

Research Snapshot

Is Blue Flag certification a means of destination competitiveness? A Canadian context

Rachel Dodds and Mark Robert Holmes



Process

- Examines whether environmental certification increases consumers' choice of beach destination
- Studies satisfaction of beach characteristics and preferences for selection through subjective indicators of competitiveness

Results

- Knowledge of Blue Flag certification increased overall satisfaction and that of water and beach cleanliness
- Beach certification is a signal of indirect competitiveness



Visit htmresearch.ca for more



Dodds, R., & Holmes, M. R. (2020). Is Blue Flag certification a means of destination competitiveness? A Canadian context. *Ocean & Coastal Management*, 192, 105192. doi: 10.1016/j.ocecoaman.2020.105192

