



The Impact of Local Community Attitudes Towards Sustainable Tourism Development on Tourism Development Support

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Abstract

This study aims to examine the impact of local residents' attitudes toward sustainable tourism on supporting tourism development. Conducted in Mersin, a significant destination for Turkish tourism, the study collected survey data from 415 local residents. Various dimensions of sustainable tourism development were considered through a structural model constructed using structural equation modeling. The analysis results indicate that perceived social costs negatively influence tourism development. Additionally, factors positively affecting local residents' support for tourism development include perceived economic benefits, environmental sustainability, maximizing community participation, long-term planning, a community-centered economy, and visitor satisfaction. These findings underscore the importance of local residents' attitudes for the sustainable development of tourism destinations.

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