively high share of the younger population and students up to 25 years of age is represented in the sample, which represents a limitation of the research. However, in the town of Zadar students make around 6% of the population, as well as a very important part of the labour force in tourism during the summer season. As they live in the town during the whole year, they can be counted as locals and their attitudes are also important. On the other side, it would be interesting to analyse attitudes without student population in the sample, considering the fact that they are young and less experienced, so they could have different perspective than the older and permanent residents (Almeida-García et al. 2015). In accordance with a high dependence of Zadar's economy on tourist activities, a high proportion of respondents are involved in tourism. In the town of Zadar, there is a high share of private accommodation, the rental of which most often serves as an additional source of income of the residents. So, 18% of the respondents has a basic income generated from tourism activities, while 36% of them generate an additional income from tourism activities.

The respondents expressed their attitudes on the positive impacts of tourism in the town of Zadar and how tourism affects certain elements of life. Attitudes were assessed using a scale from 1 to 5 (with meaning "1 – It does not affect at all" to "5 – It fully affects"). All ratings are seen in the graph below.

Graph 1: Residents' attitudes on the positive impacts of tourism in the town of Zadar



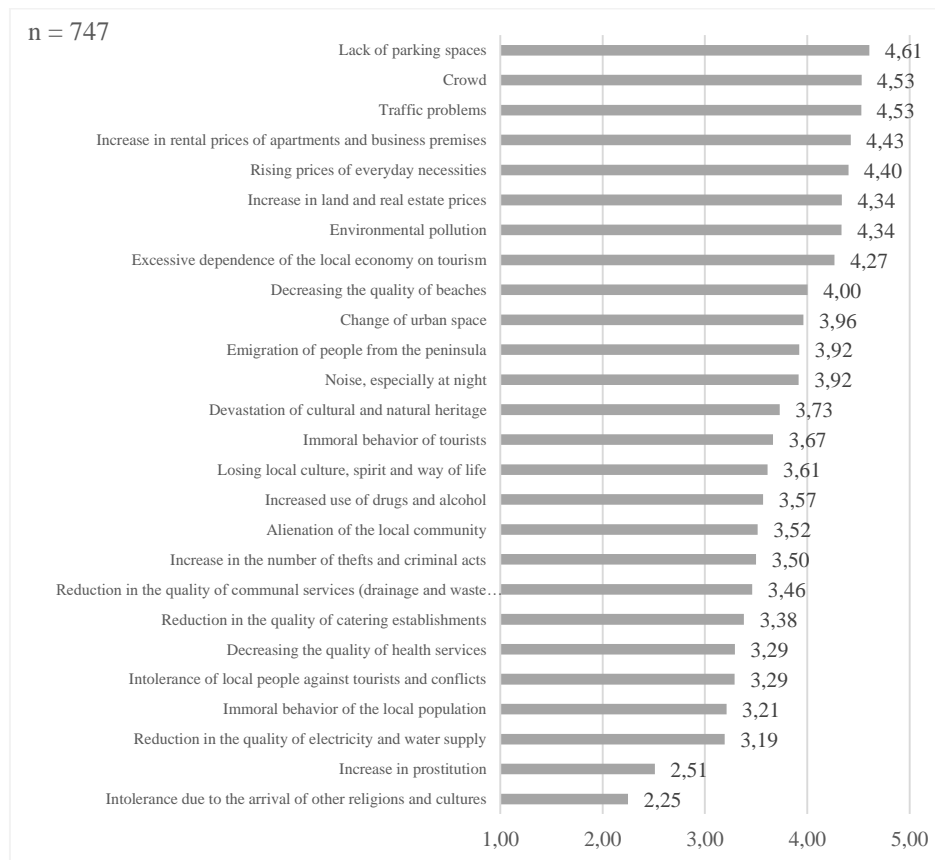
Source: authors' elaboration

The respondents rated the economic impacts as positive tourism impacts with the highest ratings, such as the increase in consumption and the increase of employment. Economic impacts in a destination are often seen as positive, especially in small communities depending on tourism (Andereck et al. 2005; Nunkoo and Ramkissoon 2010; Almeida-García et al. 2016). The improvement of cultural and entertainment offer was only positive cultural impact of tourism, while other elements show degradation of the culture, which was evidenced also in other studies (Almeida García et al. 2015; Du Cros and McKercher 2015). A very interesting result is the one where residents rate the protection of urban spaces and a better maintenance of public spaces and infrastructure with the worst ratings. Observing the development of Zadar in the past decade, the renovation of the urban core of the town and the protection of the area in the form of UNESCO protection of the town's defensive ramparts, restoration of palaces, etc. are visible. Therefore, it can be concluded that this low rating is probably the result of dissatisfaction with the urban development of the wider area of the town, which shows a poor level of urban planning and a high level of degradation of the space, that derives from overconstruction (Harrill 2004; Irazábal 2018).

The residents also evaluated negative impacts and problems related to tourism. As before, attitudes were assessed using a scale from 1 to 5 (with meaning "1 – It does not affect at all" to "5 – It fully affects"). It showed that the traffic issues within the destination have the strongest negative impacts of tourism, namely crowds and problems in traffic. These problems are typical problems of developed destinations, both urban and coastal destinations (Nunkoo et al. 2013; Almeida-García et al. 2015). It is necessary to

notice that in average almost 10% of all respondents in the sample did not answer or did not express their attitude on the negative impacts. These findings are interesting for some future research. Other attitudes on the negative impacts of tourism are seen in the Graph 2.

Graph 2: Residents' attitudes on the negative impacts of tourism in the town of Zadar



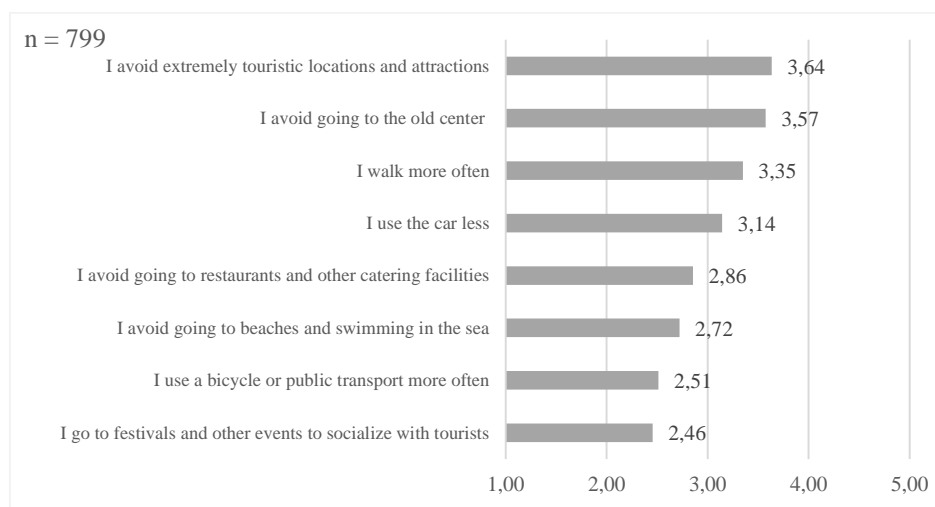
Source: authors' elaboration

The next group of highly rated negative effects are those related to the increase in prices of housing, land and daily necessities. At the same time, with the lowest ratings (below 3 on a scale of 1 to 5), they rated intolerance towards other religions and cultures and the increase in prostitution concerning negative effects. Although such problems often exist in many destinations (Cohen 1988; Tosun 2002; Charag et al. 2020), it seems residents of Zadar do not see them yet. The change of urban space, which was evaluated with the worst positive impacts, is in the upper half of the highly rated negative impacts. From this, it can be concluded that the residents evaluate negative degradation of the space more than other changes taking place in the space. Overconstruction made under the influence of mass and uncontrolled tourism is one of the major problems of tourism

development, considering the space could be irretrievably taken (Harrill 2004; Irazábal 2018).

Due to the negative impacts of tourism, it can be assumed that the residents change their behavior patterns during the summer season, however, not to a great extent. Residents expressed their level of agreement with certain behaviors related to tourism activities in the town of Zadar on a scale from “1 – Strongly disagree” to “5 – Strongly agree” (Graph 3).

Graph 3: Residents' behavior during the summer season in the town of Zadar

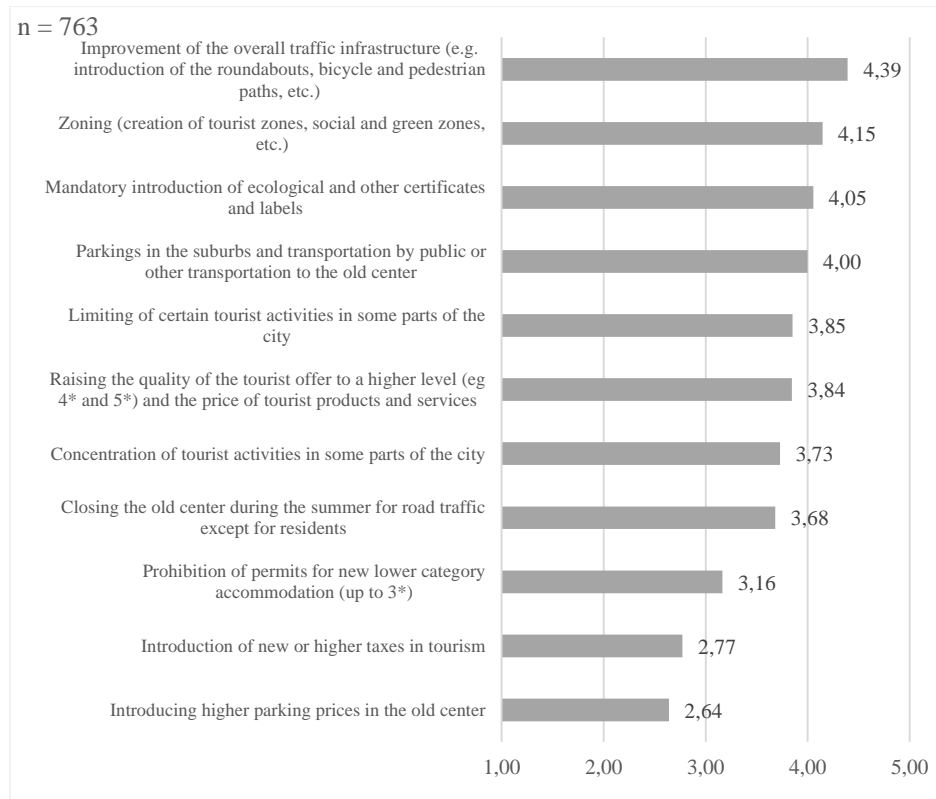


Source: authors' elaboration

It is visible that in accordance with the negative impacts of tourism, especially the spatial ones with the highest negative ratings, the residents avoid places with high concentrations of tourists and use less public transport during the summer season in Zadar. However, these changes in the behavior of the residents were not evaluated extremely significant, primarily because there is a relatively high proportion (13.5 - 41.5% of respondents depending on the observed change) of those who did not change their behavior during the season. These results could also be related to the great share of young residents in the sample. Tourism influences on the change of residents' behavior, seen as changes in their usual clothing style, personality changes, broadening language, shifting interests, etc. (ZhiFei et al. 2018).

Finally, some proposals for relieving the pressure of tourism in the town of Zadar were given in the questionnaire. In general, it is evident that the residents support the measures proposed. Residents again expressed their agreement with proposed measures on the scale from “1 – Strongly disagree” to “5 – Strongly agree”. The level of agreement is presented in the Graph 4.

Graph 4: Residents' attitudes on proposals for relieving the pressure of tourism in the town of Zadar



Source: authors' elaboration

As a solution to ease the pressure of tourism in Zadar, residents recognize as the most important ones, the improvement of the overall traffic infrastructure, which would consist of, for example, replacing traffic lights with roundabouts, arrangement of bicycle and pedestrian paths, smart traffic solutions, etc. In this way, negative impacts rated as the highest ratings would be reduced. Then, zoning, mandatory environmental certification and the construction of a transport system that includes parking lots on the outskirts of the town and the creation of a high-quality public transport system were rated as good measures to reduce pressure on the destination. It is interesting that the lowest ratings, with a high proportion of those who think that such measures would not reduce pressure on the destination, indicate an increase in parking prices in the town center (rating 2.64, 36.4% of respondents think that this measure would not have an effect), and the introduction of higher taxes in tourism (rating 2.77, 24.2% think that this measure would have no effect). These results perhaps relate to an extremely high proportion of respondents who generate the income from tourism, and the introduction of such a tax would directly affect them. The same attitude has been shown regarding the increase in the price of parking in the inner-town center which would also affect their costs of going to urban centers by car. Therefore, tourism pressure in destinations can be relieved by

space and infrastructure planning, zoning and restriction of certain tourism activities (Harrill 2004; Irazábal 2018).

Finally, residents expressed their satisfaction with Zadar as a tourism destination (on a scale from “1 – Completely dissatisfied” to “5 – Completely satisfied; n = 779). In general, they are rather satisfied (3.68) and less satisfied with what the town gets from tourism (3.59). However, they are not so satisfied with the work of local authorities in the function of tourism (2.64), with entrepreneurs in tourism (3.19), and related to this, with the utilization of the town’s tourist potential (2.92). It also seems that the residents are quite cautious when talking about their satisfaction regarding the direction of tourism development, therefore they rated it with an average grade of 3.04 and the type of tourists visiting the town with 3.25. Considering residents satisfaction with tourism depends on the level of tourism development (Almeida García et al. 2015; Klarin et al. 2019), and these results should be seriously taking into consideration when talking about future tourism development of Zadar as a tourism destination.

CONCLUSION

Cities have become economic, political and cultural centers, while at the same time they have also become centers of unsustainability, because they take up space, intensively use resources and degrade the environment. In addition to the strong impact on climate change, it also affects the quality of life of the local community even more directly. Therefore, the provision and maintenance of social, economic and ecological quality of life standards, dictated by modern requirements, are imposed as fundamental goals of sustainable urban development. It is evident that today's cities are faced with various problems of urbanization, population growth, industrialization, globalization and tourism impacts.

Tourist movements are strongly directed towards cities, and the problem of sustainability of urban spaces stands out even more over time. The positive economic impacts that tourism derives in the destination, such as the increase of income and employment, often overcome the negative ones, primarily socio-cultural and ecological impacts. However, with increasing tourist pressure, local communities show reduced satisfaction with the development of tourism in their cities.

The town of Zadar is a Mediterranean destination with a strong seasonal tourist movement. Such phenomenon showed certain impacts of tourism on the local community. However, not all age groups were equally included in the sample. In this context, students can be removed from the sample and/or the sample should be stratified better. This is the main limitation of the research and it should be considered in the future research. The involvement of respondents in tourism activities is also an important variable which should be analyzed. Nevertheless, the residents of Zadar expressed the highest dissatisfaction with the town's traffic load (crowding, lack of parking spaces, traffic issues), which shows the problem of managing the given infrastructure and space, especially in the historical center. However, an increase of prices in general is also seen as a problem. Being aware of the dependency of the local economy on tourism, which is also an important problem, residents expressed the highest satisfaction with the economic

effects that tourism brings, especially with the increase of consumption and employment. Residents partially change their behavior during the high season, primarily by avoiding places with a high concentration of tourists. The problems caused by tourism in the destination can be solved by improved infrastructure, while restrictive economic measures such as higher taxes and service price increases are not considered desirable in the solution of this problem. Finally, residents are rather satisfied with tourism development in the town of Zadar, although certain results stress that some improvements are necessary. Negative effects and residents' dissatisfaction with tourism indicate a problem of destination management, which could be even worse in the future.

Cities which are organized and managed as smart destinations are considered to contribute to a more sustainable development of urban destinations. And although these effects often cannot be seen in the short-term, in the medium-term or long-term positive effects on sustainability they can be noticed (Aguirre et al. 2023). Residents have a significant role in providing special experiences and atmosphere in the destination, therefore their satisfaction with tourism is an indicator for sustainable tourism management. In this context, residents are significant stakeholders in tourism destinations and their satisfaction is essential in planning future tourism development. Therefore, the town of Zadar has to improve its destination management. Accordingly, sustainable tourism through community-based, responsible and fair-trade tourism should be provided. It requires the involvement of residents in tourism development through networks of stakeholders. At the same time, it needs to assure their capacity and knowledge upgrade. However, tourism development should first be planned, controlled and monitored through the use of relevant economic, ecological and socio-cultural indicators. Space planning, zoning, dispersion and restriction of certain tourism activities are some of the measures to be monitored and controlled in tourism development in the town of Zadar. These could follow by infrastructural and technological improvements, especially in traffic. Finally, the creation of tourism products which are not based on the sea and the sun, an increase of the quality of services and implementation of different certificates and labels can lead to a new tourism offer and demand. By doing this, continuous growth and mass tourism could be stopped aiming to assure the well-being of residents in the town of Zadar.

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