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Home ► All Journals ► Tourism, Hospitality and Events ► Journal of Sustainable Tourism ► List of Issues ▶ Volume 20, Issue 2 ▶ Assessing the intention of land trust re

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Articles

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

Charles Chancellor

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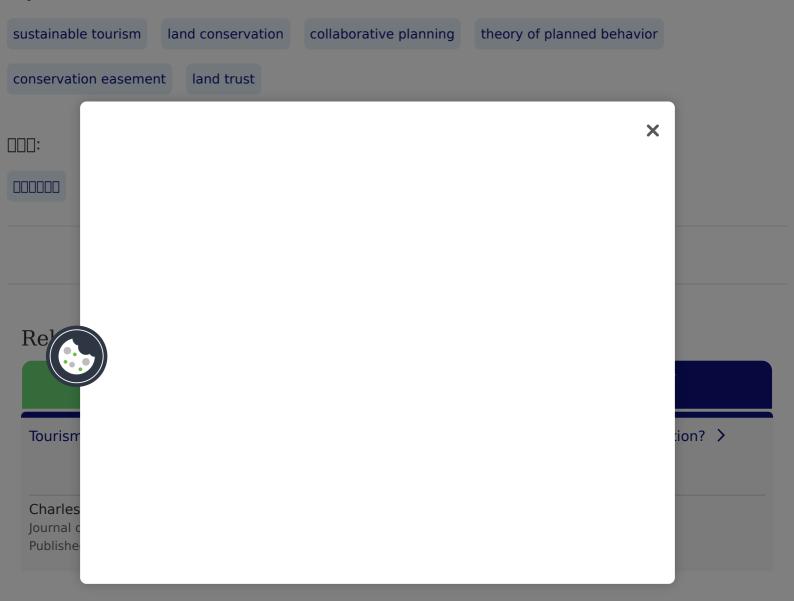
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An email survey of land trusts in the US yielded 279 usable replies. Approximately 71%

of the representatives' intention to collaborate was accounted for, with opinions of peers (subjective norm) providing the most influence; 64% of the representatives' attitude toward collaboration was identified. Land trusts were found to be able and willing to provide an efficient, economical method of protecting the landscape, while working with tourism entities that could provide financial support, promotion and increased awareness of the importance of natural areas to both local population and tourists.

Keywords:



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