



1,491 6

Views | CrossRef citations to date | Altmetric

0

Articles

Assessing the intention of land trust representatives to collaborate with tourism entities to protect natural areas

Charles Chancellor

Pages 277-296 | Received 21 Sep 2010, Accepted 21 Jul 2011, Published online: 23 Sep 2011

🗨️ Cite this article 🔗 <https://doi.org/10.1080/09669582.2011.610510>

Sample our
Built Environment
Journals



>> [Sign in here](#) to start your access
to the latest two volumes for 14 days

📄 Full Article

📊 Figures & data

📖 References

🗨️ Citations

📊 Metrics

📄 Reprints & Permissions

Read this article

🔗 Share

Abstract

Environmental degradation and dwindling natural areas can negatively impact a destination's image. Nonprofit land trusts have become important organizations in the US conservation movement and elsewhere. Their method of negotiating with landowners to protect land, yet leave the land in private ownership and on the tax rolls, is often popular with the public and local governments. This study explains how land trusts operate. It measured the collaboration potential between land trusts and tourism entities in the US, from the land trust representatives' point of view, by embedding six propositions considered necessary for collaboration into the theory of planned behavior. An email survey of land trusts in the US yielded 279 usable replies. Approximately 71% of the representatives' intention to collaborate was accounted for, with opinions of peers (subjective norm) providing the most influence; 64% of the representatives'

People also read

Recommended articles

Cited by
6

Information for

[Authors](#)

[R&D professionals](#)

[Editors](#)

[Librarians](#)

[Societies](#)

Opportunities

[Reprints and e-prints](#)

[Advertising solutions](#)

[Accelerated publication](#)

[Corporate access solutions](#)

Open access

[Overview](#)

[Open journals](#)

[Open Select](#)

[Dove Medical Press](#)

[F1000Research](#)

Help and information

[Help and contact](#)

[Newsroom](#)

[All journals](#)

[Books](#)

Keep up to date

Register to receive personalised research and resources by email



Sign me up



Copyright © 2026 Informa UK Limited [Privacy policy](#) [Cookies](#) [Terms & conditions](#)

[Accessibility](#)

 Taylor and Francis Group

Registered in England & Wales No. 01072954
5 Howick Place | London | SW1P 1WG