



Importance And Significance of Sustainable Tourism for The Sibenik-Knin County

Valentina Vinšalek Stipić¹

¹ valentinavinsalek@gmail.com

Abstract: Sustainable development, due to the preservation of natural resources, is of utmost importance for the whole community, especially for the future of tourism. Sustainable development represents an efficient use of natural resources such as the environment, economy and society. Tourism as one of the leading and fast-growing branches of industry is the main source of revenue for many countries and regions, and its development also hinder the development of other economic sectors such as transport, construction, food industry etc. However, such a rapidly growing development carries itself problems and consequences that can have a major adverse impact on tourism in the country and in the region, if neglected to the detriment of the environmental impact and sources of natural resources. As an alternative, a new concept of tourism, sustainable tourism. In recent years, in the area of Sibenik - knin county, there has been a marked increase in the development of tourist youth, which is evident in the increase in the number of visitors, as well as the increase in the number of rented accommodation units, where further growth tensions have been recorded. However, data on the impact of tourism on the area of Sibenik - knin county will be presented with indicators of sustainable tourism. From the conducted research on a sample of 1000 respondents, data were obtained on the development of tourism, the increased number of tourists has a significantly large and negative impact on sustainable development. For this reason, all tourist destinations and regions, as well as all tourist activities, should be developed according to the principle of sustainable tourism.

Keywords: Tourism, Sustainable Development, Sustainable Tourism

1. Introduction

In the last ten years, intensive investments have been made in the application of the concept of sustainable development and this is especially evident in various activities at different levels of activity. The partnership between the opposing sectors manages to achieve quality and concrete progress towards the sustainable development of tourism. Historical and traditional heritage, as well as cultural and natural resources are the basis of the identity of our country, but also the basis for the development of tourism and their combination into a common whole form the basis of sustainable tourism. Sustainable development means taking care of the efficient use of natural resources while taking care of the environment for the benefit of the entire community. This is achieved through the unification of economic, social and economic awareness. Sustainable development in the field of tourism is extremely important, because tourism itself, as a branch, for most countries is the main activity, as well as a source of income. In order for tourism to survive for as long as possible, care should be taken to exploit its resources, because inefficient, ie excessive exploitation of natural resources can lead to their depletion. With the increase in the number of tourists, there is a greater consumption of natural resources, water, energy and therefore sustainable tourism are economic sustainability, community well-being, local governance, visitor satisfaction, cultural wealth, cleanliness of the environment and efficient use of resources. Unrealistic impressions of tourism as a source of 'easy money' with no detrimental consequences can lead to disillusionment. While tourism supports the local communities through generating income and jobs, creating new businesses, and enhancing local infrastructure in line with the tourism development, it has some negative impacts on the local community and environment, originating from irresponsible tourism (Nejati et al., 2015). Therefore, it is necessary to emphasize that sustainable tourism is a long-term goal of every community. The problem of this research stems from the fact that the sudden uncontrolled development of tourism has a detrimental effect on the sustainable development of the region. The aim of this paper is to prove to what extent the sudden increase in the number of tourists affects the devastation of natural, cultural and social assets.

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2. Sustainable development

Sustainable development refers to the responsible management of social, economic and environmental aspects. A sustainable management approach focuses on accountability, transparency, participant orientation, and systematic measurement and reporting. Sustainable development is a process of change in which the use of resources, direction of investment, orientation of technical development and institutional changes are in harmony with each other and enable the fulfillment of the needs and expectations of present and future generations. Sustainable development is the leading paradigm of the late twentieth and early twenty-first centuries. It arises as a kind of reaction to the fact that human activities have a negative impact on natural processes and social content, although they take place with the aim of developing the economy and society in general (Čurila, 2016: 3).

Sustainable development means economic development, poverty reduction, environmental protection, reduction of waste and environmental pollution, cultural protection, and the overall well-being of the living community. What is essential for the successful development of sustainability is that each individual becomes aware of the importance of sustainable development and the connection of personal interests with the interests of the whole community. The concept of sustainable development differs (Drljača, 2012: 23):

1. Poor sustainability - such disturbances of the existing state of the environment that are likely to mean less prosperity for future generations, and this possible shortcoming will need to be compensated
2. Moderate sustainability - advocates the view that environmental protection is a prerequisite for economic development
3. Strong sustainability - advocates radical changes in society and man's attitude towards nature, which is called ecological development, while investing in the ecological system as much as is taken from it

It can be concluded that sustainable development takes care of the environment, and is reflected in the application and consumption of resources to the extent that it can withstand. Environmental problems are global problems and an institutional, economic and political framework to address them needs to be created at the global level. However, the materialization of these solutions begins at the micro level, in organizations. A synergistic effect is achieved by acting individually, on the same principles, with the same commitment, with the same goal. There are a number of obstacles to this endeavor: understanding, informing, on an emotional, anthropological, sociocultural level, shifting guilt. Globally accepted principles of sustainable development are defined through the Rio Declaration and Agenda 21, and the Johannesburg Declaration and Implementation Plan (Čurila, 2016: 6):

- integrating environmental issues into development policies
- internationalization of environmental costs (ie translation of external costs of environmental degradation into internal costs of polluters / users) through the implementation of the polluter / user pays principle
- participation of all social stakeholders in decision-making through a process of consultation and dialogue and the creation of partnerships
- access to information and justice
- generational and intergenerational equality (including gender equality) and solidarity
- the principle of subsidiarity (hierarchy or interdependence) between the local and global level
- access to services and financial resources necessary to meet basic needs

Sustainable development is not a condition but a process that never ends at a sufficient level of quality that it should not be continued. The implementation of environmental management systems and the concern for sustainable development, especially for production organizations participating

in the global market, is increasingly becoming something that is taken for granted. This means that, both at the micro and other levels, it will be necessary to develop the competence to manage integrated management systems.

Environmental protection determines the boundaries of various types of pollution, proposes legislation, introduces preventive and corrective measures in case of non-compliance or any incident in the environment. It also maintains the required air, water and soil quality. Sustainable development is an attempt to provide a new conceptual framework for understanding the environmental impact of any industry. This new framework serves to identify and then implement strategies to reduce the environmental impact of products and processes related to the economic system with the ultimate goal of sustainable development. The economic system cannot be viewed in isolation from the social community and the natural environment. The issue of the environment and indications of the future concept of sustainable development in the Republic of Croatia (RH) began to be discussed in the 1970s. After the conference in Stockholm held in 1972, Croatia was among the first countries in Europe to adopt a Resolution on the protection of the human environment in Croatia. Environmental non-governmental organizations are being established, and the focus of activities is on encouraging and developing, both individual and social awareness, about the environment. Environmental administration bodies are established. The Declaration on Environmental Protection in the Republic of Croatia states that the Republic of Croatia (Drljača, 2012: 25):

- rational management of soil, significant natural resources and forests
- implement measures to preserve air quality in all areas, especially urban and industrial centers
- protect all sources of drinking water
- to watch over the preservation of monumental cultural heritage and fundamental values of natural national treasures
- shift the focus of waste management from consequence-oriented to cause-oriented measures

The National Environmental Protection Strategy of the Republic of Croatia was adopted, which accepted the concept of sustainable development as a way to economic progress, social well-being, while maintaining a state of balance in the environment (strategy must be sustainable), then environmental protection based on knowledge of the general state of the system. all international contractual obligations in environmental protection, which includes sustainable management of cultural - natural heritage and natural resources (soil, water, sea, landscape, Adriatic coast and islands), as well as reducing energy consumption from non - renewable sources. Nevertheless, in the framework of accession negotiations for Croatia's accession to full EU membership, there were many problems in the field of ecology, primarily due to the problem of deadlines for the implementation of strict environmental standards. However, the real situation is much more complex, the concept of sustainable development is not fully implemented, although there is an institutional framework, governing bodies, there is more than a critical mass of competent staff, which is a prerequisite for quality application of the concept of sustainable development.

3. Sustainable tourism

Tourism and sustainable development are interconnected and interdependent because the sustainability of resources is the foundation of tourism development. The development of tourism is taking on significant proportions, which has a direct impact on natural resources and the environment through the utilization of natural capacities, the survival of tourism requires responsible behavior and preservation of the above.

Sustainable tourism is a long-term goal. At its core is what makes a tourist area, destination or product special such as a natural ecosystem and historical heritage. The environment refers to all ecosystems and their parts, including people, as well as the cultural values and characteristics of a particular place. Heritage is our natural, traditional, indigenous and historical heritage. The environment and heritage are therefore key parts of our image, because their values and qualities are the backbone for the promotion, interpretation and experience of fulfillment and satisfaction of visitors. Using the chosen approach to planning, it can contribute to building a more productive and lasting partnership between tourism and heritage. Tourism and heritage include four key perspectives: tour operators, institutions responsible for heritage protection, visitors and the local

community. They all have their own specific ideas, problems and interests. If we want all groups to benefit and prosper, then their views must be taken into account in planning and decision-making processes (IT, 2006: 5). Tourism will not be possible in some natural or historical sites if it is incompatible with their special values or if it conflicts with the objectives of protecting those sites.

3.1. Sustainable tourism goals

The basic principle of sustainable tourism is the need to recognize and protect natural and cultural values in order to encourage the development of quality tourism products and improve the long-term management of tourist destinations. The main goals of sustainable tourism development described in the publication of the World Tourism Organization are (Čulira, 2016: 15):

1. Economic sustainability - ensuring the sustainability and competitiveness of tourist destinations and businesses in order to be able to progress in the long run and provide benefits
2. Improving the local community - maximizing the contribution of tourism to the economic progress of the destination including the locally retained share of visitor consumption
3. Quality of jobs - improving the quantity and quality of local jobs created for and maintained by tourism, including the level of wages, working conditions and accessibility to all without discrimination on the grounds of sex, race, disability or any other basis
4. Social justice - striving to establish a comprehensive and equitable distribution of the economic and social benefits of tourism throughout the destination, including an increase in opportunities, income and services available to the poor
5. Visitor Satisfaction - Ensure a safe, satisfying and fulfilling experience for visitors, accessible to all without discrimination on grounds of sex, race, disability or any other basis
6. Local governance - giving voting rights to local communities and involving them in the planning and decision-making on the management and future development of tourism in their area in cooperation with other stakeholders
7. Community well-being - maintaining and improving the quality of life of local communities, including social structures and access to resources, benefits and life support systems, while avoiding any form of social degradation or exploitation
8. Cultural wealth - respect and improvement of historical heritage, authentic culture, traditions and peculiarities of destinations
9. Physical integrity - maintaining and improving the quality of the landscape, both urban and rural, and avoiding physical and visual environmental degradation
10. Biodiversity - supporting the conservation of natural areas and habitats, and flora and fauna and minimizing their damage
11. Efficient use of resources - minimizing the use of rare and non-renewable resources in the development and operation of tourist facilities and services
12. Cleanliness of the environment - minimization of air, water and soil pollution, and waste generated by tourism companies and visitors

Achieving sustainable tourism requires motivation, determination and a systematic approach. Sustainable tourism in ten steps (IT, 2006: 2) is designed for tour operators, environmental and heritage managers, the local community and all others interested in tourist destinations and related tourist products. The ten-step approach, ie the Manual for Development and Management of Tourist Regions, Destinations and Products, developed by the Institute for Tourism, is designed to include the views of all different groups in order to achieve positive results for all. By following the steps in full, which are shown in Figure 1, the needs of visitors, tourism entrepreneurs, the environment and the local community can be met, both today and for the future. Their core is proper planning, and includes the following (Čurila, 2016: 19):

- Step 1: What we want to achieve - defining goals and the direction we want to go
- Step 2: Defining stakeholders - determine who is who, identify participants
- Step 3: Defining stakeholders - determine who is who, identify participants
- Step 4: What makes the destination / product special - identifying the natural and cultural heritage that represents value to visitors
- Step 5: Main problem issues - identification of the main areas and topics that affect the product / destination
- Step 6: Analysis - analyzing and defining priorities
- Step 7: Principles and objectives of the activity - compiling written reports on the principles or objectives according to which future activities will be directed
- Step 8: What are your ideas and options - detailed elaboration of the idea
- Step 9: Implementation - elaboration of activities and their implementation
- Step 10: Guidelines - Develop guidelines outlining key values, topics and results

The ten steps make up the entire planning process, but can also be used in parts, where appropriate. They can be used in the creation of macro plans to achieve a complete picture, but also in the micro planning of attractions at the local level. Consistent monitoring of the Steps will help meet the needs of visitors, environment, entrepreneurship and all those interested in implementing this way of sustainable tourism management should certainly highlight the local community, visitors, tourism organizations, tour operators, various environmental institutions, counties and locals.

4. Sustainable tourism of Šibenik - Knin County

Šibenik - Knin County belongs to the geographically northern Dalmatia (Croatia). It borders Zadar in the north, Split-Dalmatia County in the south and Bosnia and Herzegovina in the east. Šibenik-Knin County covers an area of 2,984 km². The county has approximately 110,000 inhabitants in 5 cities and 14 municipalities. Immediately behind Lika - Senj County, Šibenik - Knin County with 37.8 inhabitants per square kilometer (Master plan, 2005, 11). The increase in tourist demand has favored the development of the County and the turn to tourism as a basic economic branch. The centers of gravity were distributed differently. Primosten gained a resounding name in tourism, Vodice became one of the most popular resorts, Murter, Tisno and Rogoznica followed such a development, while the City of Šibenik did not keep pace except the complex "Solaris" - as a large, attractive resort, Šibenik was not a significant tourist destination as well as other parts of the County.

However, recently in the area of Šibenik - Knin County there have been 14,878 accommodation facilities with a total of 100,992 beds. Since the eVisitor system was introduced only on 1 January 2016, before that date, data on accommodation facilities and capacities were collected by a different methodology, which is why they are not comparable. Such data are the only ones available for the analysis of accommodation capacity movements in the past six years and regardless of the methodology used, may indicate changes in the structure of accommodation capacities by type. According to the data of the Šibenik-Knin County Tourist Board, in the period from 2010 to 2015, accommodation capacities continuously increased, albeit with different intensities. The trend in the number of beds in this period indicates an increase of 25.9% and growth was recorded in all types of accommodation facilities except campsites. The largest increase was realized in the category of private accommodation, which statistically has the greatest impact on the total number of beds in Šibenik - Knin County. According to the Central Bureau of Statistics, the trend in the number of beds in the identical period (2010 to 2015) indicates an increase of 25.8%, although in the period 2010 to 2012 there was a decrease in the number of beds (Master plan, 2017, 42). According to the presented data, there is an exceptional development of tourism in the County, but the key question is what about sustainable tourism. According to the Master Plan of Tourism Development of Šibenik - Knin County, it is stated that tourism must be developed in accordance with the

preservation of natural and cultural resources and as a crucial factor the acceptance of sustainable tourism as a key improvement of tourism resources through their protection and sustainable management. Furthermore, the Plan states (Priority 2.8) that tourism activities carry certain environmental burdens, and the biggest problem is in the context of reducing water resources and increasing the amount of waste.

Recently, due to the sharp increase in the number of tourist visitors in the Šibenik - Knin County and the increase in the number of overnight stays, it represents the most intensive period of tourism development so far. Strengthening tourism, both on the coast and in the continental part of the County, brings municipalities and cities socio-cultural and economic benefits that in the future can improve the quality of life and strengthen the economy. However, the negative aspects of tourism such as excessive exploitation of natural resources, endangerment of historical and cultural heritage, disagreements with the local population can disrupt the County's tourism development plans and reverse the current trend of stagnation and decay. Therefore, in assessing the level and importance of the implementation of sustainable tourism measures, a number of quantitative and qualitative indicators and measures appear, and the most important are indicators of sustainable tourism. Sustainable tourism indicators should be a key tool and assistance in making decisions on the development policy of municipalities, cities and counties. This is precisely the key problem of the sharp increase in the number of tourists and the uncontrolled unsustainable development of the tourism industry in Šibenik - Knin County. Therefore, the aim of this paper is to prove the importance of measuring sustainable tourism development using sustainable tourism indicators.

4.1. Sustainable tourism indicators

The development of tourism, the development of sustainable tourism should ensure the optimal use of the natural basis, preserving the socio-cultural authenticity of the local community with long-term social and economic well-being for all stakeholders. For this purpose, it is necessary to regularly monitor and supervise all processes in tourism, which is why there is a need to apply appropriate quantitative and qualitative measuring instruments for sustainable tourism.

Indicators of sustainable tourism are measures of the presence and size of a certain current phenomenon, signs of a future situation or problem, a measure of risk or possible need for action, and a means of identifying and measuring the results of our actions. When choosing indicators of sustainable tourism, it is necessary to respect the criteria of relevance, feasibility (availability), credibility, clarity and comparability. Relevance means that a particular indicator provides adequate information and response for a particular outcome. Feasibility (availability) refers to the ways and possibilities of collecting certain data or information. The credibility of information and reliability for the user depends on the credibility of the data provider that will be used to develop indicators of sustainable tourism. Clarity is a criterion that indicates the comprehensibility of data and information to the user with regard to his knowledge and skills about the indicator itself. Comparability is a criterion that shows changes over time and the results by which similar regions, destinations or units of local self-government can be compared (Vojnović, 2014: 174). Sustainable tourism indicators must cover a range of natural, economic and socio-cultural features at the local, regional, national and international levels (Miller, 2001: 8). An important but not crucial factor is the number of indicators used while the optimal number of indicators should be between 12 and 24. This depends on the size of the tourist destination or region, the outcomes to be checked, the interests of users and the availability of sources and information. The final number of indicators is greatly influenced by constraints such as available time, financial resources and applied technology and methodology. In addition, the final number of indicators depends on the stage of the life cycle in which a particular tourist destination is located. Some indicators, although very important in the assessment of sustainable tourism, can be applied to individual destinations depending on the stage of tourism development. Indicators are sets of information that are formally selected to measure changes important for the development and management of tourism, and are divided into three basic groups (Vojnović, 2014: 175-181):

1. Economic - tourism indicators whose purpose is to assess the development and importance of tourism in the receptive region, its contribution to the economy and the community through the impact on employment, investment and budget revenues at the national, regional and local levels. Primarily, the indicators do not assess the sustainability of tourism from the aspect of the ratio of income and expenditure in the business of an individual tourism business entity. The basic economic indicators were singled out: employment in tourism, consumption in tourism, income from tourism, investments in tourism, taxes from tourism, the importance of tourism for the local economy, seasonality, and transport and tourism.

2. Socio-cultural indicators measure and determine the relationship and impact of tourism on the local community, ie the population of the receptive tourist region, which includes the impact of tourism on tangible and intangible cultural heritage and the culture of life and work. The analysis highlighted the basic socio-cultural indicators: protected cultural heritage, satisfaction of the local population, satisfaction of tourists, crime and tourism, and linguistic understanding of the local population.

3. Abiotic - economic indicators whose purpose is to examine the impact that tourism has on individual elements of the natural basis. The analysis of relevant publications highlighted the basic environmental indicators: protected nature, evaluation and protection of the coast and beaches, consumption and protection of drinking water, the burden of tourism, wastewater, municipal waste and energy consumption and gas emissions.

At the current level of data availability in the municipalities and cities of Šibenik - Knin County, only a partial and limited application of research on the development of sustainable tourism based on the indicator of sustainable tourism is possible.

4.2 Methodology and results of research on sustainable tourism indicators in Šibenik - Knin County

Based on the problem and the set goal of the research, we wanted to measure the indicators of sustainable tourism in Šibenik - Knin County. For the purposes of this research, a survey questionnaire was made from a range of questions (Table 2) that reflect the indicators of sustainable tourism for the region covered by the research. Depending on the stage of tourism development of individual cities and municipalities of Šibenik - Knin County, some indicators of sustainable tourism are difficult, almost not measurable in the observed area, primarily due to data availability and the fact that this is a preliminary study that needs to be repeated in the future. For the purpose of measuring sustainable tourism indicators, a survey was conducted (and for the needs of future more detailed research) in the following tourist destinations of the County: Šibenik, Vodice, Primošten, Rogoznica, Skradin, Knin, Drniš, Pirovac, Murter and Tisno. The survey was conducted on a sample of 1000 respondents in person and by phone (end of May and beginning of June 2019) and according to the ratio of the population of individual tourist destinations where the survey was conducted, as shown in Table 1. The survey sample consists of local residents, private renters and tourism workers who are adults.

Table 1. Overview of the number of inhabitants and respondents of the observed tourist destinations

Tourist destination	Num. inhabitants	Share	Num. of respondents
Šibenik	46.332	49,20	492
Vodice	8.875	9,42	94
Primošten	2.828	3,00	30
Rogoznica	2.345	2,49	24
Škradin	3.825	4,06	41
Knin	15.407	16,36	164
Drniš	7.498	7,96	80
Pirovac	1.930	2,05	20
Murter	2.044	2,17	22
Tisno	3.094	3,29	33

Source: Population was taken from the official website of the Croatian Bureau of Statistics

As already pointed out, this study is a preliminary one as a basis for future more detailed research on sustainable tourism indicators in the Šibenik - Knin County. Accordingly, the analysis of the conducted survey is shown in Table 2.

Table 2. Presentation of the results of the conducted survey of the development of sustainable tourism in the County

Question	View responses in%		
	Yes	No	Indecisive
Our municipality/city is attractive to tourists	90,5	3,8	5,7
Tourism is developed in our municipality/city	61,4	27,1	11,5
Tourism helps employment in our municipality/city	81,8	10	8,2
You are satisfied with the consumption of tourists and the income from tourism	83,3	5,4	11,3
You are satisfied with the investments and taxes of the tourism sector	5,1	90,1	4,8
Tourism strengthens the economy of our municipality/city	88,2	4,9	6,9
There is a visible increase in the number of visitors, tourists and overnight stays	79,4	7,1	13,5
Traffic connections for tourism are good	36,1	54,6	9,3
Visits of tourists destroy the historical heritage of our place	2,3	91,4	6,3
Tourism helps preserve local customs	93,3	2,4	4,3
Tourists are welcome no matter what country they come from	96,6	1,1	2,3
With the development of tourism, crime is growing in our place	5,7	89,4	4,9
The guest's language is an obstacle to communication	0	99,3	0,7
Tourists interfere with everyday life and work in our place	12,6	85,2	2,2
Tourism contributes to the protection of the environment and nature in our place	25	63,4	11,6
Tourist visits destroy the coast, beaches and rivers	19,4	71,9	8,7
Consumption of drinking water increases with tourist visits	96,8	0,8	2,4
Drinking water supply is at an appropriate level	70,9	16,8	12,3
The infrastructure of the city / municipality meets the needs of tourists	52,3	40	7,7
Disposal of wastewater and municipal waste is appropriate	33,74	57,3	9
The electricity supply is at an appropriate level	90,5	3	6,5
Are you satisfied with the protection from the destructive impact of tourism	58,3	35,2	6,5

The data shown in Table 2 can be considered more than interesting, as would be an interesting and more detailed interpretation of the data obtained by individual municipalities and cities, where large differences are obtained in relation to the level of tourism development in each place. In general, it can be concluded that more attention should be paid to the sustainable development of tourism, greater involvement of the local population in the same for the purpose of long-term preservation of cultural and natural heritage.

5. Conclusions

Characteristics of modern tourism and its accelerated development require more efficient and pre-designed organization and development according to the principles of sustainable development because tourist activities carry certain additional burdens on the environment and cultural and historical heritage. The conducted survey pointed out the key problems of congestion and insufficiency of the existing infrastructure, as well as the need to raise the quality of water supply system preservation. Furthermore, the massiveness of tourism causes an increase in the amount of municipal waste and much work should be done to raise awareness of sustainable development, both among the local population and among visiting tourists. Therefore, it can be concluded that continuous and detailed monitoring of the impact of tourism on the environment and natural and cultural heritage is needed by upgrading the existing system of tourism management, paying more attention to sustainable tourism development more frequent and regular measurement of sustainable tourism indicators.

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