



Stakeholder Understanding of Sustainable Tourism Development Index Factors and Aspirations of Tourism Development by Local Community

Chingripem KAS^{1*}, Kh. Tomba Singh², A.S. Rapheileng³

¹Research Scholar, Department of Commerce, Manipur University, Imphal, Manipur-795003, India; wellykhare@gmail.com (C.K.).

²Professor, Department of Commerce, Manipur University, Imphal, Manipur-795003, India.

³Faculty, Department of Commerce, Manipur University, Imphal, Manipur-795003, India.

Abstract. This paper evaluates how the local community participates in and understands sustainable tourism development, taking a variety of demographic factors into account. The "Stakeholder Understanding of Sustainable Tourism Development Index tool" (SUSTDI), created by Byrd et al. (2008) and revised by Cardenas et al (2015), was used in this study in a hamlet. The responses of 176 Shirui village residents in India were analyzed in this study. This study reveals that proper tourism planning, tourism's contribution to the economy and environment, stakeholder inclusion, community participation, and visitor satisfaction have significant relationships among the seven-factor solutions generated when it comes to sustainable tourism development awareness. The results also show that the local community thinks the seven generated factors have a big impact on achieving sustainable tourism development. This applies to everyone, regardless of their occupation, income, or level of education. There is also no significant link between different marriage statuses or age groups.

Keywords: Local community awareness, Stakeholder informed participation, Sustainable development, Sustainable tourism, Tourism development.

1. INTRODUCTION

Only when stakeholders have a clear grasp of sustainable tourism will they be able to participate in an informed manner (Farrell & Twining-Ward, 2004; Byrd, 2007). Tourism should be environmentally friendly, include stakeholders, and be self-sustaining. Sustainable tourism is environmentally friendly, preserves local culture and values, and benefits tourists and locals. (Wearing & Neil, 2000). Locals, tourists, local government, management, tour agencies, and lodging providers are the main tourism stakeholders. Paying attention to stakeholders' wants and interests is one of the most important components for any business to succeed (Freeman, 1984, Berman, Wicks, Kotha & Jones, 1999; Falck & Heblich, 2007). Local community awareness, understanding, and participation in tourist development lead to empowerment and a sense of ownership, which helps the local society (Prentice, 1993; Gunn, 1994; Simmons, 1994; Scheyvens, 1999; Sharpley & Telfer, 2002; Cole, 2006; Tao & Wall, 2009). Tourism development in a region necessitates the active engagement and involvement of those who are affected or are likely to be affected by various developmental processes (Pongponrat, 2011). Sustainable development is based on the maximization of visitor happiness, the wise use of natural resources, consideration of the host community's way of life, economic rewards, continual regulation of effects, and effective political leadership that includes all stakeholders (UNTWO, 2004). In order to achieve sustainable development, all stakeholders must be included in the process. Raising local sustainability knowledge and understanding is the first step. Only then can locals engage in development.

This study aims to examine the local community's awareness and understanding of sustainable tourism development and the linkages between sustainable aspects and demographic variables and their desire for tourist development. This study uses SUSTDI to compare stakeholder awareness and comprehension of sustainable development across demographics.

2. LITERATURE REVIEW

Sustainable development means addressing the demands of the current generation without jeopardizing future generations' ability to meet their own needs. Environmental implications, economic development, participatory methods, intergenerational equity, and sustainable livelihoods are all factors in sustainable development. It is a continual process that involves the optimum use of diverse resources, such as financial, technological, and institutional changes while adhering to the ideals of preserving high-quality results for both current and future demands. Growth with a high priority on minimizing environmental depletion and maximizing quality outputs is referred to as sustainable development which is something that all existing and potential tourism locations throughout the world should be concerned about. Employment opportunities, environmentally friendly services, and goods, resource preservation, stakeholder participation, and economic planning should all be part of a sustainable development strategy that protects the environment (Brundtland Report, 1987; Barbier, 1989; Cooper, Fletcher, Fyall, Gilbert, Wanhill, 2008). The Sustainable Development Goals in "Transforming our world: the 2030 Agenda for Sustainable Development" aim to promote inclusive, long-term economic growth, full and productive employment, and decent work for all. By 2030, design and implement strategies to encourage long-term tourism that supports local culture and products while producing jobs. These

plans should contain detailed planning and strategy, input from varied stakeholders, and an emphasis on future productivity.

Sustainable tourism involves all essential stakeholders to achieve sustainable economic planning, cultural understanding, environmental awareness, sustainable development goals, community resource identification, and resource preservation (Cooper et al., 2008, OECS, WTO). Tourism, which is one of the most dynamic sectors in the world, relies heavily on native, environmental, cultural, sociological, and authentic elements. Good sustainable tourism practise requires the maximisation of natural resources, which contributes to the development of tourism while also maintaining environmental and ecosystem harmony, assisting in the preservation of the local culture, traditional assets, and beliefs. And with long-term development goals that benefit all stakeholders economically, socially, and culturally while improving everyone's well-being. Sustainable tourism creates jobs for the local/host community while having little influence on the culture and environment. Economic impact, tourist satisfaction, social, cultural, and environmental factors are all indicators of sustainable tourism. These indicators illustrate how sustainable tourism affects the local community in terms of impacts, satisfaction levels, social values, culture and identity, and resource preservation (UNEP, 2004; Melita Jovanović-Tončev, 2014; Marija Kostić, 2018; WTO). All stakeholders should be included in sustainable tourism planning, which includes environmental, social, and cultural preservation (Dumbrăveanu, 2004).

Stakeholder awareness, understanding, participation, and sustainable tourism development

Stakeholders are persons who affect or are affected by the environment (Freeman, 1984). Communities, businesspeople, government officials, tourists, tourism organizers, tourism operators, NGOs, infrastructure, and transportation are all examples of individuals or organizations. Present visitors, the current local community, and future tourists could all have a stake in the growth of sustainable tourism. The literature on stakeholder participation can be found in the business and administration fields (Byrd, 2007). Various actions such as planning, implementation, evaluation, and the result are included in organized unorganized types of stakeholder participation. These many modes of participation do not ensure an equal level of participation (Beierle, 1998; Carter & Darlow 1997; Fiorino, 1990; Nanz & Steffek 2004). Stakeholder participation can take many forms, but the most essential thing is that all stakeholders have the opportunity to participate, resulting in collective wisdom in making the best decision. The development process should be efficient while also being inclusive, with the least amount of expense and time commitment possible (Susskind & Cruikshank 1987). Locals, tourists, and the environment must all work together to achieve long-term tourism development. A better understanding of the benefits of sustainable tourism will result in greater local participation in its development (D.K. Batra et al.). Community participation in the development of sustainable tourism is crucially dependent on the host community's knowledge of sustainable tourism and its multiple advantages. This should be related to diverse goals and objectives in the long run (Cole, 2007; Liu et al., 2003; Waligo et al., 2013; Ward & Butler 2002; Weaver & Lawton, 1999). Population, peace, wealth, pollution, and environmental protection are all key long-term determinants for tourism. Understanding sustainable development with the participation of stakeholders, as well as maintaining high-quality services and attractions for tourists, adds to the generation of economic revenue, which benefits the nation's economy (Todorovic, 2019; Marija Kostić, 2018; Tončev, 2014).

Manipur: A stunning off-the-beaten-path tourist destination state in Northeast India, with beautiful green meadows, hills, flowers, rough streams, waterfalls, and many tourist attractions sites. Many tourists visit every year to enjoy the natural beauty of the state.

Shirui: a village located in the hilly northern part of Ukhrul district, Manipur, attracts thousands of tourists because of its flower Shirui lily (*Lilium Mackliniae*), the state flower, which blooms during the beginning of the monsoon. Every year Shirui Lily State Festival is held for a week, which features its flower, fauna, culture, traditions, and costume, as well as art, culture, and entertainment programmes including local and international rock bands. Many domestic and international tourists come to attend this festival.

3. MATERIALS AND METHODS

Data was obtained from 176 Shirui village residents using a questionnaire based on the SUSTDI tool (simplified and back-to-back-translated) established by Byrd et al. (2008) and further modified by Cardenas et al. (2015). The survey takes about 10-15 minutes to complete. The respondents were mostly made up of the household head. Each item had a five-point Likert scale: (Strongly Disagree, Disagree, Neutral, Agree, and Strongly Agree). The demographic profile of the respondents was analyzed using frequency and percentage analysis. The mean and standard deviation of respondents' age, income, and education level were also calculated and summarised.

The study by Cardenas et al. (2015) generated six-factor solution namely "Resource preservation, Environmental Education, Stakeholder Inclusion, Economic Planning, Cultural Awareness, and Community Resource Identification". The present study generates 9 factors and retains four factors from the original six-factor solution by Byrd et al. (2008) namely economic planning, community resource identification, environmental education, Stakeholder Inclusion, and Resource preservation. However, two factors from the present study i.e., resource preservation and Land Use Practice factors are removed from further study due to low alpha. The significance of gender with the total awareness generated by the seven elements is investigated using

a t-test of the respondents' gender in this study. The association of marital status, age, profession, yearly income, and education level with complete knowledge of the SUSTDI instrument is further investigated using analysis of variance (ANOVA).

Table 1: Summary of Demographic Profile of the Respondents

Variable		Frequency	Percent
Gender	Male	144	81.8
	Female	32	18.2
	Total	176	100
Marital Status	Married	138	78.4
	Unmarried	23	13.1
	Widow/ Divorced	15	8.5
	Total	176	100
Profession	Cultivator	162	92
	Student	3	1.7
	House wife	1	0.6
	Govt Employee	2	1.1
	Social Worker	1	0.6
	Self Employed	6	3.4
	Teacher	1	0.6
Religion	Total	176	100
	Christianity	176	100

Source: Computed from Primary Data

Table 1 summarises respondents' demographics. Among the 176 respondents, 144 (81.8%) are men and 32 (18.2%) are women, with 78.4% married, 13.1% unmarried, 6.3% widowed, and 2.3% divorced. 92% of respondents are cultivators; the rest work in other fields (Self-employment, government, social worker, students, teacher). All respondents are Christian.

Table 2: Summary of Age, Income and Education of the Respondents (N=176)

	N	Minimum	Maximum	Mean	Std. Deviation
AGE	176	21	76	48.0455	13.17045
Yearly Income	176	10000	420000	99232.9545	38631.70044
Years of Schooling	176	0	22	8.6591	4.51635
Valid N (listwise)	176				

Source: Computed from Primary Data

The mean respondent age is 48.04 with a standard deviation of 13.17. The respondents' ages range from 21 to 76. Respondents' average annual income is Rs. 99,233 with maximum income of Rs.4,20,000/- and least is Rs.10,000/- (SD = Rs.38,632/-). The mean education level in class is 8.66 (SD = 4.52). The highest education level level of respondents is Ph.D.

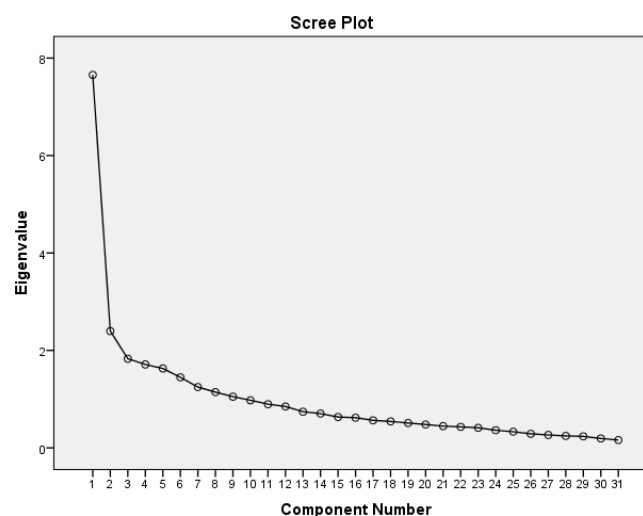


Figure 1.
Scree Plot of the respondents' factor loading

Table 3: Factor Loading of the awareness of sustainable tourism development amongst the community of Shirui village across various demographic variables.

Items	1	2	3	4	5	6	7	8	9
Factor 1. ECONOMY AND ENVIRONMENT									
Tourism helps the economy.	0.791	-0.059	0.008	0.193	0.139	0.07	0.041	0.118	-0.018
Tourism helps to diversify the local economy	0.733	0.245	0.093	0.12	0.046	0.239	-0.174	0.019	-0.018
Tourism should be promoted using economic development funding	0.673	-0.006	0.236	0.081	-0.115	-0.033	0.308	0.163	0.239
Wildlife and plants have equal rights to the community's natural resources	0.568	0.015	0.088	0.032	-0.155	0.031	0.495	0.093	0.354
Increased environmental education opportunities are necessary	0.424	0.353	0.4	0.154	0.175	-0.004	0.044	0	-0.385
Factor 2. COMMUNITY PARTICIPATION AND ASSETS									
Greater exposure of local culture is required.	-0.009	0.756	0.033	0.19	0.059	0.139	0.122	0.092	0.072
Local history education is needed.	0.067	0.749	0.093	0.01	-0.045	0.209	0.173	0.08	-0.086
Proper land use education is vital for tourism development.	0.1	0.655	0.205	0.17	0.128	0.022	-0.044	0.195	0.179
Tourism should improve the environment for future generations	0.014	0.526	0.129	0.093	0.164	-0.002	0.174	-0.038	0.437
Community involvement in tourism development is crucial.	0.103	0.368	0.259	0.315	0.093	0.152	0.124	0.301	-0.301
Factor 3. ENVIRONMENT CONSERVATION									
Integrate tourism with a region's conservation programmes.	0.166	0.233	0.738	0.049	0.091	0.144	-0.074	-0.22	0.085
Both existing and proposed tourism development should have environment impact studies	0.019	-0.091	0.734	0.201	0.175	0.181	0.016	0.157	-0.092
Tourism should incorporate environmental protection.	-0.037	0.249	0.62	0.106	-0.044	-0.148	0.306	0.326	-0.029
Environmentally damaging tourism should be discouraged.	0.162	0.189	0.491	-0.125	0.154	0.28	-0.09	0.016	0.382
Environmentalism improves natural resources	0.274	0.091	0.395	0.285	0.034	0.088	0.236	0.29	0.021
Factor 4. TOURISM PLANNING									
Tourism growth needs well-coordinated planning.	0.129	0.125	0.106	0.825	0.105	0.094	0.061	-0.001	0.027
Tourism development requires a long-term goal.	0.06	0.114	0.107	0.763	0.31	-0.082	0.043	0.029	0.088
Local government authorities must be educated on proper land use for tourism growth	0.212	0.186	0.094	0.562	-0.156	0.25	0.206	0.172	-0.006
Factor 5. STAKEHOLDER INCLUSION									
To be sustainable, tourism officials must assess citizen contentment	0.037	-0.017	0.157	0.013	0.786	0.154	0.092	0.047	0.06
For tourism to be effective, tourism executives must monitor how satisfied businesses are with tourists.	-0.05	0.1	0.172	0.233	0.711	0.102	-0.085	0.121	-0.122
Community support boosts tourism	0.123	0.166	-0.063	0.071	0.623	0.142	0.366	0.062	0.151
Factor 6. TOURIST ATTRACTION									
Natural beauty attracts tourists.	0.114	0.066	0.012	0.12	0.154	0.784	0.126	0.158	0.011
Local culture is a tourism charm	0.242	0.233	0.182	0.047	-0.013	0.684	0.093	-0.188	0.239
Tourism would be promoted via the restoration of historical sites.	-0.089	0.129	0.207	0.071	0.33	0.668	0.114	0.156	-0.083
Factor 7. TOURIST SATISFACTION									
To be effective, tourism officials must track tourist satisfaction	-0.004	0.15	0.073	0.069	0.206	0.266	0.774	0.058	-0.035
Visitor participation is key to tourism growth.	0.156	0.329	-0.005	0.244	0.121	0.043	0.506	0.046	0.064
Factor 8. COMMUNITY AND ENVIRONMENT PROTECTION									
Community members should participate in environmental conservation.	0.368	0.094	0.098	0.043	0.213	0.167	0.046	0.63	0.043
Nature must be preserved for future generations.	0.403	0.248	-0.024	-0.019	0.045	-0.072	0.194	0.582	-0.075
Tourism shouldn't harm culture.	-0.294	0.178	0.142	0.273	0.13	0.206	-0.097	0.55	0.309
Factor 9. LAND USE PRACTICE									
Proper land use education for tourists is necessary for successful tourism	0.122	0.121	0.014	0.488	-0.042	0.138	0.048	0.065	0.58
Tourism growth also partly depends on educating local business owners about land usage.	0.289	0.344	-0.124	0.028	0.355	-0.036	0.141	0.139	0.431
% of Variance Explained									
Eigen Values	7.65	2.39	1.83	1.71	1.63	1.44	1.24	1.14	
Cronbach's Alpha	0.756	0.738	0.707	0.733	0.689	0.727	0.545	0.497	
KMO = 0.788, Bartlett's = Chi- Square 2082.447, df 465, Sig.000									
Extraction Method: Principal Component Analysis.									
Rotation Method: Varimax with Kaiser Normalization. ^a									

In Table 3 Factor Analysis of the respondents (N=176) is shown where Kaiser-Meyer-Olkin Measure of Sampling Adequacy is .788 which is adequate, and Bartlett's Test of Sphericity is Chi-Square 2082.447, df 465, Sig.000 which is also significant. This table illustrates factor loadings, variance explained, and Cronbach's alpha. Initially nine factors were produced with 64.879 Total Variance explained. However, two factors were removed since their Cronbach's alpha is less than 0.5 which does not meet the criterion of acceptable reliability coefficient. Finally, seven factors were retained from the factor analysis for further study with 57.79% variance explained.

Factor 1 is comprised of five items accounting for 24.69 % of variance ($\alpha = 0.756$) and is named 'Economic Planning' since there is strong loading on the economic and environmental benefits of tourism. Factor 2 with five items explained 32.4% of the variance ($\alpha = 0.738$). This element is called "Community Resource Identification" as it identifies community resources. Factor 3 with 5 items explained 38.32% of the variance with an alpha of 0.70. and is named 'Environmental Education' as the items are related to environmental education. Factor 4 with three items accounted for 43.8% of the variance ($\alpha = 0.733$). This component comprises planning, goals, and land use to increase tourism. This factor is named 'Tourism Planning'. Factor 5 explained 49.10% of the variance with three items ($\alpha = 0.689$). This factor includes measuring citizen and business satisfaction and community tourist promotion. This factor is named 'Stakeholder Inclusion.' Factor 6 with three items explained 53.77% of the variance ($\alpha = 0.727$). This component loads natural environment, local culture, and historical landmarks as tourist attractions, it is named 'Tourist Attraction'. Factor 7 explained 57.79% of the variance ($\alpha = 0.545$). This component is called "Tourist Satisfaction" because it monitors tourist satisfaction and involves visitors in tourism development.

Table 4: T- test of the gender of the respondents.

	Gender	N	Mean	Std. Deviation	Std. Error Mean	T
Factors						
Economy and Environment	Male	144	19.6806	2.51611	0.20968	-0.1559
	Female	32	20.4688	2.60253	0.46007	
Community Participation and Assets	Male	144	21.5972	1.85608	0.15467	-0.698
	Female	32	21.875	2.0752	0.36685	
Environment Protection	Male	144	21.5069	1.86239	0.1552	0.737
	Female	32	21.7813	1.91319	0.33821	
Tourism Planning	Male	144	12.6806	1.23839	0.1032	-1.916
	Female	32	13.1875	1.37811	0.24362	
Stakeholders Inclusion	Male	144	12.9583	1.31625	0.10969	-2.241
	Female	32	13.5	1.21814	0.21534	
Tourist Attraction	Male	144	13.1319	1.26958	0.1058	-2.355
	Female	32	13.7188	1.27594	0.22556	
Tourist Satisfaction	Male	144	8.3681	0.81718	0.0681	-1.219
	Female	32	8.625	1.1288	0.19955	
Awareness (Total)	Male	144	109.9236	7.34283	0.6119	-2.155
	Female	32	113.1563	7.74642	1.36939	

Note: * Significant at 5% Level of Significance.

Table 4 comprises T-tests and scales. Since there is no difference in overall SUSTDI community knowledge between male and female respondents ($t = -2.155$, $p = 0.37$), part of the null hypothesis was accepted. Two measures, Stakeholder Inclusion, and Tourist Attraction differ at the 5% level between males and females, while the other five do not, indicating that the null hypothesis is not rejected.

Table 5: Relationship between Marital Status, Age, Profession, Income, Education Level and Total Awareness of SUSTDI ANOVA

	Total Awareness	Sum of Squares	df	Mean Square	F	Sig.
Marital Status	Between Groups	9.64	32	0.301	0.75	0.827
	Within Groups	57.4	143	0.401		
	Total	67.04	175			
Age	Between Groups	10.238	32	0.32	1.138	0.298
	Within Groups	40.211	143	0.281		
	Total	50.449	175			
Profession	Between Groups	77.052	32	2.408	2.547	0
	Within Groups	135.17	143	0.945		
	Total	212.222	175			
Income	Between Groups	23.208	32	0.725	2.215	0.001
	Within Groups	46.831	143	0.327		
	Total	70.04	175			
Education	Between Groups	46.606	32	1.456	1.895	0.006
	Within Groups	109.889	143	0.768		
	Total	156.494	175			

Note: * Significant at 5% Level of Significance.

ANOVA compared SUSTDI awareness with marital status (Table 5). No change in mean scores rejects that marriage and SUSTDI awareness are unrelated. Shirui's SUSTDI awareness is unaffected by marriage. The null hypothesis is supported by all seven components having the same ANOVA mean (no link between age groups in Shirui SUSTDI awareness). SUSTDI awareness is universal. SUSTDI relates to many vocations. The null hypothesis is rejected because ANOVA findings show no mean difference between income levels and the seven SUSTDI components. ANOVA compared class (1-22) and SUSTDI means. Data shows education influences these qualities.

4. DISCUSSION AND CONCLUSION

A community will benefit only if its members cherish its traditions and culture, as well as their assets and customs, and work together to attract more tourists and create a more sustainable tourism industry (Sustainable Tourism Service, 2002, and Macbeth et al. 2004). The demographics of Shirui community revealed that the majority of the village relies on cultivation for a living, with a desire to rely on alternate types of income such as sustainable tourism. Their minimum and average annual incomes are likewise quite low, prompting them to seek out alternative possibilities or sources of money. When it comes to total awareness of the SUSTDI instrument, the T test among genders demonstrates that there is no significant difference between male and female. This means that the Shirui community as a whole, regardless of gender, understands sustainable tourism, its benefits, and its long-term viability. Further analysis of variance (ANOVA) reveals that total awareness of SUSTDI components has no significant link with marital status or community age. This study, on the other hand, found a strong association between career and educational degree and total awareness of SUSTDI variables.

The most essential component loaded in this study is well-coordinated tourism planning. This demonstrates that Shirui village's tourism planning was inadequate during the annual Shirui Lily state festival, which lasts a week. This demonstrates the importance of setting long-term objectives for efficient tourist planning and implementation in Shirui, with the participation of the state government. Tourism, according to the Shirui people, boosts their economy and provides them with several economic prospects. They believe that funds for economic development received from the government or other sources should be used in part for tourism development projects. In addition, the importance of tourism leaders monitoring residents and business satisfaction with local community involvement is stressed in this study. With the Shirui Hills already being a popular tourist destination, this study emphasizes the importance and potential for the current Shirui Community to preserve its flower, local culture, history, and environment for future generations. The importance of sustainable tourism in a community in terms of economy, environment, community participation, and assets, proper tourism planning, and tourist satisfaction from tourism, as well as the need for awareness and understanding with the inclusion of all stakeholders, particularly local residents in the form of informed participation, are all demonstrated in this study using the SUSTDI tool. This research is significant because it identifies the aspects that contribute to a community's awareness of sustainable tourism. This study also reveals that local communities are unaware of and under-informed about the benefits of sustainable tourism development. There is a dearth of understanding among the community about the necessity of sustainable tourism.

The SUSTDI tool is designed to measure a community's understanding and knowledge of sustainable tourism development. With residents relying more on economic generations and benefits from tourists while also preserving their own culture, traditions, environment, and other resources, one of the most pressing needs is to provide services and products that satisfy tourists while also keeping all stakeholders in harmony. SUSTDI can assist all stakeholders in implementing beneficial changes to the sustainable tourism development process. Using the SUSTDI instrument, local community members should be made aware of the benefits of sustainable tourism development. This tool can be used by the government, tourism planners, event organizers, and other stakeholders to determine where they are falling short and make the required adjustments to the sustainable tourism development process.

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