

Perception of the Local Population on the Effects of Tourism: A Case Study of the City of Šibenik

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Abstract

Tourism represents an important determinant of global recognition and regional growth and development of the Republic of Croatia, especially the coastal part of the country. However, there is no doubt that any tourism activity has strong economic, socio-cultural, social, and environmental effects. Mass tourism brings numerous advantages. However, the growing concentration of tourists also leads to negative effects, of which residents are the most affected. Šibenik is a tourist town whose development is primarily based on tourism, and this destination, due to its centuries-old history and geographic location, is attractive to tourists. This paper aims to investigate the extent to which tourism affects the quality of life of the local population based on a preliminary survey of a sample of residents of the city of Šibenik. This paper aims to investigate in detail the practical aspects of tourism. The respondents' perceptions and tourism's real, tangible, and measurable effects will be analyzed to draw valuable conclusions. This approach enables a deeper understanding of the impact of tourism on various aspects of society and the environment.

Keywords: tourism, effects of tourism, local population, Šibenik, Croatia

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Introduction

Many things define the concept of quality of life, and the quality of life can be viewed objectively through material well-being, entrepreneurial capacity, security, improvement of the social community and similar measurable parameters (Cummins, 1995). The effects of tourism on the quality of life are dual (Biagi et al., 2020) and include negative and positive effects, which can be measured objectively but are also the result of subjective perception (Andereck & Nyaupane, 2011). Therefore, tourism activity must create the impression of an improved quality of life among the local population, especially in those environments where tourism is the dominant economic activity and where local, regional, and even national prosperity depends (Yu et al., 2016). It can be pointed out that the long-term success of the tourism industry largely depends on the ability of the local community to accept visitors (Hwang et al., 2012).

To investigate the impact of tourism on the local community, this paper focuses on the city of Šibenik as a tourist destination, which is characterized by a good geographical location, favourable climatic factors, and a long and rich historical and cultural heritage, as an important factor in the development of tourism (Moric et al., 2021). Šibenik made good use of its tourist resources, contributing to Šibenik-Knin County's development. The concentration of tourist demand in Šibenik is highest during the summer months, as in most tourist destinations in the Republic of Croatia. The effects are multidisciplinary and are primarily reflected through economic, socio-cultural, and environmental influences. The economic benefits of tourism are inevitable, as well as numerous socio-cultural effects. In a globalized world that strives for sustainable growth and development of all segments at the unit and global levels, increasing interest is also being placed on the impact of tourism on the environment.

However, the question arises as to how the local population perceives the impact of tourism on their community. At the same time, the local population, with its culture, traditional values, heritage, knowledge, friendliness, and hospitality, defines the specific features, that is, the destination's identity, which creates the degree of desirability of the tourist destination. Following the above, three research goals were defined: (i) based on relevant statistical data, to show the effects of tourism on the example of the city of Šibenik in economic, socio-cultural, and ecological terms, (ii) to investigate how the local population perceives the effects of tourism and (iii) to compare the known objective and subjective views on the effects of tourism.

The work is structured in six chapters. The introduction is followed by a theoretical elaboration of the topic, in which the impact of tourism on various segments, such as the impact on the quality of life of the local population through economic and socio-cultural factors, is presented, and ecological effects are also discussed. Then follows the analysis of tourist growth and development of the city of Šibenik, the implementation of the theoretical framework on the example of Šibenik through the analysis of statistical data of relevant institutions. The following describes the research

methodology, research results, discussion of the results and concluding considerations.

Economic, socio-cultural and ecological consequences of tourism

Economic consequences are mostly perceived as positive, while socio-cultural and ecological ones are evaluated as negative or neutral (Birkić, 2016).

The interrelationship between tourism and economic effects is inextricable, with economic benefits contributing to the economy's development and the local population's economic well-being (Kumar et al., 2015). The economic benefits of tourism are reflected in the increase in income and living standards, the growth of the gross domestic product, the encouragement of entrepreneurship, the increase in the employment rate, infrastructure investments and the inflow of public capital (Birkić et al., 2019; Gupta & Dutta, 2018). Exporting products and services intensifies, non-economic resources are transformed into active tourist resources, and regional development and spillover effects occur (Hall, 2007; Macbeth et al., 2004). Namely, this more diverse tourist offer of products and services was initially designed for tourists, but it is also available to the local population, who, exercising the tourist content, also improves their quality of life (Kachniewska, 2015).

On the other hand, tourism development entails certain negativity that is reflected in additional local costs (social, communal and opportunity costs), the outflow of funds due to the increased need to import labour and capital, the continuous rise in the prices of real estate, products and services, the disparity in the intensity of economic activities throughout the year and the impossibility of achieving even effects with the ever-present uncertainty, as well as the compulsion to make investments with questionable profitability (Archer et al., 2012; Marzuki, 2012). Ultimately, it often leads to excessive channelling of resources exclusively in one sector and dependence on tourism (Kaltenborn et al., 2008). Regardless of whether there are positive or negative consequences, the distribution of the effects is very often not fair, where most economic benefits are implemented outside the local community, while almost all harmful consequences (especially social and environmental) and accompanying costs remain borne by the local environment (Reindrawati, 2023; Brohman, 1996; Sadler & Archer, 1975).

The socio-cultural impacts of tourism are reflected through the synergistic action and socio-cultural mixing of the local population, the local tourists' offer, and what tourists carry in themselves and with them (Liu, 2003). During tourist activity, there is an attempt to identify the stereotypical demands of tourists and, consequently, the increasing modernization of society on the one hand, acquaintance with local culture by tourists on the other hand, and constant mutual competition in finances (Alobiedat, 2018). All these are the reasons for the creation and development of mass tourism (Jelinčić, 2006). At the same time, socio-cultural effects can cause the decline of crafts with a traditional offer, and often, touristic interest in tradition turns local products into luxury goods (Bartis & Madlwabinga, 2020).

As for the impact of tourism on the environment, it is reflected through the human factor and the intensification of the demand for tourist content and, consequently, the creation of an offer that will satisfy that same demand (Pigram, 1980; Pisarović et al., 2022). This leads to the violation, exploitation, and even destruction of natural resources for economic effects (Farrell & Runyan, 1991). Very often, this encroachment on the environment is unprofessional, which further intensifies the negative effects and calls into question the sustainability of tourism in the future. Nevertheless, for the smooth development of tourism activities, it is inevitable to intervene in the environment, which takes place through the construction of accommodation, catering and other tourist facilities, roads, information and communication infrastructure and the like (Ren et al., 2019), and it is necessary to establish a balance between economic goals and sustainability (Pejić Bach et al., 2022). Natural and cultural heritage is of great importance for tourism and is approached with special care and strives to preserve it (GhulamRabbany et al., 2013). Positive consequences are also visible in the strategic approach in which the emphasis is on sustainability, that is, considering the ecological dimension in the future (Ramkissoon, 2023; Baloch et al., 2022).

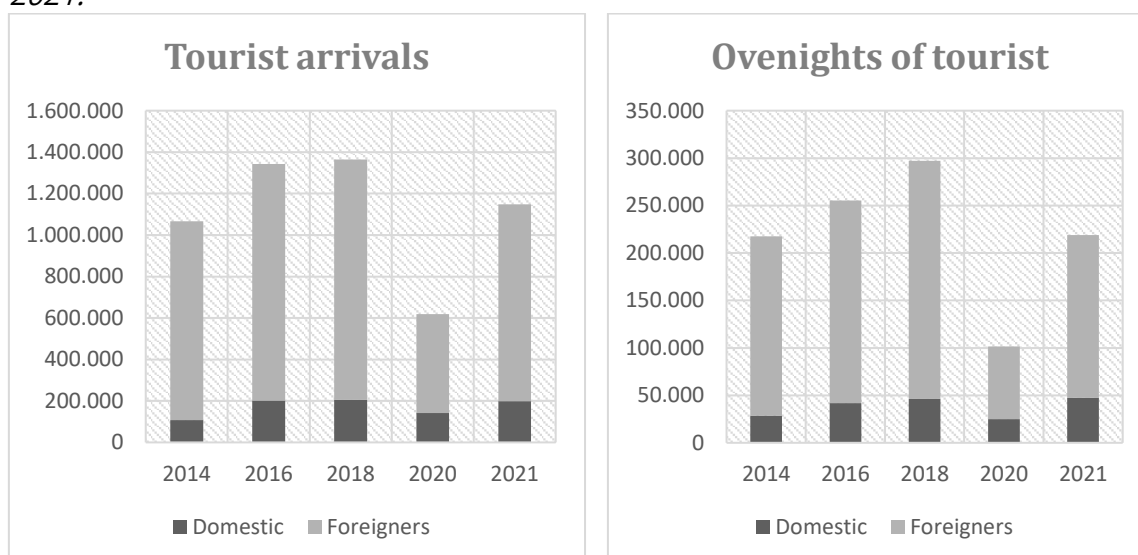
The city of Šibenik as a tourist destination

Šibenik, located in the heart of Dalmatia in Croatia, is a unique tourist destination with history, culture, and natural beauty. The city is known for its impressive fortress of Saint Nicholas, which is part of the UNESCO world heritage, and for its rich cultural heritage, which is best manifested in the cathedral of Saint James, also part of the UNESCO heritage. Šibenik offers a wide range of activities, exploring historic alleys and squares, relaxing on beautiful beaches, and enjoying authentic Dalmatian gastronomy. It is also surrounded by extraordinary natural beauty, including the Krka National Park and the Kornati Islands, which makes it an ideal place for nature lovers and adventurers. All this makes Šibenik an attractive destination for diverse profiles of visitors, from history enthusiasts to nature and sun lovers. The number of visitors to Šibenik is constantly growing, especially foreign visitors, during the pandemic years (Figure 1). However, recovery occurs very quickly even after the pandemic, so in 2021, there was an increase in arrivals by 124% and 101% in overnight stays compared to 2020. The peak of arrivals was recorded in 2019 when 370,276 tourists visited Šibenik and had 1,638,595 overnight stays.

According to data from the Tourist Board of the City of Šibenik and the Chamber of Crafts, the city has 15,167 accommodation facilities and almost a thousand catering and service facilities, and the demand for seasonal workers is extremely strong. The city with its surroundings has 42,986 inhabitants, and the urban settlement has 31,085 inhabitants (DZS, 2023), of which only 30% of the local population is not engaged in renting, catering and seasonal jobs related to tourism around the city of Šibenik. Nevertheless, most of the local population lives from tourism, so it is interesting to note that the number of inhabitants is almost equal to the number of beds in private accommodation, which is about 40,000. Private accommodation has always dominated

in Šibenik, and the pandemic has made it even more popular. In 2020, private accommodation surpassed hotel accommodation by more than 100%. However, we should not ignore the high concentration of hotels, campsites, and moorings, which are also part of Šibenik's receptive tourist offer.

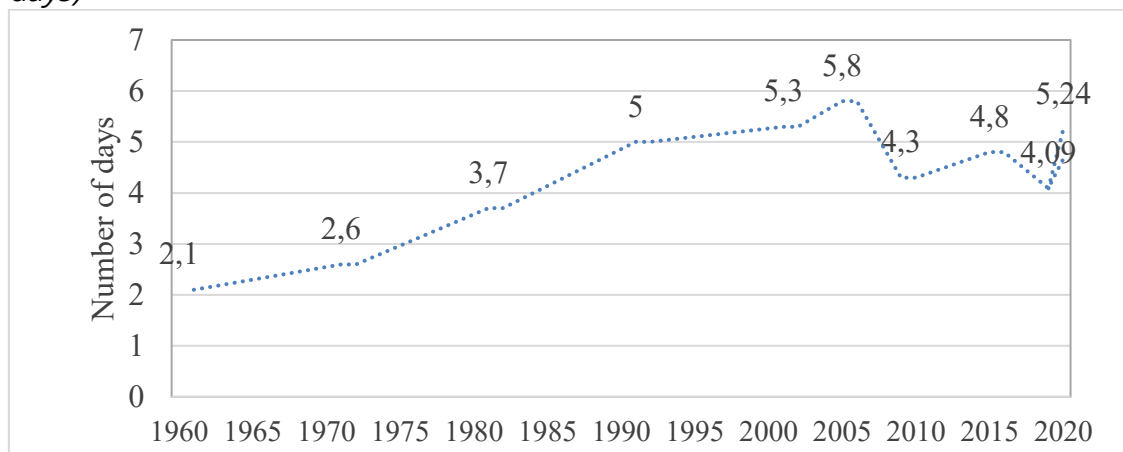
Figure 1: Arrivals and overnight stays of tourists in the city of Šibenik in the period 2012-2021.



Source: City of Šibenik (2021).

It is interesting to observe the growth and progress of tourism through the average stay of tourists in days in the city of Šibenik (Figure 2). Namely, tourism was a secondary activity in the middle of the last century. The global perception of Šibenik was related to industrialization, which entailed undesirability and mistrust in the quality of natural, cultural-artistic, social-recreational, and event-environmental resources. Most of the tourist demand at that time consisted of domestic guests (more than three quarters) who stayed on average for about two days.

Figure 2. The average stay of tourists in Šibenik in days from 1960 to 2020. (number of days)



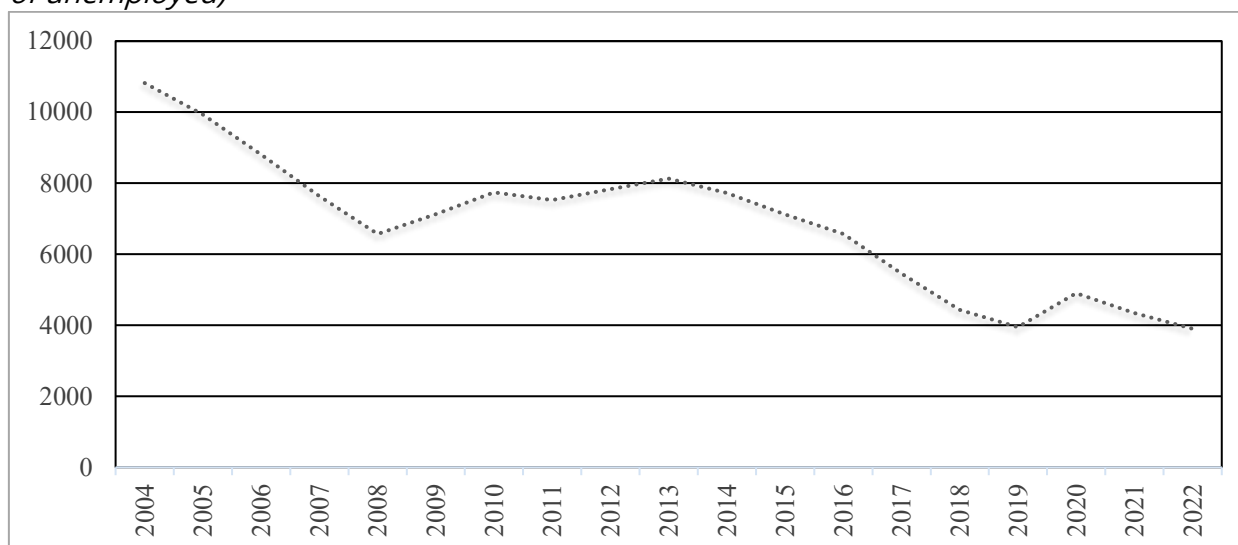
Source: Tourist Board of Šibenik (2022).

In the 1980s and 1990s, Šibenik was transformed from an industrial town into a desirable tourist destination, and the situation visibly changed in favour of foreign tourists, who accounted for more than half of both arrivals and overnight stays, and tourists who doubled their stay in Šibenik (5 days). Šibenik did not experience drastic reductions in the retention of tourists in the city even during the pandemic, which indicates a content-rich and diverse offer that tied tourists to this tourist city.

Effects of tourism on the city of Šibenik

The economic benefits of tourism to the city of Šibenik are most evident through the growth of direct and indirect employment and entrepreneurial activity and income growth, i.e., the average monthly net salary. As tourist activities intensified, Šibenik experienced an economic boom. Namely, unemployment increased slightly during the recession of the pandemic years but essentially decreased and was ultimately reduced by 64% in 2022 compared to 2004 (Figure 3).

Figure 3: Registered unemployment in Šibenik-Knin County from 2004-2022. (number of unemployed)



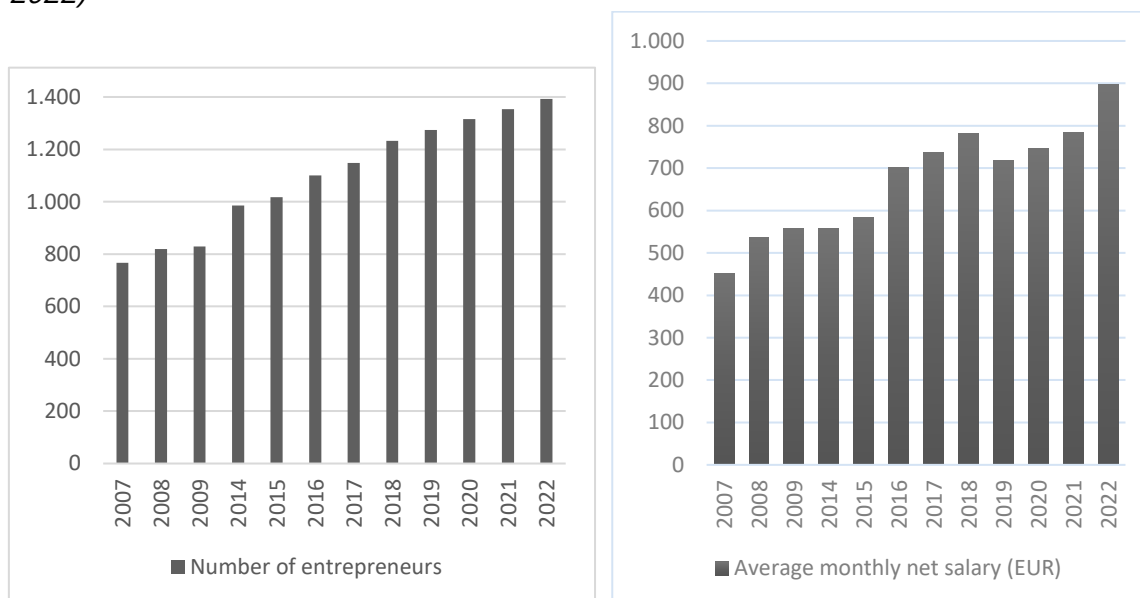
Source: Croatian Employment Service (2023).

On the other hand, the number of entrepreneurs grew constantly in all observed years (Figure 4). In general, this percentage growth on an annual level was about 4%, but if you look at the year 2007 when the number of entrepreneurs was 767, and the year 2021, when there were 1,354, there is a visible increase in the number of entrepreneurs by 43% in the observed fourteen-year period. Entrepreneurial activity around Šibenik is manifested mostly through opening specialized shops and numerous catering establishments.

Figure 4 also shows the average monthly salary in Šibenik, which also records a constant upward trend, apart from the pandemic year 2019, and increased by 50% in

the observed period. It can be concluded that from an economic point of view, Šibenik experienced an increase in the standard of living.

Figure 4: Number of entrepreneurs and average monthly net salary in Šibenik (2007-2022)



Source: author's preparation according to Fina (2023) and Croatian Chamber of Commerce (2015).

Contrary to benefits, economic damages are visible in seasonal inflation. Namely, in the tourist season, the prices of products and services increase by an average of 67% compared to the off-season offer. In addition, the city is struggling with a large increase in social costs caused by tourism development. The most striking example is the city's pollution during the season and the bursting of sewage pipes in the tourist season, which caused a significant increase of 50% in utility fees.

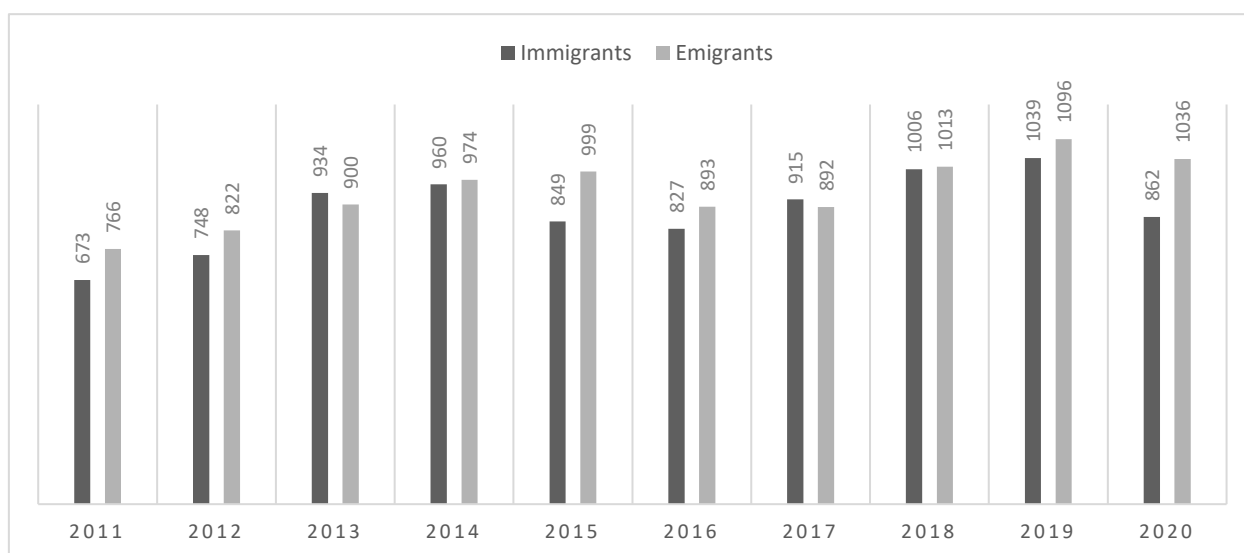
As far as the socio-cultural effects are concerned, we should highlight public capital investments in infrastructure, which are co-financed by EU funds, and investments in tourist resources through the restoration of cultural monuments and buildings (St. Anthony's Promenade, St. Jacob's Cathedral), which is also a positive effect of tourism on the environment. Seasonal crafts offering products and/or services with a theme of local culture come to life during the tourist season. It is precisely this socio-cultural effect that can relate to the economic effect of the growth of the entrepreneurial activity of small entrepreneurs/artisans.

In the example of Šibenik, in addition to the parallel economic effects, the underutilization of rural areas (for rural tourism) is linked, leading to the depopulation of rural and less developed areas. Therefore, the Tourist Board of Šibenik has promoted rural tourism through various programs and actions for the past few years. Language is an essential element of every culture, which changes during the tourist season, i.e., adapts to tourist demand. In the city of Šibenik, knowledge of one or two foreign languages is a prerequisite for employment in tourism. An inevitable topic in

Šibenik is the excessive exploitation of natural resources. Therefore, the Krka National Park restricted the number of visitors a few years ago, and two years ago, it prohibited swimming in it to protect itself from seasonal waste pollution and the destruction of travertine.

Concrete statistical indicators of socio-cultural effects can also be observed through migration movements. The total balance of migration trends over the observed ten-year period is negative. A total of 8,813 people immigrated to Šibenik, and 9,390 people emigrated. However, when individual years are observed, variations are visible, so in 2013 and 2017, there was more immigration, while in 2014 and 2018, immigration and emigration were almost equal, i.e., the migration balance is almost zero (Figure 5). The structure shows that more than half of the population of Šibenik (~54%) has lived in the city since birth, while the remaining part tends to migrate from the surrounding area, which indicates large migrations around the city and the county.

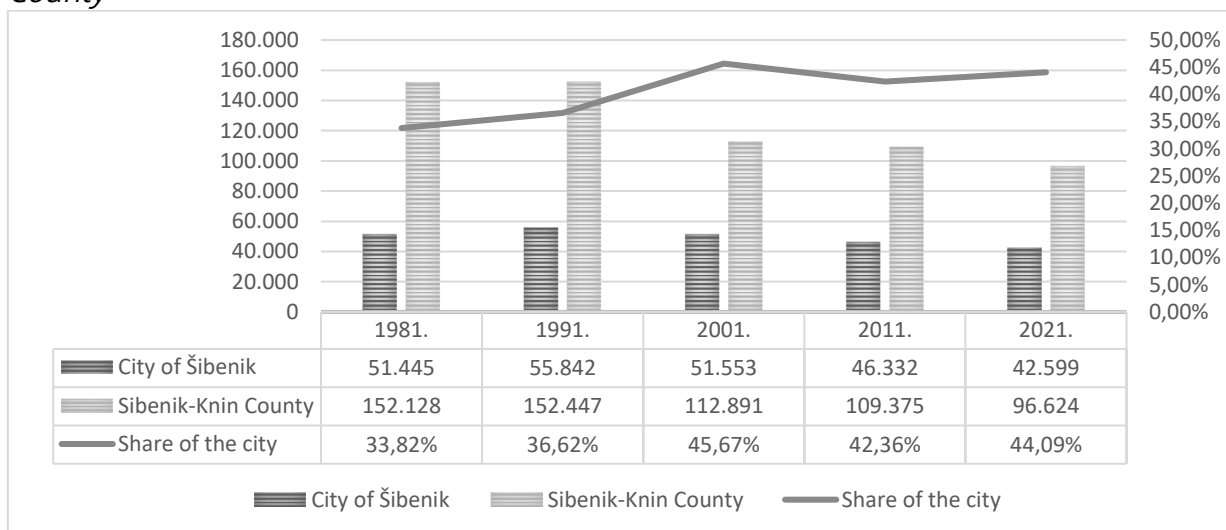
Figure 5: Immigrant and emigrant population around Šibenik, 2011-2020. (population)



Source: CBS (2020)

It can be concluded that there is a visible increase in the share of the Šibenik population, which at the same time causes the depopulation of rural and less developed areas in the county, motivated by the desire to live in an urban centre that offers more opportunities (Figure 6). The above data is additionally supported by data related to the predominant share of those who moved to Šibenik from other parts of Croatia, as many as 81%.

Figure 6: Number of inhabitants and share of Šibenik's population in Šibenik-Knin County



Source: Created by the author according to the Urban Institute of the City of Zagreb (2017).

Data on population density support interest in living in Šibenik. Namely, Šibenik-Knin County consists of 32 settlements, and the largest population concentration is in Šibenik. The population density of the central settlement of Šibenik is 792.19 inhabitants per square kilometre, which is also the highest population density of urbanized settlements (Urban Institute of the City of Zagreb).

Finally, the impact of tourism on the environment is visible through the strategy of the Šibenik Tourist Board, which allocates money for local places and promotes their sustainable development in its annual work plans. This is mostly reflected in Šibenik through citizens' eco or green actions, reflected in cleaning beaches and the seabed. During the tourist season, the city of Šibenik is full of garbage (bags, plastic bottles, etc.), which does not contribute to the destination's image. The city's infrastructure is inadequate for many people, creating enormous pressure on natural resources. The consequences in Šibenik are also reflected through insufficient parking and the breaking of sewerage systems, further enhanced by the excessive construction of residential buildings. Given its size, Šibenik faces a noise problem during the summer months. Namely, during the summer months, numerous events and concerts are organized, and the work of catering facilities is extended.

Research on the perception of the Šibenik population about the economic, socio-cultural and environmental consequences of tourism

Research Methodology

A preliminary study of the consequences of tourism development on the population of the city of Šibenik was conducted through a questionnaire. The research instrument consists of 8 questions, 5 of which are multiple-choice. Furthermore, two questions

were closed in which the respondents were allowed to answer yes or no about tourism's positive and negative effects. The last question is an open-ended question in which respondents are given the option of an essay answer to explain how tourism affects them personally. The economic dimension in the questionnaire was elaborated based on Marzuki's (2012) division of economic damages and benefits of tourism to the local population, while the socio-cultural effects were conceived based on the categorization made by Jelinčić (2006). Also, the impact of tourism on the city's environment is investigated through part of the question.

Data was collected over 20 days at the end of 2022 and the beginning of 2023. Considering that the local population is not a homogenous group, it is still seen as a key factor in the overall tourist offer and an active factor in creating the image and experience of the destination.

The survey questionnaire was filled out by 165 adult respondents who live or stay in the city of Šibenik, whereby the target population represented the citizens of Šibenik who do not engage in tourism and tourism-related activities.

Research results

Economic benefits are reflected to the greatest extent in the growth of public revenues from funds collected based on taxes (21%) and the growth of entrepreneurial activities, encouraging small and medium-sized enterprises (21%). Residents notice increased public and private capital investments (15%) and direct and indirect employment (14.5%). The positive effect of tourism is also reflected in the impact on the national economy; 10.9% of respondents believe that tourism contributes to general economic growth and development, 10.3% that it contributes to the growth of the living standards of the local population, and 7.3% believe that it directly affects the growth of the gross domestic product.

Table 1: Perception of economic benefits from tourism in Šibenik by respondents

Do you notice some of the mentioned economic benefits of tourism in the example of Šibenik?	%
Growth of entrepreneurial activity (small and medium enterprises)	21,2
Growth of public revenues from funds collected based on collected taxes and residence fees	20,6
Growth of capital investments (public and private)	15,2
Growth of direct and indirect employment and restructuring of the labour market	14,5
Encouraging general economic growth and development	10,9
Growth in the standard of living of the local population	10,3
Gross domestic product growth	7,3

Source: author's research

On the other hand, the people of Šibenik see the greatest economic damage shown in Table 2 in the context of increased costs, whether it is a seasonal increase in the prices

of products and services or another form of inflationary effects (opportunity costs, social costs caused by the development of tourism, such as costs related to waste, rising real estate prices, etc.). It is interesting to single out excessive economic dependence on tourism, which 14% of respondents know, and 10% are bothered by excessive seasonality. A few point out the unnecessary outflow of funds for the needs of importing foreign labour (7%), as well as the compulsion to make additional investments due to the short-term tourist season and the increased standards and demands of tourists (8%). This is certainly favoured by the low rates of return on investments, which are observed by 4% of respondents.

As for the socio-cultural effects of tourism activities, which the local population noticed, the respondents in the sample singled out the negative ones to a large extent (Table 3). They consider tourism to be the culprit for the loss of identity, which they perceive through language change and the imposition of a foreign culture by tourists (16.5%). Furthermore, 14% of them believe that the season affects the excessive commercialization of local culture and the degradation of the environment. Increased tax pressure due to construction in tourism is observed by 12% of respondents, and an increased rate of crime and vandalism is also noticeable, along with excessive exploitation of the city's resources (20%). Also, 5% of respondents believe that tourism has caused the depopulation of rural and less developed areas in the surrounding area. The distribution of results in favour of positive socio-cultural effects is as follows: 11.5% of respondents see the revival of local arts and crafts, and the same percentage sees the construction of public infrastructure. In comparison, only 6.5% of respondents assess that local pride is encouraged through tourism and that there has been improved cooperation and greater peace in the community (3%).

Table 2: Perception of the economic damage of tourism in Šibenik by respondents

Do you notice some of the mentioned economic damages of tourism in the example of Šibenik?	%
Seasonal inflation	24,2
Rising real estate prices	18,2
Excessive economic dependence on tourism	13,9
Excessive seasonality	9,7
Opportunity costs	7,9
The need to invest in infrastructure that is only needed during the season	7,9
Outflow of funds to import foreign labour	7,3
Growth of social costs caused by the development of tourism	6,7
Low rate of return on investments	4,2

Source: author's research

Table 3: Perception of the socio-cultural effects of tourism by respondents

Do you notice some of the socio-cultural effects of tourism around Šibenik?	%
Loss of identity (changes in the use of language and the imposition of foreign cultures)	16,4
Commercialization of local culture, environmental degradation	13,9
Increased tax pressure for tourism	12,1
Tourism helps build public infrastructure	11,5
Tourism contributes to the revival of local arts and crafts	11,5
Increase in crime and vandalism rates	10,9
Increased or excessive exploitation of cultural and natural resources	9,1
Tourism affects local pride	6,7
Depopulation of rural and less developed areas	4,8
Tourism promotes cooperation, understanding and peace	3

Source: author's research

The consequences of tourism for the environment of the city of Šibenik are reflected in both positive and negative terms (Table 4). Namely, infrastructural improvements have solved numerous environmental and communal problems, according to 56% of the respondents. In comparison, 28% of them agree that, thanks to tourism, the involvement of the city authorities in the protection and restoration of natural and cultural monuments is visible, and that the city's commitment to the maintenance of forests and the beach (16%). Contradictory ecological effects are reflected in the pollution of water, air, and soil with solid and liquid waste, as well as noise due to the performance and exercise of various tourist activities (64%), changes in the number and quality of plant and animal communities due to the construction of facilities, excessive fishing, and other activities (20 %) and reduced supplies of water, fossil fuels and increased fire risks (16%).

Table 4: Positive and negative effects of tourism on the environment of Šibenik

Do you notice some of the positive effects of tourism on the environment around the city of Šibenik?	%
Improvement of infrastructure	55,8
Better environmental maintenance	16,4
Interest in the protection and restoration of historical heritage	27,9
Do you notice some of the negative effects of tourism on the environment around the city of Šibenik?	%
Pollution and noise	64,2
Negative changes in the biocenosis	20
Reduction of natural resources	15,8

Source: author's research

Regarding the open type of subjective tourism effects, the respondents mostly emphasize dissatisfaction with traffic, utilities, and the increased scope of work without monetary compensation. They cite an increased number of misdemeanours and the criminal part of property crime, fixed salaries despite inflation, an improved, but still inadequate, transport infrastructure that causes congestion and the impossibility of moving by private means of transport, etc. On the other hand, enthusiasm is present

because of the season's liveliness. However, the disturbance is represented by excessive population density, which is reflected in the violation of basic privacy and environmental pollution due to the excessive carelessness and greed of tourists. Certain interviewees welcome the possibility of socialization that tourism brings and the achievement of social goals, while for others, the nighttime activity of the city creates an enormous problem. They believe that their domestic order is being violated, causing unrest, especially among the population living in the city's old core.

However, when all the impacts resulting from tourism are summed up, the respondents are divided. More than half of the respondents, 54.5% of the respondents believe that tourism has more positive effects on the local population; despite the summer crowds, high prices and local nervousness, they perceive tourism as a time when the city of Šibenik wakes up and offers the best for everyone. On the other hand, 45.5% of respondents cited a negative effect due to the increased volume of work, unbearable crowds and too much noise in the city.

Discussion of research results

The research goal was to relate theory and practice, i.e. to investigate how theory, which explains and manifests the economic and socio-cultural benefits and harms and effects on the environment resulting from tourism, and practice, i.e. the attitude of the citizens of the tourist destination - Šibenik, valorize tourism. In the theoretical part of the paper, the economic damages and benefits are listed, measured according to the statistics of the relevant institutions and then compared with the views of the participants of this research.

The people of Šibenik are divided on the issue of economic effects, and the survey results indicate dissatisfaction in the context of profitability, especially on a personal level. The above can be attributed to the long-standing disorderly supervision and control of companies that favoured informally declared tourist activities, inadequately presented business results and distribution of profits that certainly damaged individuals. Therefore, when the growth of entrepreneurial activities itself is observed, the damages that result from it or are closely correlated with it cannot be ignored. In other words, trades operate only seasonally with high seasonal inflation that applies to the local population and tourists. The mentioned economic damages affect the population intensively, visible through research.

The problem of Šibenik is narrow-mindedness in economic activities because the local population is aware of the dependence of prosperity on only one activity - tourism. Furthermore, they feel the uneven distribution of profits in the context of damages, emphasizing that, despite the expressed entrepreneurial spirit, the low rate of return on necessary investments creates a problem. The problem is visible in the short season on which the local population depends. In addition, their financial weight is created by the constant inflation, which, along with global events, is even more noticeable locally.

Tourism results in the growth of direct and indirect employment, but according to demand in the season when only direct forms of employment in tourism are sought. Therefore, the financial pressure is very difficult to withstand due to a series of illogicalities, among which there is certainly and constantly present conflict between employers' objections regarding the lack and impossibility of finding workers, and on the other hand, the high unemployment rate in the Republic of Croatia. When you add to that the "impossibility of finding a job", time pressure, high benefits, and unpaid overtime hours, several problems must be formally organized and solved. Likewise, tourism undoubtedly supports the growth of public revenues, which the city of Šibenik uses to encourage the sustainable development of rural areas, build infrastructure, and maintain cultural and natural heritage. However, regardless of the long-term work plans created by the Tourist Board, rural areas are still underdeveloped, and the population is moving to more urban areas.

Analyzing further socio-cultural factors, intense, primarily negative effects are noticeable. The local population is still relatively closed and sensitive to social changes, and they are visibly bothered by the loss of cultural identity and the increasingly intense creation of a common global culture. With excessive objectivism and a superficial understanding of centuries-old cultural heritage through tourism, the loss of true values and sovereignty is further threatened by inadequate actions that intensify societal insecurities. Furthermore, tourism increases social activity and opportunities, which certainly positively affects the sociological dimension of the inhabitants of a small town, but the younger population mainly perceives these benefits, while the older population also brings considerable restlessness. Šibenik invests in cultural manifestations and entertainment programs that are attractive to tourists and the local population, but the main disadvantage of such manifestations is noise until late at night. Nevertheless, despite certain complaints, the respondents believe that tourism enriches the city and brings eternity to their culture.

In addition to the economic and socio-cultural effects, the impact of tourism on the environment was also investigated. It is a delicate and sensitive topic that generally affects the whole world. Both positive and negative effects are intensively present here, which are most often the result of efforts on the one hand by local authorities to protect the environment and improve cultural and social good, and on the other hand by tourists and tourism workers who, for the sake of fun, profit and other personal motives, destroy flora and fauna, that is, ecology in general, are put on the back burner, polluting the environment and creating enormous pressure on limited resources. It is undeniable that through the programs and plans of the institutions and institutions of the city of Šibenik, efforts are being made to improve and expand the tourist offer while preserving the environment, but very often, the wishes and needs of the local population are ignored. For example, instead of announcing tenders for employment in city cleaning, the city organizes actions where residents carry out coastal and underwater cleaning. However, the effort and effort of the Tourist Board and the city authorities to encourage further growth and development of tourism around the city of Šibenik and its surroundings is undeniable.

When a parallel is drawn with questions about increased tax benefits for the construction of infrastructure, which is seen as a negative side by a tenth of the respondents in contrast to most respondents who notice environmental progress through the same infrastructure, it can be stated that the people of Šibenik still generally perceive positive effects. There are many problems, but they mostly require multi-year investments. The problem, for example, of parking in the city itself is an undesirable and seemingly intractable topic. The city of Šibenik responds to the parking problem by building an underground garage, which is neither sufficient nor adequate because bad weather conditions often cause floods.

A detailed analysis of open-ended questions can conclude that the local population mostly perceives harm but also benefits. Namely, the respondents perceive the tourist season as a time of active activity in all aspects of the city of Šibenik, which entails dissatisfaction and difficult adaptation of the local population to the increased population density and the loss of comfort that comes with life in the off-season. The problem of informal work is also expressed through an insufficiently and inadequately paid workforce.

Conclusion

Tourism is undeniably important in transitional, medium-rich primary resources but historically and culturally steeped countries that abound in natural beauty. This is exactly how the Croatian economy is. The importance of tourism, not only for the national but also for the local economy, is undeniable; therefore, it should be encouraged, nurtured, and protected. This includes tourism as an activity and all stakeholders in tourism, of which the local population represents a special part of the tourist offer. Although a few do not actively participate in tourism, they still meet tourists daily and contribute to the destination's image. There are numerous theories and research about the quality of life of the local population and the very definition of it. Every economic activity affects the local population somehow, so this is also the case with tourism. Effects can be economic, social, cultural, environmental, and personal.

Tourism is one of the most important economic activities for Šibenik. The paper aims to investigate the local population's perception of the city of Šibenik about the impact of tourism on the quality of their lives, using a survey of a sample of the population that is not primarily engaged in tourism. Survey research has shown that the local population does not fully accept and does not see the benefits of tourism. To a greater extent, the respondents expressed their opinion about the generally greater positive effects of tourism, but there is also a very high proportion of those who perceive more negative implications. The most important economic effects, such as the growth of the gross domestic product and the growth of public revenues, were not identified as positive effects by most respondents, and these are precisely the indicators according to which, in theory, strategies for further development of tourism are made. Negative attitudes are further contributed to by the population's emigration problems, the impossibility of employment in the off-season, the development beyond the limits of

reception capacities, especially in the cores of cities, and the destruction of natural and cultural resources.

The local population, which is tied to a specific area and its environment, has a much better sense of the real needs of that area and a clearer vision of future development than the central administration. The research results show that the reduction of tourism support is visible. Therefore, to benefit the further development of tourism and the economy and the satisfaction of the local population with life in the city of Šibenik, it is necessary to include the visions, wishes and needs of the local population in the plans' development of the tourist offer.

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