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**Nemzetközi tudományos konferencia
a Magyar Tudomány Ünnepe alkalmából**
International Scientific Conference
on the Occasion of the Hungarian Science Festival

Sopron, 2025. november 6.
6 November 2025, Sopron

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FENNTARTHATÓSÁGI ÁTMENET IDŐSZAKÁBAN**

DEVELOPMENT TRAJECTORIES AND NEW DIVIDES IN TIMES OF SUSTAINABILITY TRANSITIONS

Szerkesztők / Editors:

RESPERGER Richárd, SZÉLES Zsuzsanna, TÓTH Balázs István

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Szerkesztők / Editors:

RESPERGER Richárd – SZÉLES Zsuzsanna – TÓTH Balázs István



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Exploring the Impact of Mountain Tourism Facilities and Activities on Domestic Tourism Consumption and Sustainability of Local Community Livelihoods Community: A Literature Review

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Abstract:

Mountain tourism has been identified as one of the fastest-growing sectors that can support sustainable economic development. However, the potential of mountain tourism to drive domestic tourism consumption in developing economies has not been fully explored. This study purposed to explore how facilities and activities within mountain tourism affect both domestic consumption and the long-term sustainability of local community livelihoods in tourism destinations. The paper utilized the Theory of Planned Behavior (TPB) to show how beliefs, social influences, and the sense of being able to control one's actions could affect the choices that domestic tourists make about participating in mountain tourism. The paper adopted a traditional research method of literature review, collecting secondary data from academic journals, industry reports, and policy documents related to the topic. The data was derived from varied databases, which include Web of Science, Scopus, and Google Scholar. The search titles focused on tourism facilities and activities, domestic tourism consumption/spending, tourism consumer behavior, sustainability of community livelihoods, and related terms in many forms. The findings from the literature revealed that enhanced infrastructure, a variety of activities, and community-centered initiatives can increase engagement with domestic tourism, which in turn leads to enhanced local economic impact. Nevertheless, there are still existing weaknesses in tourism marketing and seasonal limitations. The study therefore suggests that strategic investments in sustainable tourism infrastructure may help to enhance domestic tourism. Further, the study recommends that future work should involve the use of empirical data to validate the TPB constructs in the mountain tourism context.

Keywords: mountain tourism, tourist behavior, community livelihoods, tourism facilities and activities, Theory of Planned Behavior (TPB)

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1. Introduction

Mountain tourism is an important economic driver and one of the most dynamic sub-sectors of nature-based tourism globally, accounting for approximately 15–20% of tourism activities (World Travel & Tourism Council, 2022) while offering unique opportunities for regional development. It is currently one of the fastest growing market segments of tourism, believed to be second in the global popularity as tourist destinations, after coastal destinations, (Panov et al., 2013), with more than 50 million people estimated to visit mountains annually (Food and Agriculture Organization & United Nations World Tourism Organization, 2021). The United Nations Environment Programme (2007) and World Tourism Organization (2004) indicate that mountains attract roughly 15 to 20% of the global tourism market and generate annual revenue of 70-90 billion dollars. This growth presents excellence opportunities for destinations with mountain resources to tap for tourism development.

Although mountain tourism has great potential for the achievement of sustainable development goals in destination, the influence of mountain tourism activities and facilities on domestic tourism consumption is not well known. Mountain tourism facilities can range from fundamental amenities like well-maintained trails and strategically placed shelters, catering to hikers and trekkers, to more sophisticated developments such as elaborate ski resorts, observation decks, and cable car systems designed for a broader spectrum of visitors (Grilli & Notaro, 2018), transport accessibility, accommodation, catering services, and cultural and recreational amenities, all contributing to a comprehensive tourist experience (Adach et al., 2022), recreational facilities, hotels, and other amenities that contribute to an enjoyable, reliable, and sustainable tourism product (Bulatovic et al., 2019). These facilities are essential for supporting various mountain-based activities, enhancing accessibility, and enriching the overall visitor experience (Thiene et al., 2016).

Additionally, the availability of well-developed facilities does not only attracts tourists but also provides opportunities for local economic development through job creation and increased revenue (Khaliji & Ghalehtemouri, 2024). The quality and variety of mountain tourism facilities are key determinants of destination competitiveness and success because it directly influences tourist satisfaction and the likelihood of repeat visitation (Fatmawati & Olga, 2023). Other factors such as family-friendly amenities and robust hygiene standards, significantly correlates with its developmental success and the distribution of services, attracting a wider demographic of tourists (Vindiana et al., 2020). The availability of diverse and high-quality mountain tourism facilities, such as paths and sports equipment, significantly enhances a destination's attractiveness and influences tourists' preferences (Bassi et al., 2021). The condition of specialized facilities, such as ski resorts with specific snow quality, track length, and slope, significantly impacts the embodied and value experiences of specialized tourists (Sun et al., 2022).

Mountain tourism activities, can be broadly categorized into those focusing on adventure and sport, cultural immersion, and relaxation or nature appreciation. These classifications highlight the varied motivations of visitors, ranging from thrill-seekers engaged in activities such as mountaineering and paragliding to those desiring serene experiences like scenic walks and wildlife observation (Al-Khaled, 2023). The activities cater to different preferences, providing opportunities for physical exertion, mental rejuvenation, and cultural engagement within mountainous landscapes (Vázquez, 2023). The availability of diverse outdoor activities, including transport and accommodation options, significantly contributes to tourist satisfaction, influencing their decision to revisit mountain destinations (Tvrčko-Opačić & Banda, 2018). Furthermore, the availability of well-developed and secure adventure tourism facilities, even for activities with low infrastructure requirements, can greatly mitigate risks and enhance the overall experience, thereby attracting a larger demographic of participants (Wang & Yang, 2021).

There has been an increasing global interest in mountain tourism in the recent decades. This has contributed to the urgent need for comprehensive examination of its multifaceted impacts on both consumer behavior and the long-term viability of local communities (Blum, 2024). This study therefore evaluates these dynamics using the Theory of Planned Behavior (TPB) coined by Ajzen, 1991. This framework is important in understanding the socio-psychological dispositions, such as traveling habits and environmental values, that inform domestic tourists' intentions to engage in sustainable mountain tourism behavior.

2. Theoretical Framework

Theory of Planned Behaviour posits that behavioural intentions influence actual behaviour shaped by attitudes, subjective norms (SN), and perceived behavioural control (PBC) Ajzen (1991). The theory has attracted considerable interest in the entire global tourism industry for sustainable planning and management of tourism development. According to this theory, behavioural intention (BI) is a function of attitude, subjective norms and perceived behavioural control (PBC). It has been used in many studies because of its high predictive and explanatory power in behavioural research (Sun et al., 2022) and is widely applied in different fields. It has been applied in specific research area of environmental behaviours (Yuriev et al., 2020; Zheng et al., 2022), revisit behaviours/intention (Purnama et al., 2023), the choice of the destination in tourism research (Azhar et al., 2022) and cultural tourism studies (Osiako, 2023) among others. Wut et al. (2023) in their study note that TPB provides a foundational structure for analyzing how attitudes, subjective norms, and perceived behavioral control collectively predict an individual's intention to engage in specific behaviors, including environmentally friendly actions in mountainous regions.

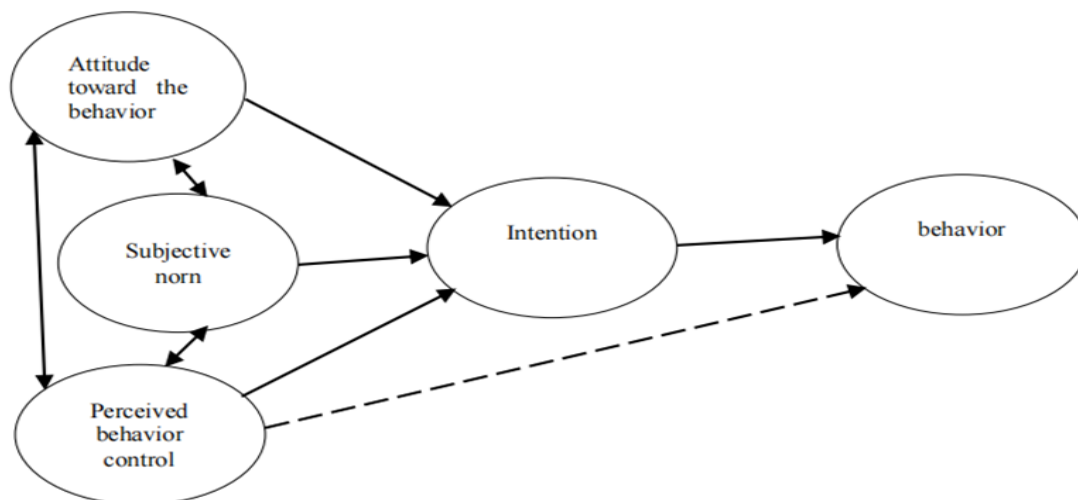


Figure 1: Diagrammatic Representation of the Theory of Planned Behavior

Source: Ajzen (1991)

According to Azhar et al., 2023, TPB offers a robust methodology for delving deeper in the motivations and intentions underpinning tourists' choices. Tanrisevdi et al., 2021, argues TPB is useful in exploring how mountaineers form their intentions regarding word-of-mouth recommendations, a dimension often overlooked in traditional TPB applications. This in return results to enhanced the effectiveness of marketing strategies and policy formulations within the tourism sector. Therefore, the TPB is a robust framework for use in understanding the effects of mountain tourism activities and facilities on domestic tourism consumption and sustainability of local community livelihoods in destinations. Other studies analysed the determinants of tourists' visit intention and behaviour. However there is little known on how TPB influences on how domestic tourists' perceptions of mountain tourism facilities and activities influence

their visit intention and behaviour in the destination. This study is therefore designed to find out how mountain tourism facilities and activities in mountain destinations affect domestic tourism consumption and community livelihoods in the long run. It employs the use of TPB model to examine how peoples’ evaluations of engaging in mountain tourism activities, their perceptions of social pressure to participate, and their beliefs about their ability to perform such behaviors collectively shape their decision-making processes (Derizal & Ingkadijaya, 2023). This is summarized in *Figure 1*.

2.1. Conceptual Framework

This conceptual framework argues that mountain tourism facilities and activities influence domestic tourism consumption and ultimately the sustainability of local community livelihoods. Using the Theory of Planned Behavior (TPB) (Ajzen, 1991).

The framework explains that Mountain tourism destination attributes (Facilities and activities) shape the tourists’ attitudes, subjective norms, and perceived behavioral control, which in turn influence their behavioral intention to participate in mountain tourism. Behavioral intention results to actual visitation, spending and revisit intention (reflected as domestic tourism consumption). Increased domestic consumption ultimately contributes to sustainable local livelihoods through income generation, employment creation, reduced economic leakage and longterm resilience. Seasonality and destination marketing effectiveness on the other hand may strengthen or weaken the relationships within the framework. This is shown in *Figure 2*.

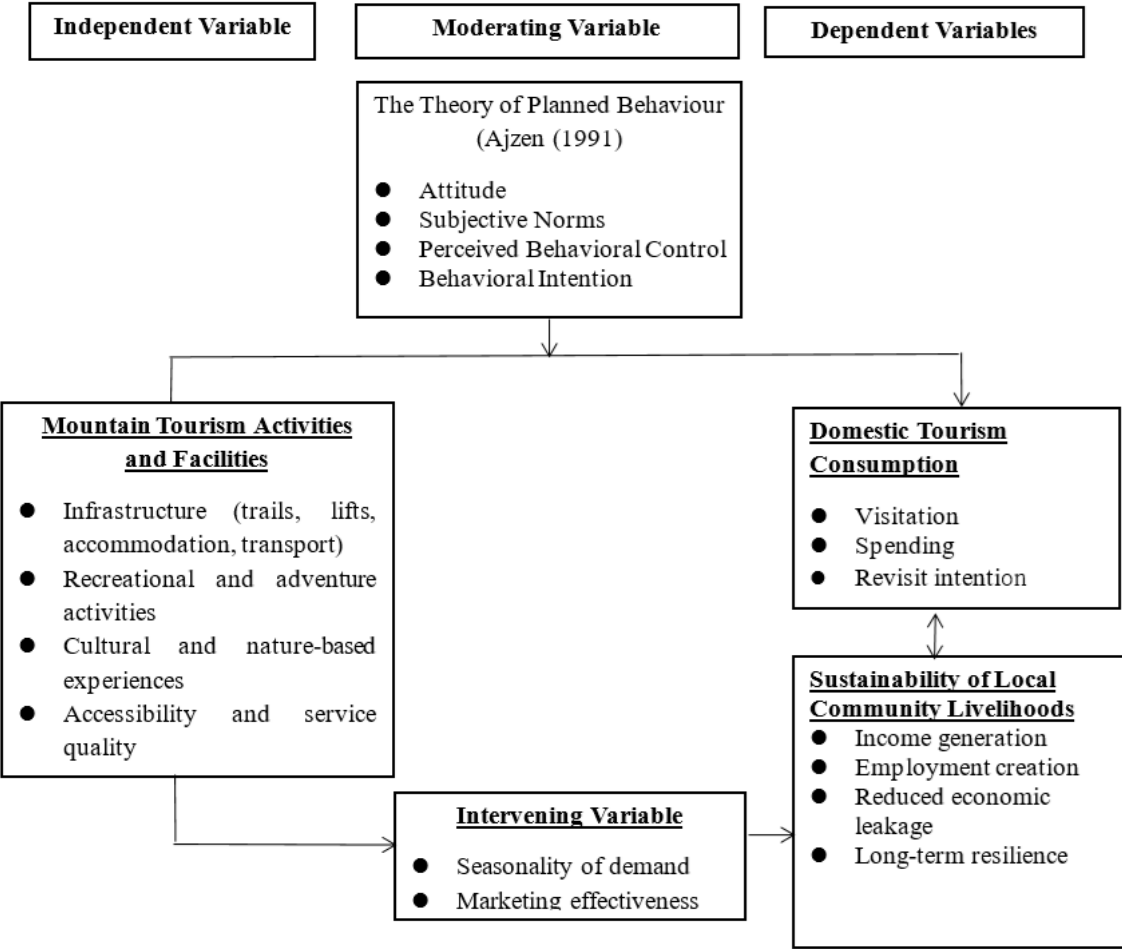


Figure 2: Conceptual Framework

Source: Authors own conceptualisation in the lens of Theory of planned Behavior (Ajzen, 1991)

2.2. Attitude Towards the Behavior

Within the context of mountain tourism, attitude includes a traveler's favorable or unfavorable assessments of engaging in activities such as hiking, mountaineering, or visiting specific facilities, often influenced by anticipated emotional responses (Tulsi et al., 2022). The term 'tourist attitude' refers to an individual's emotional responses toward a tourism destination or service, which are intrinsically linked to their perceptions of its key attributes (Bui, 2024). These evaluations could further be shaped by personal beliefs regarding the perceived benefits, such as health improvements or aesthetic enjoyment, and potential drawbacks, like physical exertion or environmental impact, associated with mountain tourism (Elkhwesky et al., 2024). These attitudes form the motivational foundation for an individual's decision to participate in or recommend mountain tourism experiences (Bouarar, 2025; Ohnmacht et al., 2022).

Attitudes, whether positive or negative, are largely formed by an individual's personal evaluation of the behavior in question, based on expected outcomes (Mejías et al., 2021). Positive attitude toward mountain tourism is a prerequisite for strong behavioral intentions, including desires to experience local cuisine or engage with sustainable practices (Sung et al., 2021). Consequently, a positive attitude significantly strengthens an individual's intention to perform the behavior (Yayla et al., 2021). Positive tourist attitude could lead to enhanced consumption of mountain tourism products, thus contributing to sustained livelihood sources of the local communities.

2.3. Subjective Norms

Subjective norms refers to the perceived social pressures and influences from significant others, such as family, friends, or community members, regarding the performance of a specific behavior (Francesca et al., 2023; Patwary et al., 2022). They reflect an individual's belief about whether important referents approve or disapprove of their engagement in a particular action, such as participating in mountain tourism activities (Qiu et al., 2022). In the context of mountain tourism, subjective norms translates to how a potential tourist's intention to visit or engage in mountain tourism activities is influenced by the opinions and behaviors of their social circles and broader societal expectations (Shaari et al., 2024).

Furthermore, the influence of these social pressures has been consistently demonstrated to positively correlate with an individual's intention to engage in specific behaviors, including tourism-related decisions (Bouarar, 2025). This highlights how individuals' perceptions of what is socially acceptable or expected within their social network directly impact their willingness to partake in mountain tourism, thereby strengthening their behavioral intentions (Azhar et al., 2023).

2.4. Perceived Behavioral Control

Perceived behavioral control denotes an individual's assessment of the ease or difficulty with which they can execute a particular behavior, encompassing both self-efficacy and control beliefs (Jiang et al., 2022; Pratiwi et al., 2022). This construct is crucial in determining behavioral intentions, since people are more likely to intend to perform a behavior if they believe they possess the necessary resources and opportunities and can overcome potential obstacles (Zhao et al., 2022). Control beliefs are dynamic, influenced by both internal factors like personal skills and external factors such as available resources or societal barriers, and they vary across different situations and activities (Paker & Paker, 2023). For instance, high travel costs or visa restrictions can significantly reduce a tourist's perceived behavioral control, consequently diminishing their intention to visit certain international destinations (Bouarar, 2025). Generally, tourists with greater professional knowledge, time, and monetary resources perceive higher control, leading to stronger travel intentions (Jiang et al., 2022).

2.5. Behavioral Intention and Actual Behavior

Behavioral intention, represents a person's readiness to perform a given behavior, serving as the most proximal determinant of actual behavior (Hasan et al., 2020). This intention is a function of the individual's attitude toward the behavior, subjective norms, and perceived behavioral control, collectively shaping the likelihood of engaging in specific tourism activities (Sutiadiningsih et al., 2023). A stronger behavioral intention corresponds to a higher probability of an individual actually performing the behavior (Meng & Liu, 2021). Thus, perceived behavioral control significantly influences behavioral intention, especially when direct control over the behavior is limited, bridging the gap between intention and actual execution by accounting for perceived obstacles and facilitators (Hussein et al., 2020; Shaari et al., 2024; Wu et al., 2022). Behavioral intention serves as a critical mediator between personal attitudes, social pressures, and perceived capabilities, ultimately dictating the actual engagement in mountain tourism activities (Jegadeesan, 2025; Jordan et al., 2017).

3. Methodology

This study was based on a literature review to explore the links between mountain tourism facilities, domestic tourist behavior, and the sustainability of local community livelihoods, using the theory of planned behaviour. This paper employed a structured literature review methodology to guarantee transparency and reliability. Secondary data were gathered from peer-reviewed journal articles, policy documents, and industry reports accessed through databases of Web of Science, Scopus, and Google Scholar among other other sources. Keywords used in the search included mountain tourism, tourism facilities, tourism activities, domestic tourism consumption, community livelihoods, and Theory of Planned Behavior (TPB). Studies were screened based on relevance, recency, and alignment with the research objectives. The objectives of the study were:

To determine the interplay of mountain tourism, domestic tourism consumption, and sustainability of local community livelihoods using TPB model.

To determine the effect on domestic tourist choices of mountain tourism facilities & activities.

To determine how domestic mountain tourism activities contribute long term sustainability of local community livelihoods in mountain regions.

Selected literature was analyzed thematically to identify recurring patterns related to TPB constructs attitudes, subjective norms, and perceived behavioral control in the mountain tourism context.

4. Discussion

4.1. Interplay of Mountain Tourism, Domestic Tourism Consumption, and Sustainability of Local Community Livelihoods

This section delves into how the Theory of Planned Behavior (Ajzen 1991) provides a robust framework for understanding the complex relationships between mountain tourism facilities, domestic consumption patterns, and the long-term sustainability of local communities. The TPB, by considering attitudes, subjective norms, and perceived behavioral control, can elucidate how tourists' intentions to engage in mountain tourism activities and consume associated services are formed, ultimately impacting the economic and environmental well-being of mountain regions (Rita et al., 2024). Moreover, this theoretical lens allows for an examination of how factors such as destination quality and service excellence contribute to tourist satisfaction, which is a critical mediator for revisit intentions and the continued economic viability of these destinations (Rasoolimanesh et al., 2023; Ziadat, 2015).

4.2. Effect on Domestic Tourist Choices of Mountain Tourism Facilities & Activities

Domestic tourism choices are often predicated on a complex interplay of demographic variables, socioeconomic status, and individual psychological factors, which collectively shape their perceptions and attitudes towards various mountain tourism offerings. For instance, recent trends in Swedish mountain tourism reveal an increasing demand for diverse facilitation, including information boards, marked trails, and mountain lodges, which suggests a shift in visitor preferences and motivations (Qiu et al., 2022). This increasing demand for varied infrastructure, extending beyond basic trails and cabins to include more comprehensive facilities, is indicative of evolving expectations among domestic tourists (Qiu et al., 2022)

Destination attributes such as readily available accommodation, accessible road networks, and unique aesthetic values significantly influence domestic tourists' choices, particularly for mountain resorts (Bello & Bello, 2019). This underscores how critical infrastructure and aesthetic appeal are in shaping tourist decisions, with amenities like downhill skiing and snowmobiling experiencing significant increases in participation, contrasting with stable or declining engagement in more traditional activities such as backpacking and cross-country skiing (Fredman, 2008). Such shifts in activity preferences emphasize the need of adapting mountain tourism offerings to cater to evolving interests, recognizing that adventure and sport activities are significant motivators for travel, particularly for self-improvement and ecological awareness (Onur & Orhan, 2012).

Varied perceptions and attitudes towards mountain tourism are further influenced by factors such as lifestyle, personality traits, and the effectiveness of promotional materials, all of which shape how potential visitors engage with and interpret the adventurous aspects of mountain activities (A & Bektas 2020). For example, inadequate promotion and marketing, coupled with a lack of specialized guides and underdeveloped infrastructure, can significantly hinder domestic demand for mountain tourism (Onur & Orhan, 2012). Destination managers should strategically highlight psychological and holistic elements in their product design and promotion, as these perceptions, such as 'peaceful' and 'adventure,' strongly influence the type of experiences tourists seek (Araújo et al., 2019).

The presence of well-maintained and diverse facilities, including accommodations and recreational amenities, directly correlates with increased domestic tourism consumption, as tourists seek satisfying and cost-effective experiences (Teodorović et al., 2019). The availability of modern mountain tourism infrastructure, including lifts and cable cars, further contributes to enhancing the visitor experience and attracting a wider demographic to mountain regions (Araújo et al., 2019). These infrastructural developments are particularly salient given the growing domestic interest in adventure tourism, which often necessitates specific equipment and support structures (Wengel, 2020).

The availability and quality of tourism facilities directly influence tourists' perceived behavioral control, impacting their decision-making process and subsequent engagement in mountain tourism (Tanrısevdi et al., 2021). Strategic development and maintenance of these facilities and activities are thus critical for attracting visitors and ensuring a sustainable tourism ecosystem. This could ultimately influence both the perceived ease of access and the desirability of engaging in such activities (Zhang et al., 2023), thereby underscoring the intricate relationship between the physical infrastructure and the psychological constructs that drive tourist behavior (Tanrısevdi et al., 2021). For example, an increase in a tourist's perceived behavioral control, facilitated by robust infrastructure and accessible activities, positively correlates with an increased likelihood of visiting a particular mountain tourism destination (Hasan et al., 2020). This enhanced perception of control over their travel plans, due to availability of quality facilities, directly contributes to stronger behavioral intentions regarding choosing to participate in mountain tourism (Nguyen & Nguyen, 2024; Tulsi et al., 2022), thus enhancing domestic tourism consumption.

4.3. Sustainability of Local Community Livelihoods in Mountain Regions

The sustainability of local community livelihoods within mountain tourism contexts hinges critically on the equitable distribution of economic benefits and the mitigation of negative socio-cultural and environmental impacts. This includes addressing concerns about economic leakage, where a significant portion of tourism revenue often exits the local economy, thereby limiting its transformative potential for regional development (Srhoj & Mikulić, 2025). Strategies focusing on the development of local supply chains and the empowerment of community-based tourism initiatives are essential to retain a larger share of tourist spending within the region (Yadav et al., 2024).

Integration of local products in the tourism supply chain is essential not only in enhancing the overall tourist experience but also creating direct economic opportunities for local farmers and artisans, helping to diversify livelihoods beyond traditional subsistence activities (Salukvadze & Backhaus, 2020). Such approaches are vital for preventing over-reliance on tourism as a sole source of income, which can render communities vulnerable to economic downturns (Salukvadze & Backhaus, 2020). The ability of local communities to adapt to the economic shifts brought about by tourism, such as the potential decline or replacement of traditional sectors by industrial and service sectors, is crucial for long-term livelihood security (Thorn et al., 2020). These combined strategies could ultimately lead to long term income streams for the local communities.

A balanced approach is required to harness tourism's potential for economic growth while safeguarding the socio-cultural fabric and ecological integrity of mountain regions. This can be achieved through strategic planning and community engagement to ensure tourism development aligns with local values and contributes positively to the well-being of residents (Cvijanović et al., 2025; Muresan et al., 2021). These strategies must integrate community-based approaches, stringent regulations, and environmental conservation measures to ensure alignment with responsible and ethical practices (Drápela, 2023). This could also minimise revenue leakages that diminish the potential for local economic development through promoting local procurement and community-owned enterprises in the host regions. Lastly, the strategic integration of smart tourism technologies and the proactive management of destination image can further amplify tourist satisfaction and foster sustainable development in mountainous regions (Anjum & Ali, 2025).

5. Gaps in the Literature and Future Research Directions

While TPB has been applied to rural tourism (Azhar et al., 2023; Shang et al., 2021) and sustainable tourism, its comprehensive application to the intricate dynamics of mountain tourism, especially on how specific facilities and activities influence domestic tourist behavior and, consequently, local community sustainability, is not fully explored. This gap is particularly salient given the unique environmental sensitivities and socio-economic structures inherent in mountain regions, warranting a deeper investigation into how destination image and perceived service quality specifically influence domestic tourists' intentions within this context (Abbasi et al., 2021; Anjum & Ali, 2025).

6. Conclusion and Recommendations

This paper examines how mountain tourism facilities and activities shape domestic tourism consumption and the sustainability of local community livelihoods. It highlights that well-developed infrastructure such as trails, shelters, transportation networks, and accommodation significantly enhances the attractiveness and accessibility of mountain destinations. Diverse recreational activities, ranging from adventure sports to cultural and nature-based experiences,

further strengthen tourist satisfaction and repeat visitation. Using the Theory of Planned Behavior (TPB), the study demonstrates that tourists' attitudes, subjective norms, and perceived behavioral control critically influence their intention to participate in mountain tourism, thereby affecting domestic tourism consumption patterns. The findings indicate that improved facilities and community-centered initiatives can generate greater domestic tourism engagement and local economic benefits. The paper also reveals that challenges persist in seasonal demand, limited infrastructure investment, unstable employment for the locals and weak destination marketing. The paper concludes that mountain tourism holds substantial potential for fostering sustainable livelihoods when strategically developed and managed. The study recommends sustained investment in eco-friendly mountain tourism infrastructure, stronger marketing efforts targeting domestic tourists, and expanded community participation in tourism enterprises. Further empirical research using TPB constructs is advised to validate behavioral predictors in mountain tourism contexts.

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