

Article

Different Tourism, Different Attitudes? The Role of Tourism Type Preferences in Shaping Residents' Attitudes Toward Sustainable Tourism Development: Evidence from an Exploratory Study in Vrnjačka Banja, Serbia

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Abstract

This study explores how residents of Vrnjačka Banja (Serbia) perceive the impacts of tourism and how these attitudes influence their support for future tourism development. Specifically, it examines positive and negative economic, socio-cultural, and environmental impacts, as well as the types of tourism residents favor. Data were collected from 420 local residents using a structured survey, and the reliability of the scales was confirmed using Cronbach's alpha. Descriptive statistics provided an overview of participant characteristics, while MANOVA and follow-up ANOVA tests were used to examine differences in perceived tourism impacts across tourism types. Multiple linear regression was used to assess how attitudes toward positive and negative impacts predict residents' support for future tourism development. The results indicate that attitudes toward positive impacts are relatively consistent across residents, whereas negative socio-cultural and environmental impacts differ depending on the type of tourism they support. Regression analysis shows that positive socio-cultural and environmental impacts are the strongest drivers of residents' support, while negative socio-cultural and economic impacts reduce support. These findings highlight the importance of social and environmental considerations in shaping community attitudes and suggest that sustainable tourism planning should prioritize local well-being and responsible environmental management alongside economic objectives. This study contributes to the literature by addressing the heterogeneity in residents' attitudes through tourism type preferences, while also highlighting the limited research on this topic in spa destinations. It further provides practical guidance for destination managers and policymakers in developing more targeted and sustainable tourism strategies.



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1. Introduction

1.1. Context and Rationale

The importance of stakeholder involvement in tourism development is most often explained through Stakeholder Theory, which emphasizes the relationships among actors who have an interest in tourism and are affected by its outcomes [1,2]. From this perspective, sustainable tourism cannot be achieved without balancing economic goals with social equity and environmental responsibility [3]. Although the theory generally highlights the

relevance of all stakeholders [4], tourism research consistently points to local residents as a particularly important group, since they are the ones who most directly experience both positive and negative consequences of tourism development [5].

In recent discussions on sustainability, community participation is no longer reduced to sharing economic benefits. Increasingly, attention is given to residents' involvement in decision-making and governance processes [2]. Residents' needs and expectations are therefore central to tourism planning, particularly because their attitudes have been shown to influence support for tourism development [6]. When their perspectives are overlooked, resistance and antagonism may arise [7]. For this reason, examining how tourism affects local communities remains a crucial issue in tourism studies [8].

Research on residents' perceptions and attitudes toward tourism impacts has been developing for several decades and represents one of the core research streams in tourism. Numerous studies have explored how residents evaluate tourism development and what determines their support for it [9]. A commonly applied theoretical framework in this field is Social Exchange Theory [10–13]. According to this theory, individuals are likely to support an exchange when they expect that the benefits will outweigh the costs otherwise, opposition may grow [14]. In tourism research, this logic has been used to explain why residents tend to support tourism when they perceive its economic, socio-cultural, and environmental impacts as predominantly positive [15].

At the same time, tourism within a destination is rarely uniform. Different forms of tourism may develop simultaneously, depending on local resources, strategic priorities, and market demand. Ideally, these forms should complement one another [16]. However, different tourism types attract different visitor segments and generate different patterns of activity, which means that their impacts are not necessarily the same. Measuring these impacts separately is methodologically challenging because tourism activities are often interconnected [17]. Nevertheless, several studies have attempted to examine residents' perceptions and attitudes in relation to specific tourism segments [18–20].

Despite these contributions, most empirical research still approaches tourism as a single, aggregated phenomenon. As noted by Del Chiappa & Melis [21] and Del Chiappa & Abbate [22], relatively few studies examine residents' support for particular types of tourism alongside their attitudes toward tourism impacts. Their findings suggest that a positive attitude toward a specific tourism segment does not automatically imply that it is the preferred direction of future development. Carmichael [23] similarly points to the need for further refinement of the theoretical framework by exploring how residents' attitudes may differ depending on the type of tourism considered.

Despite the extensive body of literature on residents' attitudes toward tourism development, most studies treat residents as a homogeneous group and typically examine attitudes either at a general level or in relation to a single type of tourism. In destinations where multiple tourism forms coexist, this issue becomes particularly relevant. Understanding whether support for a certain type of tourism is associated with different attitudes toward positive and negative impacts may provide a more nuanced insight into residents' attitudes and their support for future tourism development. Such an approach allows sustainability to be examined not only as a general principle, but as a development path that may be interpreted differently depending on the form of tourism in question.

In this context, the study explores whether residents who support different types of tourism hold different attitudes toward economic, socio-cultural, and environmental impacts and whether these attitudes shape their support for further tourism development. Rather than treating residents as a homogeneous group, the analysis considers tourism type preferences as a factor that may explain variations in attitudes.

Vrnjačka Banja was selected as the research setting as it represents the most visited spa destination in Serbia, characterized by a long tradition of health tourism but also by increasing diversification of tourism forms. In recent years, growing visitor numbers and intensified tourism activities have raised concerns about pressure on local infrastructure, environmental quality, and everyday life (including the increase in prices of consumer goods, noise, traffic congestion, and lack of parking), pointing to potential risks of over-tourism. This makes the destination a relevant case for examining how sustainability is perceived in a context of expanding tourism development.

1.2. Aim and Objectives

The main aim of this study is to examine whether residents' support in Vrnjačka Banja for specific types of tourism development is associated with different attitudes toward tourism impacts and whether these attitudes influence their support for future tourism development.

In line with this aim, the study pursues the following objectives:

- To identify the types of tourism currently supported by local residents of Vrnjačka Banja;
- To examine whether positive and negative economic, socio-cultural, and environmental impacts are evaluated differently depending on the type of tourism residents of Vrnjačka Banja support;
- To analyze the relationship between residents' attitudes toward tourism impacts and their support for future tourism development in Vrnjačka Banja.

By focusing on tourism type preferences, the study contributes to a more differentiated understanding of community support in sustainable tourism destination management.

1.3. Research Hypotheses

Residents' perceptions of tourism and their attitudes toward different tourism forms may vary depending on the type of tourism developed within a destination [24]. From the perspective of Social Exchange Theory, residents evaluate tourism through a balance of perceived benefits and costs [12]. As different types of tourism may produce different patterns of impacts, residents who support different tourism forms may also differ in how they perceive these impacts [25]. In addition, earlier research indicates that residents who perceive tourism impacts as positive are generally more likely to support further tourism development, whereas negative perceptions and attitudes may lead to lower support [26]. Based on these theoretical and empirical insights, the following hypotheses are proposed.

H1: *Attitudes toward positive tourism impacts (economic, socio-cultural, and environmental) differ significantly depending on the type of tourism supported by residents of Vrnjačka Banja.*

H2: *Attitudes toward negative tourism impacts (economic, socio-cultural, and environmental) differ significantly depending on the type of tourism supported by residents of Vrnjačka Banja.*

H3: *Positive attitudes toward tourism impacts (economic, socio-cultural, and environmental) have a positive effect on residents' support for future tourism development in Vrnjačka Banja.*

H4: *Negative attitudes toward tourism impacts (economic, socio-cultural, and environmental) have a negative effect on residents' support for future tourism development in Vrnjačka Banja.*

Based on these hypotheses, the remainder of the paper is structured as follows. It begins with a review of the relevant literature on residents' attitudes toward tourism development and different tourism types, followed by a description of the study context

and methodology. The results are then presented and discussed, followed by conclusions and implications.

2. Literature Review

2.1. *Factors Influencing Local Residents' Attitudes Toward Tourism Development*

Social Exchange Theory (SET) has been widely applied to examine residents' attitudes and support for tourism. Beyond explaining residents' attitudes and support for tourism development, this theoretical approach has also been applied to a broader range of issues, including residents' satisfaction, quality of life, community participation, and perceptions of sustainability and environmental aspects of tourism [27]. It has also been used to examine interactions between residents and tourists, particularly in the context of perceived exchanges and relationships [28]. Early studies showed that support for tourism cannot be explained solely by economic benefits. For example, research in Southeastern Nigeria highlighted that residents' attitudes are influenced not only by potential economic gains but also by social and cultural factors, such as opportunities for community development, gender equity, cultural preservation, and concerns about adopting behaviors from tourists. These findings show that understanding residents' attitudes requires considering both tangible and intangible impacts, and that SET is a useful framework for this purpose [29]. Research applying Social Exchange Theory and stakeholder perspectives indicates that destination social responsibility can positively influence economic, socio-cultural, and environmental outcomes, which in turn affects residents' willingness to support tourism. Furthermore, residents' active participation in decision-making strengthens this relationship, highlighting the importance of including local communities in planning and governance processes to foster greater engagement and support [30].

Even when tourism brings benefits, local residents may experience concerns about environmental, social, or regulatory issues, which can influence how they perceive and support tourism development [31]. Local residents are not just providers of services or cultural hosts; their perceptions and attitudes toward tourism significantly shape how development unfolds, making it essential to understand these views before planning any tourism initiatives [32]. The attitudes of local residents toward tourism development are shaped by various factors, including sociodemographic characteristics, economic dependence, proximity to tourist areas, knowledge of tourism, the type of tourism, place attachment and tourism policy [6,33–35]. Men and younger residents tend to support tourism more, while higher levels of education are associated with more positive attitudes toward its development [36]. Residents who have lived in the destination for a longer period may be more skeptical, whereas greater economic dependence on tourism increases their willingness to support its growth and cooperate with other stakeholders [37]. Recent research also shows that perceived economic, environmental, and sociocultural impacts shape residents' overall attitudes, which mediate their support for tourism. Some negative environmental effects may not directly reduce support, suggesting that residents tolerate certain inconveniences when benefits outweigh costs, and the local socioeconomic context can even enhance support [38]. Furthermore, residents' attitudes toward tourism impacts and regulatory measures vary, reflecting differences in tolerance and engagement, which can shape their acceptance of tourism and inform more resident-oriented planning strategies [39].

Proximity to tourist attractions can have mixed effects: living close to these areas may raise concerns about crowding and reduced access to resources, but it can also enhance positive attitudes toward tourism [40,41]. Greater knowledge of tourism helps residents understand its impacts and potential contributions to the community, which in turn fosters more supportive attitudes toward tourism development [42]. Attitudes also vary depending

on the type of tourism and how it is developed, as well as the way local authorities manage tourism [43,44]. These variations highlight the need for context-specific research, as the same tourism activity may be perceived differently depending on local conditions and tourism management.

Finally, a positive image of the destination, higher levels of involvement in tourism development, and attachment to the community further strengthen local support for tourism growth [37,45].

2.2. Residents' Attitudes Toward Different Types of Tourism

While most studies focus on tourism as a whole, only a few specifically examine support for particular tourism forms [21,22]. Research has shown that local residents' attitudes toward tourism vary depending on the type of tourism in question.

Studies on cruise tourism indicate that residents may recognize its benefits but do not necessarily consider it the most desirable type of tourism. For example, in Cagliari, Italy, residents had a generally positive view of cruise tourism, yet this was not the type they most supported for development [21]. Similarly, research in Dubrovnik, Croatia, highlighted residents' awareness of positive economic effects of cruise tourism alongside concerns about traffic congestion, overcrowding, higher prices, and reduced quality of life, with attitudes varying according to residents' location and employment in tourism [43,46]. Cruise tourism is a form of tourism often associated with overtourism and large visitor volumes at specific events or destinations. For this reason, it is frequently examined in studies on residents' attitudes, as it provides a clear example of how certain tourism types can trigger concerns among local populations. The literature shows that some forms of tourism, such as cruise tourism, tend to generate more negative attitudes among residents, highlighting that the impact of tourism on attitudes can vary depending on the tourism type.

Ecotourism has been largely viewed positively, as local residents acknowledge both its benefits and limitations and support ecotourist activities [47]. However, participation and economic benefits are often limited to a small portion of the community, creating a division between those who gain and those who feel marginalized [48]. These findings suggest that even tourism forms generally considered sustainable, like ecotourism, can generate challenges for local residents.

Cultural and sports tourism also receive strong support where residents see clear benefits for their destinations. In South Korea, residents recognized the value of cultural tourism and its contribution to local development, with attitudes influenced by demographic characteristics and involvement in tourism [49]. Similarly, residents of Gran Canaria expressed positive attitudes toward sports tourism, appreciating its potential to diversify the local tourism offer [50]. Another study from Croatia on outdoor sporting events shows that residents and organisers perceive impacts differently, with residents valuing cultural and socio-economic benefits, while organisers focus more on environmental and image-related concerns [51]. These studies indicate that residents' attitudes may depend on how different tourism activities are experienced and managed within the destination.

Comparative studies further show that attitudes differ across locations and event types. For example, residents of Novi Sad, Serbia and Budapest, Hungary perceive city events differently: while Novi Sad residents emphasize local involvement, Budapest residents focus on cultural promotion. In both cases, residents are concerned with potential negative impacts, such as crime, pollution, and rising costs, but are generally willing to support event tourism if benefits are clear [52,53]. Similarly, research on Lovefest, a music event in Vrnjačka Banja, Serbia, indicates that residents' views on its positive and negative impacts vary according to socio-demographic factors such as age, gender, education, and

occupation [54]. Overall, these findings indicate that residents' may also differ from the perspectives of those involved in tourism management and organization.

Examining tourism types separately provides a more understanding of local support and highlights the importance of involving residents in decisions about which types of tourism best align with their lifestyle, culture, and local resources [23,55]. Research also shows that specific features of tourism experiences can shape residents' attitudes and support. For example, a study on film tourism in Barcelona found that residents' perceptions of realism in films, together with their attachment to the place, influenced both their support for and involvement in tourism development. This highlights that not only the type of tourism but also the way it is experienced and perceived can play a significant role in shaping local attitudes [56]. By identifying these gaps, the literature points toward the need for empirical investigation into how different tourism types affect residents' attitudes and support, providing the rationale for the hypotheses tested in the present study.

3. Study Area

Vrnjačka Banja is located in the central part of the Republic of Serbia, in the valley of the West Morava River (Figure 1). The area's diverse underground water composition has resulted in many mineral springs, which laid the foundation for the spa's development.

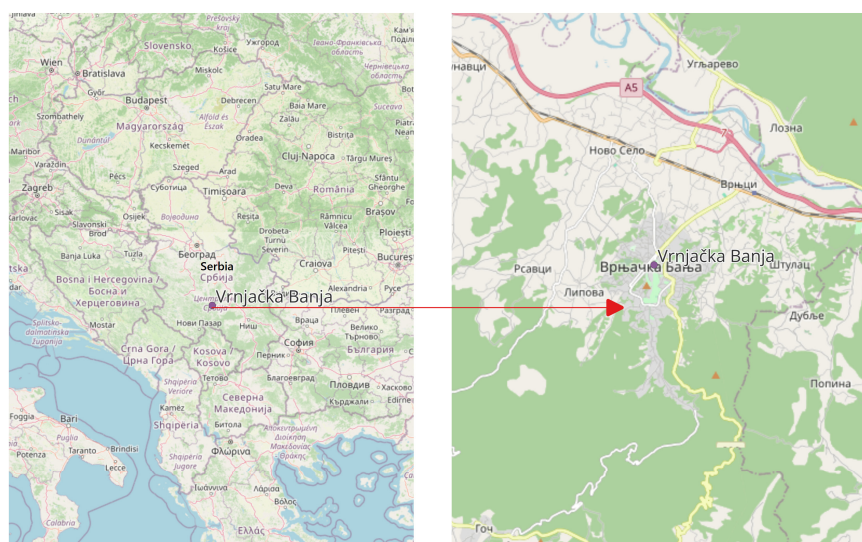


Figure 1. Location and map of Vrnjačka Banja. Source: Serbia boundaries (GADM) and Open-StreetMap tiles, processed and styled in QGIS 4.0.0 by the authors. Note: Certain place names shown in the basemap are displayed in the local language as provided by the original cartographic source.

Tourism in Vrnjačka Banja has been developing since the 19th century (1868), and today it represents the most visited spa destination and one of the leading tourism destinations in Serbia. Over the past decade, the destination has recorded consistently high tourist arrivals and overnight stays, with a peak in 2019 (283,491 arrivals and 907,892 overnight stays), followed by a noticeable decline in 2020 due to the COVID-19 pandemic. A key feature of tourism in Vrnjačka Banja is the dominance of domestic tourists. Throughout the observed period, domestic visitors account for the majority of both arrivals and overnight stays, often representing more than 75% of total demand. Foreign tourist arrivals remain significantly lower, although a gradual increase can be observed in recent years, particularly after 2022. In addition, domestic tourists tend to stay slightly longer than foreign visitors, as indicated by the higher average number of overnight stays (Table 1).

Table 1. Tourist arrivals and overnight stays in Vrnjačka Banja from 2016 to 2025.

Year	Tourist Arrivals			Tourist Overnight Stays			Average Number of Overnight Stays	
	Total	Domestic	Foreign	Total	Domestic	Foreign	Domestic	Foreign
2016	202,820	163,997	38,823	677,690	573,394	104,296	3.5	2.7
2017	213,194	176,202	36,992	701,622	603,279	98,343	3.4	2.7
2018	247,709	200,343	47,366	818,045	695,171	122,874	3.5	2.6
2019	283,491	230,887	52,604	907,892	774,206	133,686	3.4	2.5
2020	211,496	200,879	10,617	698,238	668,635	29,603	3.3	2.8
2021	267,672	231,112	36,560	852,297	745,118	107,179	3.2	2.9
2022	207,559	183,522	24,037	756,142	676,052	80,090	3.7	3.3
2023	194,140	162,447	31,693	686,556	587,974	98,582	3.6	3.1
2024	187,861	152,549	35,312	626,198	516,219	109,979	3.4	3.1
2025	202,035	161,656	40,379	660,778	530,821	129,957	3.3	3.2

Source: [57,58].

In well-known European destinations affected by overtourism, the imbalance between tourists and residents is particularly pronounced. For example, in Venice, one of the most frequently cited cases, approximately 5,876,797 tourists were recorded in 2024 [59], while the resident population was around 257,230 [60], a number that has been steadily declining. This results in a resident-to-tourist ratio of approximately 1:22.8, indicating substantial tourism pressure. The year 2024 was selected because it provides the most recent official data available, allowing for a more consistent comparison with Vrnjačka Banja.

In comparison, Vrnjačka Banja recorded 187,861 tourist arrivals in 2024 [57], while, according to the 2022 population census, it has 25,202 residents [61]. This means that the number of tourists was about 7.5 times higher than the number of local residents. Although this represents one of the lower levels of tourist arrivals in the past decade, the number of tourists still clearly exceeds the resident population, suggesting that this imbalance is not a temporary occurrence. It is also worth noting that in some well-known European destinations, noted in the literature as examples of tourism pressure and overtourism, similar ratios were observed more than a decade ago. For instance, in 2015, the resident-to-tourist ratio was 1:9.8 in Florence and 1:6.1 in Barcelona, suggesting that even moderate imbalances can, over time, contribute to noticeable tourism pressure [62].

These trends indicate that, although Vrnjačka Banja currently attracts fewer tourists than popular European destinations, the relative volume of tourist flows compared to the local population is already significant. With roughly 7.5 tourists per resident in 2024, pressure on local infrastructure, public services, and overall quality of life is evident. Issues such as congestion, noise, and rising prices highlight emerging sustainability challenges and suggest a potential risk of overtourism, even in a destination primarily oriented toward the domestic market. In addition, while the destination is best known for health tourism, it also hosts large-scale entertainment events, notably the electronic music festival Lovefest. It is a three-day long summer festival that has around 20,000 visitors per day [63]. Research on such events in this spa destination indicates that residents perceive them as a source of pressure, particularly due to overcrowding, higher costs, strain on infrastructure, and environmental degradation, especially of the natural resources on which tourism in Vrnjačka Banja is based. Water supply during peak tourist periods has also been identified as vulnerable, underscoring the sensitivity of local resources to intensive tourism activity [54,64]. These findings emphasize the need to consider both the benefits and cumulative

pressures of tourism development on everyday life. During summer months, the disparity between tourists and residents is especially pronounced, reinforcing the potential risk of overtourism. This raises two key questions: How do local residents perceive the impacts of tourism in Vrnjačka Banja? And do they support its future development?

According to the strategic documents, several forms of tourism are developed in the destination: health tourism (wellness/medical/spa), recreational tourism, MICE tourism, cultural and entertainment tourism, excursion tourism, sports tourism, and youth tourism [65,66]. Health tourism represents the core of the destination's identity and is primarily based on its thermo-mineral springs and other natural factors such as climate, greenery, and clean air. In addition to curative treatments, visitors can use numerous wellness and spa facilities, combining preventive and rehabilitation-oriented services.

Recreational tourism is supported by walking and cycling trails, sports facilities, fitness centers, and the proximity of nearby mountains such as Goč. Congress tourism is well developed thanks to hotel conference capacities, particularly in Hotel Zepter, which has facilities for up to 1400 participants [67].

Cultural and entertainment tourism plays a significant role in the destination's offer. The Cultural Center manages the Castle of Culture and organizes exhibitions, concerts, and festivals. Among the most important events are the International Classical Music Festival and the Film Script Festival. The largest manifestations are the Vrnjačka Carnival, which gathers over 200,000 visitors during seven days [64], and previously mentioned Lovefest.

Excursion tourism is encouraged by well-maintained park areas, the West Morava River, Mount Goč, and a diverse hospitality offer, which together make Vrnjačka Banja attractive for short stays and day visits.

4. Materials and Methods

4.1. Research Design and Data Collection

To explore local residents' attitudes toward tourism development in Vrnjačka Banja, primary data were collected through a survey. A questionnaire was developed for this purpose. It included questions on respondents' socio-demographic characteristics, the types of tourism they support, their attitudes toward positive and negative tourism impacts, perceived changes in quality of life resulting from tourism development, and their overall support for further tourism development in the destination. Respondents were selected using a purposive (convenience) sampling approach. This strategy allowed us to include as many residents as possible during the limited timeframe of the peak tourist season. While the sample was not random, it ensured that individuals with different experiences and attitudes toward tourism could participate, capturing a broad range of perspectives. A key advantage of this approach is that it allowed for the collection of timely and context-specific insights from those most affected by tourism activities in Vrnjačka Banja.

Support for specific forms of tourism was treated as a control variable. Respondents were asked to select one type of tourism developed in Vrnjačka Banja, as defined in the strategic documents [65,66], or to indicate that they do not support tourism development at all. The latter option was included to ensure that respondents were not forced to choose among predefined tourism types and to allow for the possibility that some residents may hold critical or negative attitudes toward tourism development in general.

Perceived positive and negative impacts of tourism were measured across three dimensions: economic, socio-cultural, and environmental. For each dimension, five statements were formulated, resulting in a total of 15 statements for positive impacts and 15 statements for negative impacts. The items were adapted from previous studies [68–81] and adjusted to the current tourism context of Vrnjačka Banja. Respondents expressed their level of agreement using a five-point Likert scale (1—strongly disagree to 5—strongly agree).

Support for future tourism development was measured through statements adapted from previous studies [7,82–84]. These items were also assessed using a five-point Likert scale.

The research was carried out between July and August 2025. The questionnaire was distributed both electronically (via email and social media) and in printed form. Respondents were clearly informed about the purpose of the study, given instructions for completing the questionnaire, and assured that their responses would remain anonymous. Only residents of the Municipality of Vrnjačka Banja were allowed to participate. This was ensured through an initial screening question, which enabled only those who confirmed that they lived in the municipality to continue with the survey. The collected data were processed and analyzed using SPSS version 23.

4.2. Statistical Analysis Methods

Before testing the research hypotheses, descriptive statistics were calculated in order to gain an overview of the data, including mean values and standard deviations for all variables (Appendix A). The reliability of the scales measuring positive impacts, negative impacts, and support for future tourism development was assessed using Cronbach's alpha. The obtained coefficients indicated satisfactory internal consistency, confirming that the items within each scale reliably measured the intended constructs.

To examine differences between groups, Multivariate Analysis of Variance (MANOVA) was applied. This method was chosen because it allows for the simultaneous analysis of multiple dependent variables and reduces the risk of Type I error compared to conducting separate ANOVA tests. In addition, MANOVA takes into account the relationships among dependent variables, which is particularly relevant in this study, as economic, socio-cultural, and environmental impacts of tourism are closely interconnected. Analyzing these dimensions together allows for a more realistic assessment of differences between groups, rather than examining each variable separately. In this way, MANOVA offers a more suitable approach than multiple independent ANOVA tests, which would overlook these relationships and could lead to less robust conclusions. Prior to the analysis, the assumptions of normality, linearity, and homogeneity of variance were examined [85]. When statistically significant multivariate effects were identified, one-way ANOVA tests were conducted to determine which specific dependent variables contributed to those differences.

Finally, multiple linear regression analysis was conducted to examine whether residents' attitudes toward positive and negative tourism impacts predict their support for future tourism development. This approach enabled the assessment of the relative contribution of each impact dimension while controlling for the others. Prior to interpreting the results, the key assumptions of regression analysis were tested.

5. Results

The sample consisted of 420 local residents of Vrnjačka Banja, with a slightly higher share of females (56.7%) than males (43.3%). Most participants were aged 41–50 (29%), followed by those aged 31–40 (22.1%) and over 60 (23.1%), while smaller groups were 20–30 years (17.4%) and 51–60 years (8.3%). In terms of education, nearly half had completed secondary school (46.4%), with others holding a bachelor's degree (29.8%), college education (10.7%), primary education (6.9%), master's degree (4.3%), or doctoral studies (1.9%). The majority were employed (56.9%), while unemployed and retired respondents accounted for 21.2% and 21.9%, respectively. Regarding length of residence, most had lived in Vrnjačka Banja between 20 and 30 years (30.5%), followed by 30–40 years (24.5%) and over 40 years (11.7%), with shorter-term residents making up the remainder. Finally, about half of the participants (46.7%) worked in tourism, 36.4% had no connection to tourism,

and 16.9% were partially involved in tourism-related activities (Table 2). This distribution shows that a substantial portion of the respondents are long-term residents with prolonged exposure to tourism development in the destination, suggesting that their attitudes are grounded in sustained personal and community exposure. This also ensures that the survey captures a variety of perspectives across age, occupation, and tourism involvement.

Table 2. Socioeconomic characteristics of respondents.

Gender		
	Frequency	%
Female	238	56.7
Male	182	43.3
Year		
20–30	73	17.4
31–40	93	22.1
41–50	122	29.0
51–60	35	8.3
>60	97	23.1
Education		
Primary education	29	6.9
Secondary education	195	46.4
College degree	45	10.7
Bachelor’s degree	125	29.8
Master’s degree	18	4.3
Doctoral degree (PhD)	8	1.9
Employment		
Employed	239	56.9
Unemployed	89	21.2
Retired	92	21.9
Length of residence:		
Up to 5 years	69	16.4
5–10 years	27	6.4
10–20 years	44	10.5
20–30 years	128	30.5
30–40 years	103	24.5
Over 40 years	49	11.7
Connection of occupation to tourism:		
Yes	196	46.7
No	153	36.4
Partially	71	16.9

When asked about the type of tourism they support, most respondents indicated health tourism (43.8%), followed by cultural and entertainment tourism (19.3%), MICE tourism (meetings, incentives, conferences, and exhibitions; 11.4%), sports tourism (11%), and recreational tourism (9.5%). A smaller proportion supported excursion tourism (2.1%)

or youth tourism (1.9%), while only a very small number of participants (1%) stated that they do not support tourism development at all. These preferences reflect the destination's established identity as a health tourism destination, confirming the expectation that residents favor tourism forms closely aligned with local natural resources and its long tradition in tourism development. The relatively high support for cultural and entertainment tourism indicates openness to diversification, while the small share of non-supporters suggests limited outright opposition to tourism development.

The Cronbach's alpha values indicate good to excellent internal consistency for all three scales. The scale measuring positive effects of tourism ($\alpha = 0.918$) and the scale measuring support for future tourism development ($\alpha = 0.950$) show excellent reliability, while the scale for negative effects of tourism ($\alpha = 0.773$) demonstrates good reliability. These results confirm that the items within each scale consistently measure the intended concept and are suitable for further analysis (Table 3).

Table 3. Reliability of the Scales.

Scale	Cronbach's α
Positive effects of tourism	0.918
Positive economic impacts	0.847
Positive socio-cultural impacts	0.903
Positive environmental impacts	0.913
Negative effects of tourism	0.773
Negative economic impacts	0.860
Negative socio-cultural impacts	0.809
Negative environmental impacts	0.779
Support for future tourism development	0.950

5.1. MANOVA

A multivariate analysis of variance (MANOVA) was conducted to examine whether the type of tourism supported by local residents of Vrnjačka Banja had an overall effect on their attitudes toward tourism impacts. The multivariate test results (Pillai's Trace = 0.474, $F(42, 2472) = 5.047$, $p < 0.001$, Partial $\eta^2 = 0.079$) indicate a statistically significant difference in the combined dependent variables across tourism types. The effect size suggests that the type of tourism explains approximately 8% of the variance in residents' overall attitudes toward tourism impacts, which represents a small to moderate effect in the context of social sciences. Levene's tests confirmed that the assumption of equality of error variances was met for dependent variables. Box's M test was not statistically significant ($p = 0.052$), indicating that the assumption of equality of covariance matrices was not violated (Table 4).

Table 4. Levene's test.

Dependent Variable	Levene's F	Sig.	Notes on Homogeneity
Positive economic impacts	1.525	0.157	Assumption met
Positive socio-cultural impacts	0.750	0.630	Assumption met
Positive environmental impacts	1.801	0.085	Assumption met
Negative economic impacts	0.803	0.585	Assumption met
Negative socio-cultural impacts	1.038	0.404	Assumption met
Negative environmental impacts	2.389	0.201	Assumption met

The follow-up univariate tests within the MANOVA framework provide more detailed insight into how each specific dimension of tourism impacts differs across types of tourism supported by residents. For positive impacts, none of the dimensions show statistically significant differences: economic ($F = 1.094$, $p = 0.366$), socio-cultural ($F = 1.939$, $p = 0.062$), and environmental ($F = 0.881$, $p = 0.521$). This suggests that residents perceive the positive effects of tourism in a fairly consistent way, regardless of the type of tourism they support. Consequently, Hypothesis 1, which predicted differences in attitudes toward positive impacts across tourism types, is not supported.

For negative impacts, however, there are statistically significant differences in attitudes across groups for socio-cultural negative impacts ($F = 5.715$, $p < 0.001$, Partial $\eta^2 = 0.089$) and environmental negative impacts ($F = 8.600$, $p < 0.001$, Partial $\eta^2 = 0.127$). These effect sizes indicate a medium effect for socio-cultural negatives and a relatively large effect for environmental negatives, suggesting that the type of tourism residents support is meaningfully related to how they perceive negative consequences in these domains. Meanwhile, negative economic impacts ($F = 1.081$, $p = 0.374$) remain non-significant (Table 5).

Table 5. Results of MANOVA.

Dependent Variable	F	p	Partial η^2	Interpretation
Positive economic impacts	1.094	0.366	0.018	No significant difference between tourism types
Positive socio-cultural impacts	1.939	0.062	0.032	No significant difference between tourism types
Positive environmental impacts	0.881	0.521	0.015	No significant difference between tourism types
Negative economic impacts	1.081	0.374	0.018	No significant difference between tourism types
Negative socio-cultural impacts	5.715	<0.001	0.089	Significant difference between tourism types; medium effect
Negative environmental impacts	8.600	<0.001	0.127	Significant difference between tourism types; large effect

These follow-up results show that differences in attitudes among residents are more pronounced for negative impacts than for positive impacts, highlighting socio-cultural and environmental areas as particularly sensitive to the type of tourism favored by the community. Thus, Hypothesis 2 is partially supported, as differences exist for socio-cultural and environmental negative impacts but not for economic negative impacts.

One-Way ANOVA

A one-way ANOVA was conducted to examine whether residents' attitudes of negative socio-cultural impacts of tourism differed depending on the type of tourism they support. Levene's test confirmed that the assumption of homogeneity of variances was met ($F = 1.038$, $p = 0.404$). The ANOVA results indicated a statistically significant difference between tourism types, $F(7, 412) = 5.715$, $p < 0.001$, suggesting that attitudes toward negative socio-cultural impacts vary across different tourism types.

Post hoc comparisons using the Tukey HSD test revealed that residents who support MICE (congress) tourism and those who do not support tourism at all reported the highest perceived negative socio-cultural impacts ($M = 3.94$ and $M = 3.95$, respectively), significantly higher than those who support sports tourism ($M = 2.99$) and recreational tourism

($M = 3.10$). Other tourism types, including health, cultural-entertainment, excursion, and youth tourism, showed intermediate mean scores between these extremes (Table 6). These results indicate that, as expected, non-supporters of tourism hold more negative attitudes compared to those supporting a particular type of tourism. However, the differences in negative socio-cultural attitudes among supporters of MICE, sports, and recreational tourism are surprisingly large, suggesting the need to further explore the factors behind this variability in community attitudes.

Table 6. One-way ANOVA—negative socio-cultural impacts.

Type of Tourism	N	Mean	Std. Deviation	Tukey Subset ($\alpha = 0.05$)
Sports	46	2.99	0.93	1
Recreational	40	3.10	0.92	1
Cultural & entertainment	81	3.32	0.98	1, 2
Excursion	9	3.58	0.92	2
Youth	8	3.65	0.93	2
Health (medical/spa)	184	3.65	0.91	2
MICE (Congress)	48	3.94	1.09	3
No support	4	3.95	0.55	3

When it comes to negative environmental impacts, the ANOVA results revealed a statistically significant difference between tourism types, $F(7, 412) = 8.600$, $p < 0.001$, suggesting that attitudes of negative environmental impacts vary depending on the type of tourism supported.

Descriptive statistics showed that residents who support excursion tourism reported the lowest mean score ($M = 2.62$), indicating lower agreement with statements describing negative environmental impacts of tourism. In contrast, respondents supporting health (medical/spa) tourism ($M = 4.30$), cultural and entertainment tourism ($M = 4.31$), congress (MICE) tourism ($M = 4.29$), and sports tourism ($M = 4.24$) reported considerably higher mean values, indicating stronger agreement that tourism generates negative environmental impacts. Recreational tourism supporters ($M = 4.07$) and those who do not support tourism ($M = 4.00$) also expressed relatively high agreement with the negative environmental statements, while youth tourism supporters showed moderately high agreement ($M = 3.80$) (Table 7). These differences may indicate varying levels of environmental awareness among residents, with supporters of excursion tourism potentially less aware of the ecological pressures associated with tourism, while supporters of other tourism types appear more conscious of environmental impacts and the potential strain on local natural resources.

Table 7. One-way ANOVA—negative environmental impacts.

Type of Tourism	N	Mean	Std. Deviation	Tukey Subset ($\alpha = 0.05$)
Excursion	9	2.62	0.27	1
Youth	8	3.80	0.88	2
No support	4	4.00	0.82	2, 3
Recreational	40	4.07	0.81	3
Sports	46	4.24	0.70	3
Congress (MICE)	48	4.29	0.63	3
Health (medical/spa)	184	4.30	0.66	3
Cultural & entertainment	81	4.31	0.67	3

5.2. Multiple Linear Regression

A multiple linear regression was conducted to examine how residents' attitudes of positive and negative tourism impacts predict their support for future tourism development in Vrnjačka Banja. The overall model was statistically significant ($F(6, 413) = 48.31$, $p < 0.001$), explaining approximately 41% of the variance in support for tourism development ($R^2 = 0.412$, Adjusted $R^2 = 0.404$). Among the predictors, positive socio-cultural impacts had the strongest positive effect ($\beta = 0.657$, $p < 0.001$), followed by positive environmental impacts ($\beta = 0.117$, $p = 0.008$). Negative economic ($\beta = -0.225$, $p = 0.001$) and negative socio-cultural impacts ($\beta = -0.118$, $p = 0.002$) were negatively associated with support for tourism development. Positive economic impacts ($\beta = 0.044$, $p = 0.527$) and negative environmental impacts ($\beta = 0.071$, $p = 0.267$) were not statistically significant predictors in the model.

Collinearity diagnostics indicated no serious multicollinearity issues, with condition indices ranging from 1.00 to 33.51 and variance proportions distributed in a manner that does not compromise the reliability of regression coefficients. While some predictors had higher variance proportions on dimensions with higher condition indices (e.g., positive socio-cultural and negative economic impacts), none exceeded conventional thresholds for concern (condition index > 30 with variance proportions > 0.50) (Table 8).

Table 8. Multiple linear regression results.

Predictor	B	SE B	B	t	P
Positive economic impacts	0.069	0.109	0.044	0.633	0.527
Positive socio-cultural impacts	0.887	0.099	0.657	8.983	0.001
Positive environmental impacts	0.117	0.044	0.117	2.666	0.008
Negative economic impacts	−0.291	0.086	−0.225	−3.390	0.001
Negative socio-cultural impacts	−0.162	0.052	−0.118	−3.112	0.002
Negative environmental impacts	0.133	0.120	0.071	1.110	0.267

Overall, these results indicate that residents' support for tourism development is primarily driven by socio-cultural impacts, with positive effects having the strongest influence and negative effects also contributing. Environmental and economic impacts play a more limited role: positive environmental effects and negative economic effects influence support, while negative environmental effects and positive economic effects are not significant. This pattern suggests that social considerations are the main driver of residents' support, whereas the impact of environmental and economic factors is more selective and nuanced. These findings indicate partial support for Hypotheses 3 and 4, as only certain impact dimensions significantly predict support for tourism development.

6. Discussion

Vrnjačka Banja has been developing health tourism for more than 150 years, which explains why the majority of the local population expressed support for this type of tourism. Historically, health tourism in destinations developed based on a wealth of natural resources, primarily healing thermal-mineral springs. In recent years, tourism development has shown a growing tendency to emphasize nature-based experiences and a renewed appreciation of natural resources [86]. In that sense, the natural healing assets of Vrnjačka Banja provide a solid basis for its continued development. Today, it is one of the most popular and dynamic types of modern tourism, characterized by product diversification, inclusion of medical services, continuous innovation, and the introduction

of advanced technology [87]. By supporting health tourism, local residents demonstrate that they recognize its importance for Vrnjačka Banja and see it as a priority form of tourism. Health tourism affects employment not only in hospitality and tourism sectors but also among medical professionals, and it contributes to improving the quality of health services, which can also benefit local residents. Research by Kharisma and Muni [88] indicates that health tourism products are particularly attractive to tourists when they are based on the unique knowledge of the local community, including traditional healing and health preservation practices. From a critical perspective, this suggests that residents' support is intertwined with both the long-standing presence of health tourism and the socio-territorial embedding of this tourism form. This emphasizes that community attitudes cannot be generalized across destinations but are shaped by the historical, economic, and natural characteristics of the territory. Besides this, residents' support for health tourism in Vrnjačka Banja also aligns with broader theoretical and empirical evidence highlighting the socio-economic and community benefits of health tourism [89].

Tourism development is generally understood as a process that brings both benefits and challenges to the host community, particularly in the sociocultural sphere, where it can influence local traditions, everyday social life, and interactions between residents and visitors [68]. Some studies conducted at World Heritage Sites in China show that continuous tourism growth can affect residents' moral values, lifestyles, and interpersonal relationships, particularly in traditional environments such as ancient villages. These findings suggest that tourism does not only bring economic benefits, but can also contribute to deeper social changes over time [81]. This suggests that residents differentiate less between tourism types when evaluating benefits, focusing instead on overall contributions to employment, infrastructure, or local services. Such insights could guide future research on how residents weigh different dimensions of tourism impacts and whether this pattern holds in destinations where tourism is less developed or has a shorter tradition.

In contrast, negative impacts were more sensitive to the type of tourism residents support. Differences are particularly visible in socio-cultural and environmental dimensions, suggesting that these aspects are more closely linked to how residents experience specific tourism forms. A possible explanation is that socio-cultural and environmental impacts are more directly experienced in everyday life, particularly when perceived as negative, while economic impacts are more often viewed in terms of general benefits. Moreover, this indicates that support is conditional, it is not tourism per se that generates positive attitudes, but tourism that aligns with local territorial characteristics and established patterns of community interaction. In this regard, research from Gran Canaria indicates that residents can be grouped into distinct profiles based on their perceptions of tourism, ranging from strong supporters to clear opponents, with a group of ambivalent residents in between [74]. Similar patterns have been observed in other contexts. For example, research on the Beijing Strawberry Music Festival found that residents' views of positive and negative impacts can change over time, yet people across different areas of the city often share similar perceptions [70].

Comparable observations have been made in other destinations. In Cáceres, a city recognized as a UNESCO World Heritage Site, residents generally see the economic and cultural benefits of tourism but also express concerns about socio-economic and cultural impacts [71]. Likewise, in rural and cross-border areas of Croatia and Slovenia, residents appreciated tourism's contributions to employment and quality of life, while noting potential drawbacks, such as rising prices and overcrowding. These cases reinforce the importance of involving local communities in tourism planning and monitoring, so that natural and cultural resources are preserved and residents' concerns are addressed [90]. In Vrnjačka Banja, the interplay between long-established health tourism and other tourism types

illustrates how territorial history and infrastructure influence residents' engagement and concern levels, highlighting a context-specific dynamic that may not be observed in newer tourism destinations.

The findings of this study suggest that residents' support for specific types of tourism is linked to their overall concerns about socio-cultural impacts. This points to a context-sensitive relationship. The underlying reasons for these differences warrant further investigation, as they may reveal important insights for planning and managing tourism development in ways that are acceptable to local residents. Similar patterns have been observed elsewhere. In Bulawayo, Zimbabwe, urban residents generally viewed tourism positively, but were especially concerned about environmental consequences, and their perceptions also varied according to age, gender, education, and income [79]. Research from Iran shows that environmental impacts are among the most influential negative factors in tourism development, highlighting the need to prioritize their management alongside socio-cultural and economic considerations [76].

Residents' attitudes toward tourism impacts strongly influence their support for future tourism development in Vrnjačka Banja, particularly through socio-cultural factors. Interestingly, other research has shown that support for tourism development is often shaped by a combination of factors, including community attachment, involvement in local affairs, perceived personal benefits, and overall satisfaction with life, highlighting that support is rarely determined by a single factor [7]. This indicates that policies and tourism planning must recognize these multiple dimensions of support. Targeting only economic benefits or infrastructure improvements without addressing social and environmental concerns may fail to secure sustainable community backing.

Evidence from Western Serbia shows that residents' attitudes toward tourism development are generally positive, especially when tourism aligns with economic benefits and strengthens attachment to the community [77]. Community-based initiatives, emphasizing local involvement and equitable benefit distribution, are seen as a sustainable approach that supports socio-economic well-being while mitigating negative social or environmental impacts [82]. Similar patterns have been observed in other destinations, such as Istria (Croatia), where support varies among groups depending on perceptions of socio-cultural impacts [84]. In Vrnjačka Banja, our findings show that support is largely shaped by how tourism affects social aspects of community life rather than economic benefits alone. Even when residents may experience personal gains from tourism, these benefits do not automatically offset concerns about negative impacts [91]. These results highlight the importance of planning tourism in a way that safeguards social well-being.

Table 9 provides an overview of which hypotheses were supported and which were not, for ease of reference (Table 9). These findings highlight that positive impacts are generally recognized across tourism types, but negative impacts are more context-sensitive, suggesting that targeted strategies are necessary for different forms of tourism.

Table 9. Summary of Hypotheses Testing Results.

Hypothesis	Result
H1	Not supported
H2	Partially supported
H3	Partially supported
H4	Partially supported

7. Conclusions

The historical development of health tourism in Vrnjačka Banja, its reliance on natural resources, and the integration of tourism into community life create a context in which some tourism types are more socially accepted than others. Residents' attitudes toward negative impacts of tourism appear to vary depending on the type of tourism they support, suggesting that their support may be influenced by the awareness of potential negative consequences. This offers a different perspective on understanding local support, highlighting the importance of further considering residents' knowledge of tourism, attachment to traditional tourism forms, and beliefs about how various tourism types contribute to negative outcomes. Different tourism types combine distinct elements, such as attractiveness, organization, hospitality services, and the types of tourists they attract, which helps explain why residents' attitudes vary across forms of tourism. These insights emphasize that destination management should not only mitigate negative tourism impacts in general but also consider residents' perspectives in relation to the specific tourism forms present in their destination.

In addition, residents' support for future tourism development is shaped by multiple factors, highlighting the importance of understanding the attitudes that underpin this support from different perspectives. This study suggests that such attitudes are closely tied to the specific characteristics and tourism concept of a destination, meaning that management strategies cannot be purely general or one-size-fits-all. Instead, they need to focus on the destination's unique features, the types of tourism it develops, and how these interact, while taking into account both the positive and negative impacts, as well as residents' attitudes toward them. In Vrnjačka Banja, support appears particularly influenced by socio-cultural impacts, signaling that residents' perspectives in this domain should be actively considered when planning and organizing tourism activities. At the same time, other impacts cannot be ignored. Engaging with residents, listening to their attitudes, and integrating their feedback into decision-making is crucial for sustaining the long-term competitiveness of the destination. Vrnjačka Banja relies on sensitive natural resources that are essential for health tourism, which makes careful management particularly important. As a fragile destination, it is also especially vulnerable to the pressures of mass tourism, highlighting the need for strategies that balance development with community well-being.

7.1. Scientific and Practical Contribution

By combining different statistical approaches, the study provides a clearer understanding of the relationship between tourism impacts and residents' attitudes. The scientific contribution lies in demonstrating that residents' support is not uniform but varies according to tourism type and local context, highlighting the interplay between socio-cultural, environmental, and economic factors. Importantly, this study fills a gap in the literature, as very little research has focused on spa destinations like Vrnjačka Banja, and even less has explored the issue from the perspective of tourism types. This makes the findings particularly relevant for destinations where tourism is deeply tied to both local identity and long-standing economic structures. In addition, by explicitly linking the tourism type, residents' attitudes, and specific territorial context, this study goes beyond general surveys of community attitudes. It provides theoretical insights that can refine models of resident support and practical guidance for sustainable tourism planning in similar destinations.

From a practical perspective, the results suggest that local authorities should pay particular attention to social and environmental aspects when planning tourism development. Strengthening community benefits and minimizing potential negative effects may be key to maintaining long-term local support.

Residents are often the most directly affected destination stakeholders, experiencing potential negative tourism impacts firsthand, so their opinions should be taken seriously and should not be sacrificed for short-term economic gains. In this context, more concrete measures may include managing the volume and structure of tourist flows, as well as planning tourism activities and events in ways that reduce potential social and environmental pressures. By actively engaging the community and balancing the development of different tourism types, local authorities can foster tourism growth that supports both the well-being of residents and the sustainable development of the destination. Destination management should carefully consider residents' attitudes toward both long-established tourism forms, such as health and MICE tourism, as well as other current and emerging types of tourism. Therefore, attention should be given to managing the compatibility of different tourism types, ensuring that the development of one form of tourism does not create conflicts or amplify negative impacts from another.

Moreover, the combined statistical approach serves as a methodological reference for similar spa or medium-sized destinations aiming to align tourism growth with community well-being.

7.2. Limitations and Future Research

The study has several limitations. It focuses on one spa destination, which means the findings cannot automatically be applied to other contexts. In addition, the research was conducted at a single point in time, so possible changes in residents' attitudes were not examined. Another limitation relates to the scope of the analytical model, which did not include socio-economic characteristics of respondents as explanatory variables. Although these data were collected and used to describe the sample, the analysis primarily focused on differences in attitudes depending on the type of tourism supported.

Future research could look at other spa tourism destinations and include longitudinal approaches to track how residents' attitudes change over time, such as between peak and off-peak tourism seasons. It would also be useful to explore additional factors, such as residents' involvement in tourism activities, their dependence on tourism income, as well as socio-economic characteristics, in order to provide a more comprehensive understanding of residents' support for tourism development. Furthermore, these results highlight areas that call for further investigation regarding residents' attitudes toward tourism impacts. Future studies could explore why certain tourism types, such as MICE or excursion tourism, are associated with differing levels of perceived socio-cultural and environmental impacts. Investigating residents' awareness, knowledge, and expectations related to different tourism forms may provide deeper insights into how attitudes are shaped and help guide more targeted tourism planning and policy measures.

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Institutional Review Board Statement: This study was waived for ethical review by the Institutional Committee of the Faculty of Hotel Management and Tourism in Vrnjačka Banja, University of Kragujevac, as the study involved anonymous and voluntary questionnaire responses from adult participants, did not include sensitive data collection, and posed no risk to participants.

Informed Consent Statement: Informed consent for participation was obtained from all subjects involved in the study.

Data Availability Statement: The original contributions presented in this study are included in the article. Further inquiries can be directed to the corresponding author.

Conflicts of Interest: The authors declare no conflicts of interest.

Appendix A

Table A1. Descriptive statistics—scales.

	Mean	Std. Deviation
Tourism contributes to an increase in personal income of the local population.	4.1429	0.90797
Tourism creates new jobs for local residents of the destination.	4.0357	1.12730
Tourism creates opportunities for greater investment and entrepreneurial development in the destination.	4.1643	1.07883
Tourism contributes to the development of local infrastructure.	4.1500	1.09408
Tourism increases funds available for the development of the destination.	4.1786	1.07211
Tourism contributes to the protection and preservation of the destination's cultural and historical heritage.	3.7000	1.35580
Tourism helps preserve the cultural identity of the local population.	3.8619	1.28326
Tourism improves the quality of educational, recreational, social, and health services and facilities for local residents.	4.0667	1.19679
Tourism provides more opportunities for entertainment and leisure for local residents.	4.2833	1.00510
Tourism contributes to creating a positive image of the local population.	4.1810	0.99910
Tourism contributes to the protection of the destination's natural healing resources.	3.3881	1.52289
Tourism promotes greening of the destination's spaces.	2.9095	1.61035
Tourism increases park areas within the destination.	2.9310	1.64149
Tourism promotes the protection and enhancement of the destination's flora and fauna.	2.8952	1.55211
Tourism increases environmental awareness among the local population.	2.7952	1.52183
Tourism contributes to price increases in the destination (consumer goods, land, real estate, taxes, etc.).	4.2024	1.03148
Tourism affects the seasonal nature of local employment.	4.0857	1.06239
Tourism creates low-paid jobs for local residents.	3.4405	1.46845
Only a small portion of the local population benefits economically from tourism.	3.5881	1.43244
Tourism creates economic inequality among local residents.	3.7881	1.40417
Tourism influences the commercialization of local culture, leading to a loss of socio-cultural identity in the community.	3.7738	1.18414
Tourism affects changes in residents' behavior (by imitating tourists, local people change their code of conduct, clothing style, diet, etc.).	3.4476	1.23768
Tourism contributes to an increase in immoral behavior in the destination.	3.0929	1.36735
Tourism contributes to an increase in crime in the destination.	3.2381	1.39911
Tourism limits residents' access to certain products, services, and public spaces during peak season (service restrictions, product shortages, insufficient restaurant space, etc.).	3.9333	1.33266
Tourism contributes to congestion in the destination (traffic jams, lack of parking, crowded streets, etc.).	4.4238	0.72553
Tourism increases noise in the destination during the high season.	3.9286	1.15179
Hospitality businesses and tourists generate large amounts of waste in the destination.	4.1333	1.09950
Tourism negatively affects vegetation and leads to the loss of green areas in the destination.	4.2667	0.98936
Tourism contributes to air and water pollution (thermal-mineral waters, rivers, etc.) in the destination.	4.3690	0.90583
I support the future development of tourism in Vrnjačka Banja.	3.5976	1.50496
I support an increase in the number of tourists in Vrnjačka Banja.	3.1452	1.55729
I support greater funding for tourism promotion in Vrnjačka Banja.	3.1952	1.57243

Table A1. Cont.

	Mean	Std. Deviation
I support the development of additional tourism facilities in Vrnjačka Banja (new accommodation, restaurants, entertainment and sports facilities, tourist attractions, etc.).	3.6095	1.59800
Future tourism development would positively affect the quality of life of local residents in Vrnjačka Banja.	3.4357	1.44861
I support future tourism development in Vrnjačka Banja that aligns with sustainable development principles.	3.9881	1.35116
Valid N (listwise)		

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