

## **The Nexus Between Quality Tourism and Sustainable Development Goals: Case Study of Uma Uta Tourism Village, Sikka Regency, NTT Province**

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### **Abstract**

This research aims to analyze the development of quality tourism and the resulting impacts in order to provide social and economic justice in the tourist village. This research provides a critical perspective on the development of quality tourism and its associated impacts linked to sustainable development goals. This study adopts a qualitative research paradigm with a phenomenological approach. Data analysis techniques employed include: observation, in-depth interviews, and literature review. This research found that the impact generated from the development of quality tourism is still minimal. When researchers connect it with sustainable development goals, it can be understood that every aspect, including social, economic, environmental, and cultural, needs improvement. The local community has not yet massively benefited from tourism to improve their standard of living.

**Keywords:** Local communities, destination management, tourist segmentation, sustainable development goal.

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### **A. INTRODUCTION**

Tourism is a range of activities and services provided by stakeholders in a tourist destination, and the implications that arise from the ongoing interactions. Tourism holds tremendous potential for a destination, making it a prominent sector. However, if not managed properly, tourism can pose a significant threat to the existence of a tourist destination. Throughout the history of tourism, negative impacts have been recorded, encompassing socioeconomic, sociocultural, and environmental aspects. These three issues persist as ongoing challenges in the development of tourist destinations. According Woods and Deegan (2006) coordination and consistency on the supply side is the result of an expectation for such on the demand side.

Quality tourism emerges as a new approach to address social issues in tourist destinations. It seeks to establish destinations with sustainable management, quality communities that can adapt to tourism development, and quality tourists. Nevertheless, achieving quality tourism becomes a formidable task as it requires disruptive changes. Quality tourism not only prioritizes growth logic but also emphasizes the long-term readiness and resilience of tourist destinations. Collaboration among stakeholders is crucial in producing quality tourism development. Collaboration is a critical success factor for the governance of tourism-related events in general and the OGs in particular (Parent, 2016), but also for the whole tourism industry (Zemła, 2014).

Uma Uta Village is designated as a developing tourist village in Sikka Regency. The village offers various attractions, focusing on nature and culture. However, its primary appeal lies in cultural tourism. The content of this tourist village revolves around preserving local cultural heritage within the framework of quality tourism. The goal is to provide welfare to the local community while ensuring the sustainable resilience of the tourist attractions against the test of time. The presented tourist attractions also serve as

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Received: August 03, 2023; Revised: November 09, 2023; Accepted: December 21, 2023

educational tools for both visitors and the younger generation in Uma Uta Village. The village's management involves active participation from the local community in the planning and decision-making processes.

The research problem in this study revolves around the minimal social impacts resulting from the development of quality tourism. The local community, as subjects and objects in tourism development, has not yet fully experienced an improvement in their standard of living. Many social disparities remain unresolved through the development of quality tourism, indicating its limited contribution to the welfare of the local community. Consequently, achieving the sustainable development goals by the year 2023 with the slogan leave no one behind seems unlikely. The researcher suggests that the development of quality tourism should adopt a supplementary tourism approach to harmonize with other sectors and achieve the welfare of the local community. Based on this explanation, the researcher can formulate several research questions as follows:

1. How is the development of quality tourism in Uma Uta Tourist Village, Sikka Regency, East Nusa Tenggara Province?
2. How are the impacts of the quality tourism developm in Uma Uta Tourist Village, Sikka Regency, East Nusa Tenggara Province?

Based on the explanation above, the researcher considers it essential to study the nexus between quality tourism and sustainable development goals in Uma Uta tourism village, Sikka Regency, East Nusa Tenggara Province. The aim is to analyze the development of quality tourism and the social impacts it generates in the said tourism development. The researcher hopes that the development of quality tourism should be able to provide social and ecological justice for the local community.

## **B. LITERATURE REVIEW**

### **Quality Tourism**

Quality is widely acknowledged to be a critical factor of competitiveness in the tourism industry. Indeed, according to Poon (1993), 'quality is perhaps the most important principle for competitiveness in the travel and tourism industry. According to Murphy et al., (2000), a destination may be viewed as an amalgam of individual products and experience opportunities that combine to form a total experience of the area visited.' This definition underlines how, despite the fragmentation on the supply side, the experience at the destination is perceived as a gestalt by the visitor, and that there is a demand on the part of the consumer for a total quality of experience (QOE) (Otto & Ritchie, 1995).

### **Rural Tourism Development**

Rural Tourism in rural areas is divided into rural tourism and agricultural tourism (Fleischer & Tchetchik, 2005). The most distinctive features of rural tourism are space, proximity to nature, and some types of recreation, while agricultural tourism is connected with tourist visits to agriculture (Lisiak et al., 2017). Rural tourism is defined as every form of tourism in the countryside. By staying in the village, tourists enjoy the natural environment; they are involved in activities typical of rural areas and learn about the culture and traditions that relate to the local community. In this case, the tourist village contributes to the revitalization of an economic, ecological, and socio-cultural sense with the aim to increasing living standard of the local community (Podovac & Tončev, 2016).

## Tourism Impact

The focus of the majority of the studies has particularly remained on four key impacts of tourism such as economic, social, cultural and environmental (Almeida-García et al., 2016; Rivera et al., 2015). Economic impacts of tourism refer to any type of economic benefit or cost accruing to or paid by residents and local government because of tourism development (Gursoy et al., 2010; Long & Kayat, 2011). Social impacts of tourism refer to any changes that have bearing on the social life of the residents for instance change in the quality of life, daily routine and behaviours (Glasson et al., 1995; Fredline et al., 2003). The positive impacts of cultural include the refinement of cultural activities (Brunt & Courtney, 1999) and reinforcement of cultural identities (Akkawi, 2010). The impacts of tourism on the environment are inevitable as tourism is often developed in fragile settings using natural resources.

## C. RESEARCH METHOD

### Design of the research and approach

This research utilizes a qualitative method with a grounded theory approach to examine the impacts of quality tourism development. The study was conducted through in-depth interviews with local communities and village authorities. The aim of this research is to analyze the development of quality tourism in Uma Uta Tourist Village and the resulting impacts on sustainable development goals. The interviews in this study were conducted while considering the previously identified factors from literature analysis on quality tourism and its impacts. Additionally, the interviews also addressed questions related to the development of quality tourism in the village and its economic, social, cultural, and environmental impacts.

### Participants

This research was conducted by conducting in-depth interviews with actively participating local communities and other stakeholders. The selection of informants was done based on the following considerations: actively participating local communities involved in quality tourism development and other supporting stakeholders. The researcher conducted interviews with a total of 25 informants for this study. The list of informants can be attached as follows.

**Tabel 1. Participants in quality tourism development study**

Type	Number of Participation	Code	Type of Stakeholders	Internal (I) Eksternal (E)
Local communities	5	TAG	Tourism awareness group	I
Tourism practitioners	5	TP	Travel agent	E
Academia	5	A	Cristo Re Polytechnic	E
Micro, Small, and Medium Enterprise	10	MSME	Local Entrepreneurs	I

Source: Author elaboration, 2023

## D. RESULTS AND ANALYSIS

### Local Community Attitude in the Development of Quality Tourism

The local community views tourism as an agent of change in rural development. Tourism is regarded as a passport to lead the local community towards prosperity. Logically, rural tourism development always places the local community at the center of the development. This is because the local community holds a position both as the subject and object of tourism development. As a subject, it means that the local community must be the actor, and as an object, it means that the local community is the target of that development. Tourism indeed cannot be developed without the involvement of the local community, as they are the primary source of the tourism development itself. All the implications resulting from tourism development will be experienced by the local community.

The development of quality tourism in the Uma Uta village utilizes a community-based tourism approach. The local community is considered a crucial actor and is involved from the planning to decision-making stages. The distinctive tourism products of Uma Uta village are the local community's culture, supported by agriculture and natural landscapes. The local community is enthusiastic and actively engaged in the tourism development. For instance, various groups have been formed, such as tourism awareness groups, art studio groups, traditional weaving groups, and local music groups. All these actors are from the local community, and their involvement has led to economic, cultural, environmental, and social benefits for the community. As a result, the local community takes pride in their village, as it is visited by tourists, and its culture and environment are becoming more well-maintained and sustainable for the long term.

### Destination Management in Developing Quality Tourism

A tourism destination will undoubtedly continue to evolve. Change is a constant feature in a tourism destination, requiring strategies to balance tourism development, nature and cultural preservation, as well as active participation from the local community as owners of the tourism destination. Tourism destinations operate in a global environment where competitive pressures have increased. Consequently, managing the competitiveness of destinations has become a challenging task (Goffi et al., 2019). However, enhancing the competitiveness of destinations is widely regarded as a crucial condition to reap the benefits of tourism and, consequently, improve the quality of life for residents (Chin & Hampton, 2020).



**Figure 1. Participants in quality tourism development study**

Source: Researcher, 2023

The development of quality tourism destinations means being able to create a variety of tourism products based on local resources while also maintaining environmental sustainability and active participation from the local community to ensure long-term viability. However, this requires facilitation and regulation from the government to closely monitor the transformation process of tourism destinations in order to prevent undesirable occurrences and potential alterations to the authenticity of the destinations.

In the context of tourism product variants, effective and efficient management with the approach of cleanliness, healthy, safety, environment sustainability is required. The aim is to create sustainable tourism products. In the context of tourist awareness, it is crucial to maintain the sustainability and resilience of tourism destinations, fostering a process of mutual understanding between hosts and guests. As for government policies, it is highly recommended to carefully monitor tourist movements in order to create regulations to capture the market share of quality tourists while it lasts. In terms of stakeholder collaboration, an independent and focused tourism body or authority is necessary to steer the development of tourism, ensuring it does not appear to lose direction. The author intends to present the model of a quality tourism destination as follows.

### **Tourist Segmentation in Tourism Marketing**

High-quality tourists are crucial in contemporary tourism issues. Reflecting on contemporary cases should be a significant motivation for policymakers and other stakeholders to change their perspectives regarding the tourists needed by contemporary tourist destinations. Quality tourists are the key to segmenting the market for contemporary tourism in the future. The author argues this because maintaining the quality of destinations is vital in the journey towards sustainable and high-quality tourism.

Tourists, in their travels, always strive to seek new things. However, there are many tourists who display highly undesirable behavior. Addressing this issue requires a fresh approach in the development of tourist destinations to select the visitors. A tourist destination, as a place of production, consumption, and tourist experiences, should not be controlled by the market but should control the market itself. This is because the tourism industry is an industry of image and must be well-preserved. The author holds this view because the negative impacts of tourism are too vast and can damage all the resources present in the tourist destination.

High-quality tourists are those who can spend a significant amount of money, have a considerable length of stay, and show respect towards the local community and culture at the tourism destination. These tourists must adopt a perspective as a guest rather than a mere consumer. The mindset of a global citizen is crucial in harmonizing the development of sustainable and high-quality tourism, facilitating interactions between the local community, tourists, and the tourism destination itself. Tourists' motivations for travel vary, as stated by Park et al., (2019), and consist of various components such as social, psychological, environmental, economic, situational, and/or cultural factors, all of which influence the tourists' travel decisions. These components are further categorized into dimensions of escapism/seeking or socio-psychological and cultural motives.

### **Social Impact of Quality Tourism Development in Uma Uta Tourism Village**

The development of quality tourism in the Uma Uta tourism village offers opportunities for the local community to be creative. The involvement of the local community has enabled the preservation of local wisdom assets to be resilient and sustainable. Additionally, tourism can serve as a new field for the local community to create economic value and improve their living standards. The local community works together collaboratively in developing quality tourism in the Uma Uta village. The development process always involves various segments of the local community within the tourism village. The local community

is empowered to actively participate in the planning and decision-making processes. The author can outline the social impacts as follows.

**Table 2. Social impact of quality tourism development**

<b>Social impact of tourism</b>	<b>Practical</b>	<b>Sustainable development goal</b>
Active participation of local communities in gaining tourism development	Equality in tourism development in Uma Uta tourism village	1.No poverty, 2. zero hunger, 3. good health and well-being, 4. quality education, 5. gender equality

Source: Author, 2023

In a social context, the local community is highly adaptive to social changes in tourism. High-quality tourism brings about significant changes in the dimensions of local community life. The social impact of tourism in the Uma Uta tourist village has always been predominantly positive. Visitors also greatly appreciate the existing local wisdom as a unique and invaluable beauty. Uma Uta tourist village's image as a high-quality tourism destination with a primary focus on cultural products is highly positive in the eyes of tourists. The tourism development of a region often leads to certain positives such as improved quality of life, increasing entertainment alternatives and improvement in destination image (Kim, 2002; Kim et al., 2013; Styliadis et al., 2014), which in turn, lead to the cultivation of positive perceptions toward tourism. Moreover, the negative social impacts cannot be overruled.

### **Cultural impact of tourism towards local community in developing quality tourism**

The development of quality tourism in the Uma Uta tourism village has had a positive impact on the local culture. Indeed, even before the emergence of the Uma Uta tourist village, local art studios had already developed as places to learn about local wisdom. As time went on, the tourist village was born as an approach to developing tourism in rural areas. Quality tourism in the Uma Uta tourism village is deeply rooted in the local cultural products. These cultural products are highly aesthetic as they are based on the heritage of the local culture. Tourists who visit the village always show appreciation and pride as they can still find the preservation of the local culture.

The local community actively participates in the development of high-quality tourism. They take immense pride in their culture, considering it a priceless heritage asset. The active participation of the local community encompasses all generations, including baby boomers, millennials, and generation Z. There are three main classifications of cultural products they possess, namely handicrafts, art studios, and local music. These three types of products exhibit a remarkable uniqueness and beauty. Their authenticity and diversity in presentation contribute to their high value. Each product within these classifications carries its own distinct pattern, aesthetics, and profound meaning. The author can outline as follows.

**Table 3. Cultural impact of quality tourism development**

<b>Cultural impact of tourism</b>	<b>Practical</b>	<b>Sustainable development goal</b>
Preservation of local wisdom	Local communities as an actor and target in quality tourism development	Peace, justice and strong institutions

Source: Author, 2023

Cultural tourism is the planning, development, and construction of tourism destinations based on cultural products. Its target market consists of tourists who visit these destinations with the intention of experiencing authentic cultural immersion. In the context of the Uma Uta cultural village, the display of local culture can captivate the profound attention of visiting tourists. In such social situations, the existence of tourism significantly strengthens the preservation of local culture. The development of cultural tourism in Uma Uta tourism village encompasses creativity, lifestyle, tradition, and everyday culture. According to Kalvet et al., (2020) cultural tourism is also increasingly driven by language tourism and the search for cultural experiences based on the lifestyles and habits of the places visited.

### Environmental impact of tourism towards local community in developing quality tourism

The development of quality tourism can create high environmental awareness. This awareness is marked by the emergence of actions related to cleanliness, sanitation, and waste management. These factors are considered crucial in creating sustainable and resilient tourism destinations. The whirlwind of tourist activities in the village is undoubtedly not without negative impacts on the environment. Therefore, the local community pays great attention to the quality of their environment. The current social reality shows that the environmental condition in the Uma Uta tourism village is still very pristine. The development of quality tourism in Uma Uta tourism village highly emphasizes cleanliness, health, safety and environmental sustainability as its main standards. The author can attach the environmental impacts of tourism as follows.

**Table 4. Environmental impact of tourism development**

<b>Environmental impact of tourism</b>	<b>Practical</b>	<b>Sustainable development goal</b>
Tourism village planning	Quality tourism development (local communities as an actor and target, hygiene of destination and quality tourist)	<ul style="list-style-type: none"> <li>• SGDs 6. Clean water and sanitation,</li> <li>• SGDs 11. sustainable cities and communities,</li> <li>• SGDs 12. Responsible consumption and production,</li> <li>• SGDs 13. Climate action, and</li> <li>• SGDs 15. Life on land</li> </ul>
Planning and design of tourist facilities	Facilities based on local products (homestay)	
Maintaining and improving environmental quality	Carrying capacity (small scale visitation)	

Source: Author, 2023

The environment holds significant importance in the development of quality tourism. Environmental aspects greatly determine the sustainability of a tourist destination. In the development of quality tourism in the Uma Uta tourist village, so far, it has achieved excellent environmental preservation. Visitor management and carrying capacity are vital aspects that the management focuses on. The local community is aware that their tourist village will thrive when supported by environmental sustainability. The environment and tourism are inseparable entities in the development of quality tourism. Study by Pope et al. (2019) environmental impact assessment should embody to maximize such a contribution when applied to tourism developments: it should be comprehensive with respect to coverage of responsible tourism requirements; integrated into management systems; participative; systems-focused; and contextualized.

### Economy impact of tourism towards local community in developing quality tourism

The development of quality tourism in Uma Uta village has been able to generate economic growth. The local community, who previously relied solely on conventional markets, now has a new market space within tourism. The vibrant development of quality tourism has captured the attention of the local community from various age groups. The involvement of the community in cultural preservation has naturally created employment opportunities for the locals. Through their cultural creativity, the community can generate economic benefits through the sale of handicraft products and artistic performances. The author can include the economic impacts produced as follows.

**Table 5. Economy impact of quality tourism development**

<b>Economy Impact</b>	<b>Practical</b>	<b>Sustainable development goals</b>
Impact on people's income	Income from agriculture and tourism	SDGs 8. Decent work and economic growth
Impact on employment opportunities	Tour guide, waiter and waitress and local business actor	SDGs 10. Reduced inequalities
Impact on the distribution of benefits or profit	Equilibrium of development	SDGs 9. Industry innovation and infrastructure
Impact on ownership and community (economic) control	Homestay business, culinary business	SDGs 17. Partnership for the goal
Impact on development on generally	Facilities and infrastructure	

Source: Author, 2023

The economic benefits for the local community are at the core of high-quality tourism development. Economically, high-quality tourism development is capable of gradually improving the standard of living for the local community. High-quality tourism is considered one of the crucial sectors in advancing the development of Uma Uta as a tourist village. So far, tourism development has been able to provide significant dual impacts on the local community. Therefore, the local community is very enthusiastic about the development of high-quality tourism. Makmun et al., (2021) said that the impact of tourism's existence encourages the economical increase of surrounding communities. The opening of employment opportunities is also one of the triggers of the economic impact of the community. It can improve their living standards due to job opportunities.

### E. CONCLUSION

Local communities have a positive attitude towards the development of high-quality tourism in the Uma Uta village. This is evident from the high level of enthusiasm among the local community in planning and decision-making. It portrays a positive image in the development of quality tourism, mainly because the local community takes a leading role in the transformation of the tourism village. In the context of a tourist destination, Uma Uta village has a high level of local community awareness, excellent stakeholder collaboration, adaptive policies, and a wide range of cultural products. Such destination quality must be sustained and preserved. Concerning tourist market segmentation, the focus is on attracting high-quality tourists. Quality tourists are those who respect local culture, have longer stays, and higher tourist expenditures. This becomes the basis for Uma Uta tourism village in developing its unique products.



The development of quality tourism is certainly expected to yield positive implications. The reality in the Uma Uta tourist village shows that tourism, as a catalyst for change, has a significant positive impact on development. The local community, as change agents in the village, can experience positive benefits in terms of social, socio-economic, socio-environmental, and socio-cultural aspects. So far, the prospects of its development have always brought positive outcomes for the local community. This is undoubtedly in line with the philosophy of quality tourism itself. Quality tourism is intended as a practical approach to generate social and ecological justice in rural areas.

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