

The role of place attachment and quality of life in residents' attitudes towards tourism development: The example of port tourist destination

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Abstract

Tourism can bring both positive and negative changes to local communities. When a place becomes a tourist destination, the daily lives of its residents may be disrupted and transformed by the presence of tourists and tourism-oriented activities, bringing a wide range of cultural, social, and economic changes, depending on the stage of tourism development. Therefore, achieving a balance between the benefits the community receives and the negative consequences of tourism is essential for sustainable tourism development supported by local residents. This is why exploring residents' attitudes towards tourism development is an important step in all sustainable tourism development strategies. This study focuses on the port city of Kotor (Montenegro), which is also a well-known tourist destination for visitors from around the world. Due to the high number of tourists, especially during the summer season, it is essential to examine residents' attitudes towards tourism development.

For this purpose, a survey was conducted among 220 residents of Kotor. The study provides new insights by examining the role of residents' quality of life and their perception of place attachment in shaping their attitudes towards tourism development. The results show that local residents generally have positive attitudes, although some negative attitudes were identified, particularly regarding the perception of crowding, economic costs, and negative interference with daily life. Additionally, the study confirms the positive impact of residents' quality of life and their perception of place attachment on their attitudes towards tourism development. The theoretical and practical implications are discussed in the paper.

Keywords: attitudes of local residents; tourism development; sustainable tourism; place attachment; quality of life.