

SUSTAINABLE TOURISM ATTITUDES AMONG RURAL RESIDENTS IN SLOVAKIA

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Abstract

Nowadays, sustainable tourism continues to shape contemporary tourism strategies. The study investigates rural residents' attitudes toward sustainable tourism in Slovakia, with a specific emphasis on the environmental dimension and the identification of principal motives and barriers underlying these attitudes. A quantitative research design was adopted, operationalised through a structured online questionnaire administered between February and May 2025. The sample comprised 355 respondents living in rural areas of Slovakia. Findings indicate that the principal drivers for choosing sustainable destinations are the pursuit of novel experiences, support for local communities, and a strong sense of personal responsibility toward the environment. Conversely, the study identifies low levels of awareness and the prevalence of mass tourism as the most significant barriers to sustainable tourism development. The study highlights the need for targeted marketing and communication strategies focused on sustainability education and the promotion of behavioural change among tourists and local stakeholders.

Keywords: consumer behaviour, rural consumers, tourism, sustainable tourism, Slovakia

INTRODUCTION

Over recent years, the dynamic growth of tourism has had both positive and negative effects on tourism destinations. As a result, sustainable tourism has been established as a key option for tourism development (Wang et al., 2019; Firman et al., 2019). The tourism destination requires a focus on environmental protection and the stability of natural resources while ensuring economic development (Elmo et al., 2020; Hall, 2019). From this perspective, sustainably managed tourism generated advantages for local communities and tourists through their participation in environmental, economic and socio-cultural practices (Saleem et al., 2021). In order to achieve sustainable tourism development, support of residents is crucial (Sardianou et al., 2015). Residents adopt positive or negative attitude towards tourism based

on expected effects (Eusébio et al., 2018; Gursoy et al., 2010; Nunkoo et al., 2013). According to Andereck et al. (2005) and Andriotis & Vaughan (2003), if the residents assess the potential effects of tourism, they are more likely to develop favourable attitudes and support sustainable tourism development. Consequently, Muresan et al. (2016) report that collecting residents' attitudes is a fundamental step for building public support for sustainable tourism development. As stated by Karytsas et al. (2019), it is necessary to involve locals in tourism development to prevent future conflicts. In this context, there has been an increasing number of studies focusing on consumer perceptions of sustainable tourism, which have expanded in response to growing concerns about unsustainable practices in today's socially aware world (Gomez-Camara et al., 2026; Grilli et al., 2021; Rasoolimanesh et al., 2023). Consumers' perceptions and attitudes have a significant role in the successful adoption of sustainable tourism principles and have been discussed in numerous studies (Wang et al., 2022; Han, 2021; Chhetri & Kumar, 2022; Kuchinka et al., 2018). In digital tourism, these principles are primarily reflected through the adoption of green and smart technologies (Gonzalez et al., 2025). Factors that contribute to tourism growth include perceptions of its effects (Gursoy et al., 2002), the extent to which the economy relies on it (Akis et al., 1996), and location-related factors (Harrill & Potts, 2003). Finally, several studies have explored destination marketing communication and its support for local and regional development (Švec et al., 2024; Navrátil et al., 2013; Březinová & Skořepa, 2019; Březinová et al., 2025). In conclusion, understanding residents' awareness of tourism development, their beliefs, and the benefits it provides helps policymakers design and adopt long-term, sustainable strategies (Harun et al., 2018). Despite the expansion of research on sustainable tourism and consumers' perceptions, there remains a lack of studies analysing consumers' attitudes towards sustainable tourism in Slovakia. Therefore, the primary objective of the research is to examine attitudes towards sustainable tourism among rural residents in Slovakia. It concentrates on the environmental dimension and identifies the key motives and barriers to sustainable tourism attitudes.

THEORETICAL BACKGROUND

Attitudes towards sustainable tourism

According to Moyle et al. (2020), sustainable tourism takes into consideration environmental protection and the Sustainable Development Goals. To ensure sustainability in tourism, stakeholder collaboration is required (Abuselidze & Devadze, 2021). Sustainable

tourism represents a paradigm concentrating on residents, and their participation is a basis for success in tourism development (Panchenko et al., 2018; Sharpley, 2020). Moreover, González et al. (2019) stated that sustainable tourism is carried out in a balance of the issues of residents and tourism businesses. Recently, research on residents' attitudes towards tourism has expanded (Gursoy et al., 2019; Lepp, 2007; Ribeiro et al., 2016; Liang et al., 2016; Meimand et al., 2017). Peters et al. (2018) emphasise that residents' attitudes towards sustainable tourism encompass cognitive assessments of opinions, emotions, beliefs, and feelings. Based on residents' attitudes, their intentions demonstrate specific behaviours. A positive attitude towards tourism was linked to gender (female), employment, income, and education level (Inbakaran & Jackson, 2006). Numerous studies emphasise that positive attitudes towards tourism and its development correlate with perceptions of its positive and negative impacts (Gursoy et al., 2010; Suntikul et al., 2010). The findings of Gursoy et al. (2010) highlight that residents who perceive positive economic and cultural effects are more likely to support sustainable tourism. Additionally, Geng et al. (2015) identified the links between nature and its effects on an individual's attitude towards the environment. Empirical evidence on sustainable tourism perceptions offers a better understanding of sustainability and supports sustainable tourism development. Hence, the first research question (RQ1) is formulated as follows:

RQ1: What are rural residents' attitudes towards sustainable tourism in Slovakia

Barriers and motivations towards sustainable tourism

The perception and development of sustainable tourism experience several barriers, including economic, political, environmental and social barriers. Dodds & Bulter (2009) identified the most common barriers as low awareness and education, low stakeholder engagement and inadequate funding. In addition to barriers, motivations are a crucial factor in sustainable tourism engagement. Empirical findings indicate that motivation is positively associated with visit intention, particularly when it reflects tourists' commitment to environmental protection and sustainable tourism development (Hunter, 2000). Moreover, a higher level of environmental sensitivity indicates stronger motivation and a stronger intention to revisit the destination. Finally, environmental knowledge correlates with visit motivation (Zhang & Lei, 2012). Based on that, exploring barriers and motivations for sustainable tourism contributes to a better understanding of sustainable tourism engagement. Thus, the following research questions are formulated as:

RQ2: What barriers prevent rural residents from engaging in sustainable tourism?

RQ3: What motivations influence rural residents' engagement in sustainable tourism?

DATA AND METHODS

Data collection

The research is based on quantitative study. A questionnaire survey was conducted in Google Forms, and the main aim was to uncover rural residents' expressed behaviour of sustainable tourism in Slovakia. Data were collected through an online questionnaire distributed from February to May 2025. A snowball sampling method was applied. The questionnaire link was distributed via social media platforms (Facebook and Instagram) and email. The main criterion required respondents to be residents of rural areas. After applying this criterion, the total sample consisted of 355 respondents living in rural areas in Slovakia. A complete summary of the research samples' socio-demographic information is displayed in Tab. 1. The majority of the sample were women (50.70%). Men represent 49.30% of the total sample. The most dominant age groups were 18-24 and 24-34 years. Regarding education, the largest group of respondents reported having completed secondary level of education (70.70%), followed by university degree (27.90%). Approximately 1% of the final sample completed primary education. In terms of occupation, the largest group consisted of employed individuals (42.50%), followed by students (32.40%). Retired participants represent 12.70% of the final sample. As for occupation, the majority of the sample were employed (42.54%) and students (32.11%).

Table 1 The distribution of the research sample

Indicators		Percentage (%)
Gender	Men	49.30%
	Women	50.70%
Occupation type	Employed	42.54%
	Student	32.11%
	Unemployed	1.69%
	Maternity Leave	3.10%
	Retired	12.68%
	Freelancer	7.89%
	Age	
18 – 24	32.39%	
25 – 34	24.79%	
35 – 44	9.86%	
45 – 54	12.39%	
55 – 64	8.73%	
More than 65	11.83%	
Education level	Primary	1.40%
	Secondary	70.70%
	University degree	27.90%

Source: authors' research (2025)

Research design and statistical analysis

The questionnaire included Likert-type questions in which respondents evaluated selected statements using 7-point scales (1 - I completely disagree, 7 - I completely agree with the statement), as well as questions on motivating factors and barriers using 7-point scales (1 - the least important factor, 7 - the most important factor). Operationalisation of variables are shown in Tab. 2. The selected motivating factors involved 11 items as followed: F1- interest in nature conservation and biodiversity, F2- interest in responsible consumption, e.g. preference for eco-hotels, F3- interest in supporting the economy and local communities (e.g., prioritising guesthouses, local restaurants), F4- interest in local gastronomy, festivals, crafts, F5- sense of responsibility, F6- interest in a healthy lifestyle - I prefer stays in nature, active forms of tourism, e.g. cycling, hiking, agrotourism, F7- seeking new experiences, F8- an opportunity to learn about environmental, social and economic issues, F9- current trends, F10- social expectations as well as F11- personal belief in the importance of sustainability.

Table 2 Operationalisation of variables

Construct	Operational items	Measurement
Statements regarding the motivation for sustainable tourism	What is your attitude towards the following statements? (Items S1 – S11)	Likert-type scale: 1- completely disagree; 7- completely agree
Statements regarding the environment and sustainable values in tourism	What is your attitude towards the following statements? (Items T1 – T12)	Likert-type scale: 1- completely disagree; 7- completely agree
Motivating factors for sustainable tourism	Which factors would motivate you to choose sustainable tourist destinations? (Factors F1 – F10)	Likert-type scale: 1- the least important factor, 7- the most important factor
Barriers for sustainable tourism	What are the main barriers to sustainable tourism? 14 items	Likert-type scale: 1- the least important factor, 7- the most important factor

Source: authors' processing (2025)

The list of statements regarding motivation for sustainable tourism and statements regarding the environment and sustainable values in tourism are shown in Tab. 3.

Table 3 List of selected statements

Coding	Item
S1	I prefer organic and fair-trade products when travelling.
S2	Travelling in accordance with the principles of sustainability gives me a better feeling from the experience.
S3	I want to support local communities and the economy, so I prefer to stay with locals.
S4	I look for authentic experiences that respect the nature and culture of the country.
S5	I consider sustainable tourism to be a current trend.
S6	I believe that society should be responsible for protecting the environment when travelling.
S7	It is important for my social status to travel sustainably.
S8	I feel that my choice of destination is also influenced by what my friends/colleagues say about it.
S9	I feel pressure from family and friends to consider sustainability when travelling.
S10	I try to follow sustainable tourism trends in the media and adapt my decisions to these trends.
T1	My travel plans are often influenced by environmental concerns.
T1	I prefer accommodations that use renewable energy sources and minimise waste.
T2	I consider environmental protection more important than comfort or luxury on vacation.
T3	I try to minimise my environmental footprint when travelling (e.g., fewer flights, eco-friendly transportation).
T4	I would like to support destinations that strive for environmental sustainability.
T5	I try to support businesses that focus on eco-friendly practices
T6	I believe that my contribution to sustainable tourism can have a significant impact on the future of the planet.
T7	I usually prefer eco-friendly activities during my vacation.
T8	My travel plans are often influenced by environmental concerns.
T9	When possible, I prefer to visit "lesser-known" destinations and avoid mass tourism.
T10	I have a strong commitment to ensuring that my travel has minimal negative impact on nature.
T11	I care that my travel contributes to protecting natural areas.
T12	I prefer local and organic products as part of the travel experience.

Source: authors' processing (2025)

All statistical analyses were performed using XLSTAT software with the significance threshold set at 0.05. The Friedman test, followed by the Nemenyi post hoc test, was applied to detect differences in respondents' evaluations of statements and factors.

RESULTS

The results showed statistically significant differences in respondents' evaluation of selected statements regarding the motivation for sustainable tourism (p -value $\leq 0,0001$). The acquired results of the Nemenyi procedure indicate (Tab. 4) that Slovak respondents from rural areas agreed with statement S6 „I believe that society should be responsible for protecting the environment when travelling, “ and S4 „I look for authentic experiences that respect the nature and culture of the country.“ The highest disagreement was obtained with feeling pressure from family and friends to consider sustainability when travelling as well as trying to follow sustainable tourism trends in the media and adapt my decisions to these trends. Furthermore, rural respondents tend to disagree with the idea that sustainable travel is important for their social status, feel pressure from family and friends to consider sustainability when travelling, or prefer organic and fair-trade products when travelling. Low disagreement was also indicated in the case of S5, „I consider sustainable tourism to be a current trend“, and S2 „, Travelling in accordance with the principles of sustainability gives me a better feeling from the experience“.

Table 4 Evaluation of statements regarding the motivation for sustainable tourism

Item	Mean	Mean of ranks	Groups						
S9	2.73	3.754	A						
S10	3.01	4.177	A						
S7	3.36	4.907		B					
S8	3.53	5.163		B	C				
S1	3.75	5.428		B	C	D			
S5	3.88	5.783			C	D	E		
S2	3.97	5.890				D	E	F	
S3	4.19	6.220					E	F	
S4	4.31	6.585						F	G
S6	4.69	7.093							G

Source: authors' processing (2025)

*Statistically significant differences are indicated by distinct groups formed by Nemenyi procedure.

Similar results were obtained in terms of selected statements regarding the environment and sustainable values in tourism, which showed statistically significant differences in respondents' evaluations (p -value $\leq 0,0001$). Based on Nemenyi's procedure (Tab. 5), it can be stated that respondents from rural areas agreed with supporting destinations that strive for environmental sustainability, preferring to visit "lesser-known" destinations and avoiding mass

tourism, preferring local and organic products as part of the travel experience, believing that their contribution to sustainable tourism can have a significant impact on the future of the planet as well as consider environmental protection more important than comfort or luxury on vacation. On the other hand, the rural respondents disagreed that their travel plans are often being influenced by environmental concerns, preferring eco-friendly activities during their vacation as well as having a strong commitment to ensuring that their travel has minimal negative impact on nature.

Table 5 Evaluation of statements regarding the environment and sustainable values in tourism

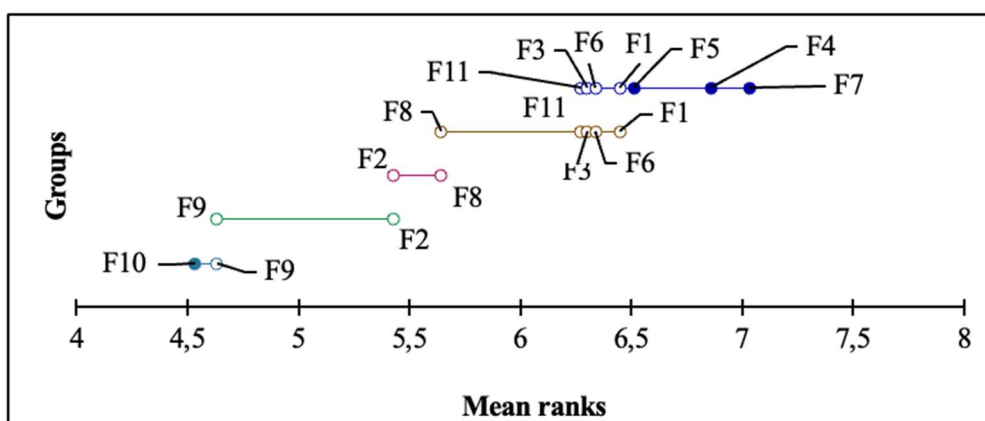
Item	Mean	Mean of ranks	Groups				
T8	3.56	5.041	A				
T7	3.80	5.814	A	B			
T10	3.86	5.911	A	B			
T1	3.95	6.158		B	C		
T11	3.99	6.285		B	C	D	
T3	4.05	6.434		B	C	D	
T5	4.07	6.503		B	C	D	
T2	4.15	6.701		B	C	D	E
T6	4.21	6.997			C	D	E
T12	4.32	7.151				D	E
T9	4.46	7.432					E
T4	4.50	7.573					E

Source: authors' processing (2025)

*Statistically significant differences are indicated by distinct groups formed by Nemenyi procedure.

Furthermore, the results showed that Slovak respondents from rural areas evaluated motivating factors for sustainable tourism differently, as confirmed by the Friedman test (p -value $\leq 0,0001$). Based on Nemenyi's procedure (Fig. 1), the results displayed by Demsar plot showed that the most important factors for rural Slovak respondents when selecting sustainable tourist destinations were as follows: seeking new experiences, interest in local gastronomy, festivals and crafts, sense of responsibility, interest in nature conservation and biodiversity, interest in a healthy lifestyle - I prefer stays in nature, active forms of tourism, e.g. cycling, hiking, agrotourism, interest in supporting the economy and local communities as well as personal belief in the importance of sustainability. The least important motivating factor was social expectations, followed by current trends and interest in responsible consumption, e.g. preference for eco-hotels.

Figure 1 Demsar plot - motivating factors for a sustainable tourist destination



Source: authors' processing (2025)

*F1- interest in nature conservation and biodiversity, F2- interest in responsible consumption, e.g. preference for eco-hotels, F3- interest in supporting the economy and local communities (e.g., prioritizing guesthouses, local restaurants), F4- interest in local gastronomy, festivals, crafts, F5- sense of responsibility, F6- interest in a healthy lifestyle - I prefer stays in nature, active forms of tourism, e.g. cycling, hiking, agrotourism, F7- seeking new experiences, F8- an opportunity to learn about environmental, social and economic issues, F9- current trends, F10- social expectations, F11- personal belief in the importance of sustainability.

In addition, comparable results were acquired regarding the barriers to sustainable tourism. Among the most important barriers were the following items: low awareness of tourists about sustainable options, mass tourism, insufficient education and awareness of sustainable tourism, unwillingness of tourists to change their usual behavior, higher price compared to regular destinations, insufficient financial support from tourism businesses, misconceptions about sustainable tourism (some tourists consider it less comfortable/too expensive) as well as excessive environmental burden. The least important barriers were resistance of local residents, insufficient regulation, unavailability of ecological technologies, limited availability of sustainable destinations and insufficient infrastructure.

Table 6 Barriers to sustainable tourism

Items	Mean of ranks	Groups				
Resistance of local residents.	6.458	A				
Insufficient regulation.	6.544	A				
Unavailability of ecological technologies.	6.727	A	B			
Limited availability of sustainable destinations.	6.818	A	B	C		
Insufficient infrastructure.	7.237	A	B	C	D	
High costs of implementing sustainable measures.	7.501	A	B	C	D	E
Excessive environmental burden.	7.632		B	C	D	E
Misconceptions about sustainable tourism.	7.769		B	C	D	E
Insufficient financial support from tourism businesses.	7.793			C	D	E
Higher price compared to regular destinations.	7.858			C	D	E

Table 6 (Continued)

Unwillingness of tourists to change their usual behaviour.	7.899				D	E
Insufficient education and awareness of sustainable tourism.	8.162				D	E
Mass tourism - a large number of tourists in a given destination	8.273				D	E
Low awareness of tourists about sustainable options.	8.330					E

Source: authors' processing (2025)

*Statistically significant differences are indicated by distinct groups formed by Nemenyi procedure.

DISCUSSION

The present study focuses on the attitudes of rural residents in Slovakia towards sustainable tourism. These attitudes are of significant importance, as local communities contribute to the long-term development of tourism. Previous studies highlight that sustainable tourism development cannot be achieved without the support of local communities (Gursoy & Rutherford, 2004; Nunkoo & Ramkissoon, 2010). Pavlič et al. (2019) emphasise that understanding rural residents' attitudes towards tourism could support the successful planning and implementation of tourism policies targeted at improving existing conditions and supporting sustainable development. Residents' attitudes toward tourism have been discussed in the scientific literature. Many studies agree that the support of residents for tourism development is affected by social, cultural, economic, and environmental impacts of tourism. A study by Zhao et al. (2011) highlights that the development of tourism needs to address conflict management among residents and the importance of social capital. Michálková et al. (2023) address the development management and cooperation of the interested group in the tourism development. According to Muresan et al. (2016), residents view tourism as a crucial factor for regional development. Similarly, the findings of Bagri and Kala (2016) suggest that demographic attributes play a significant role in shaping residents' attitudes towards tourism. The results showed that residents recognise the economic, social and environmental consequences of the tourism development. Other studies demonstrate that tourism development is positively affected by community quality of life (Yu et al., 2018). Moreover, research conducted by Chang et al. (2018) revealed that cultural impacts and characteristics of the local community significantly affect the tourism development support. The findings of Andereck & Vogt (2000) highlight that residents identify tourism positively and support most types of development in the tourism area. Moreover, the study indicates that residents' attitudes are associated with their support for tourism development; however, the intensity of the relationship varies across different communities. The findings of Kitnuntaviwat and Tang (2008) suggest that residents' perceptions of the benefits of tourism in urban areas are positively associated with tourism development. Similar results have been reported in studies

focused on examining residents' attitudes toward tourism development in the urban and rural context (Yoon et al., 2001; Dyer et al., 2007; McGehee & Andereck, 2004).

The study's findings suggest that rural respondents are mostly motivated by intrinsic factors, such as experiential enrichment, support for local communities, and a sense of responsibility. The results are consistent with the study by Pan and Zhou (2024), which confirms that individuals with strong sustainable-oriented norms are more likely to engage in pro-environmental behaviour during travel. Another important determinant of travel motivation was satisfaction and loyalty (Chiu et al., 2016; Mohamad et al., 2011). Additionally, perceived quality and word-of-mouth recommendations have been identified as relevant factors influencing behavioural intention (Ozdemir et al., 2012; Chang et al., 2014). Regarding demographic factors, Uçgun and Narıcı et al. (2022) found that women and younger, more educated, higher-income consumers exhibited higher levels of environmental awareness. The study also indicated that consumers living in urban areas demonstrated a higher level of environmental awareness. According to Wee (2019) and Čvirik and Daneshjo (2022), age represents a significant factor of environmental perception. Especially the younger generation of consumers, Generation Z, showed as ecologically and socially conscientious (Wee, 2019). Moreover, this generation is strongly involved in sustainable tourism practices. In this context, Seyfi et al. (2025) stated that environmental issues are reflected in their travel habits. Similarly, Prayag et al. (2025) found that Generation Z is more interested in environmental concerns than other generations. In terms of gender, women are more focused on the environmental concerns of tourism (Yilmaz et al., 2009; Čvirik et al., 2021). Another study found that married couples with children reported higher levels of awareness compared to married couples with no children (Yahya et al., 2015).

Our results indicate a connection to low awareness and knowledge of sustainable tourism. These findings are in line with Vieira et al. (2023), who identify a key barrier as the knowledge gap regarding sustainable tourism practices. According to Rapo & Zelenaj (2025), the main psychological barriers to adopting sustainable tourism include low awareness, higher costs, cognitive dissonance, low level of trust, social norms and emotional detachment. Social responsibility increases trustworthiness (Martíšková et al., 2025). A considerable number of travellers have limited knowledge of how to identify and participate in sustainable tourism options. Another critical barrier for sustainable tourism is costs. According to Kholijah (2024), sustainable accommodations and environmentally friendly travel choices are more expensive, which discourages price-sensitive tourists. In contrast, the findings of Švec et al. (2021) suggest that environmentally oriented tourists exhibit a higher willingness to spend. This was also supported by Linnes et al. (2022). Moreover, tourists choosing green accommodation facilities represent a value-driven segment that is willing to spend more

during their holidays, indicating that sustainability can also be economically beneficial for tourism providers. Additionally, Gössling (2018) identifies a lower level of comfort and a limited range of amenities as additional obstacles to sustainable tourism. To overcome these barriers, targeted strategies need to be developed to enhance knowledge, minimise the inconvenience, and change the social norms. Boosting knowledge through educational campaigns is necessary to address awareness gaps in sustainable tourism (Hartman & Sijtsma, 2018; Timur & Getz, 2009). Influencers and social media can successfully present environmental practices as positive behaviour examples (Lee et al., 2021). According to Cervelló-Royo et al. (2026) the generative AI shapes consumer behaviour, satisfaction, and the overall tourism experience by enabling personalised recommendations and improving customer service interactions. Ingrassia et al. (2022) suggest emphasising the environmental and social issues of tourism through attractive content such as social media platforms, interactive tools and documentaries. In addition, Rondinelli and London (2003) highlight that coordinated collaboration among governments, non-governmental organisations, and the private sector strengthens these initiatives. According to Holmes et al. (2021), experiential learning, including eco-tourism initiatives that incorporate local communities stimulate deeper dedication to sustainable tourism. There is also a growing need to build trust through transparent, measurable, and sustainable practices. Finally, Ahmed et al. (2021) suggest that certification, which helps combat greenwashing, builds consumer confidence.

CONCLUSION

The study analysed the attitudes, motives, and barriers to sustainable tourism among rural residents in Slovakia. The findings of the study support the literature on attitudes towards sustainable tourism and point out the significance of environmental and sustainable values in determining perceptions of tourism development. The results offer theoretical evidence from rural areas in three ways. Firstly, it identifies motivation for sustainable tourism. Secondly, it examines the main barriers to sustainable tourism. Finally, it explores the attitudes of rural residents towards the environmental and sustainable values of tourism. Therefore, the results contribute to a better understanding of how rural residents view sustainable development.

The empirical evidence revealed that looking for new experiences, supporting local communities, and a sense of responsibility were the main drivers of choosing a sustainable destination. These results suggest that value-based motivations contribute significantly to forming residents' attitudes towards sustainable tourism. More specifically, the willingness to support local communities and a sense of environmental responsibility underline the significance of social and environmental values in decision-making in tourism. Therefore, from a managerial perspective, the findings suggest that destination marketing strategies

should highlight authentic experiences, local culture and communities. Highlighting these factors may help correspond with tourism development with the expectations and values of residents, thus promoting their support for sustainable tourism initiatives. Moreover, the findings pointed out the most important barriers to sustainable tourism, including low levels of awareness and mass tourism. These barriers indicate that sustainable tourism development may be restricted not only by structural factors but also by a lack of knowledge and awareness among residents. From this perspective, the findings suggest that marketing strategies should focus on educating regarding sustainability and behavioural change. Additionally, destination management organisations and local authorities should support educational campaigns and communication activities that expand the awareness of sustainable tourism fundamentals. Furthermore, incorporating locals in tourism planning and decision-making processes may lead to more substantial acceptance of tourism strategies and support the development of the destination in the long-term.

Finally, several limitations of the present study should be noted. Firstly, the study is focused on rural residents, and the findings may not fully capture the perspective of the broader population. Thus, further research should be conducted to extend the study area at the national level. Secondly, the study concentrates on the self-reported attitudes and intentions associated with sustainable tourism, instead of observing actual behaviour. Finally, the research did not consider residents' personal experience with overtourism. Therefore, future research could include this variable, as such experiences may significantly affect residents' attitudes toward sustainable tourism.

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