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

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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'

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.

Abstract

Land trusts are organizations that own land for the purpose of conservation. They are often the only landowners in rural areas, and they play a key role in protecting the landscape. Land trusts are able 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. This study was conducted in a rural area of the United States, and it found that land trusts were able 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. The study found that 71% of the land trusts were able 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. The study also found that 64% of the land trusts were able 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. The study was conducted in a rural area of the United States, and it found that land trusts were able 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:

- sustainable tourism
- land conservation
- collaborative planning
- theory of planned behavior
- conservation easement
- land trust

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