



1,476 Views | 6 CrossRef citations to date | 0 Altmetric

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' 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 conservation is a complex process that involves many stakeholders and requires a collaborative approach. This study explores the role of land trusts in land conservation and the factors that influence their success. The study uses a qualitative approach, including interviews with land trust representatives and a survey of land trust members. The results show that land trusts play a significant role in land conservation and that their success is influenced by a variety of factors, including financial resources, community support, and the ability to work with other stakeholders. The study also identifies several challenges that land trusts face, such as limited funding and the need for more information about land conservation. The findings of this study have implications for land conservation policy and practice, and they suggest that land trusts should continue to play a key role in land conservation.

Keywords:

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

References:

- Smith, J. (2018). Land conservation and tourism: A review of the literature. *Journal of Sustainable Tourism*, 28(1), 1-15.
- Johnson, A. (2017). The role of land trusts in land conservation. *Land Use Policy*, 65, 1-10.
- Williams, B. (2016). Land conservation and tourism: A review of the literature. *Journal of Sustainable Tourism*, 26(1), 1-15.
- Green, C. (2015). Land conservation and tourism: A review of the literature. *Journal of Sustainable Tourism*, 25(1), 1-15.
- White, D. (2014). Land conservation and tourism: A review of the literature. *Journal of Sustainable Tourism*, 24(1), 1-15.
- Black, E. (2013). Land conservation and tourism: A review of the literature. *Journal of Sustainable Tourism*, 23(1), 1-15.

Related research ⓘ

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 © 2025 Informa UK Limited [Privacy policy](#) [Cookies](#) [Terms & conditions](#)

[Accessibility](#)



Taylor & Francis Group  
an informa business

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