

Research Snapshot

Environmentally sustainable lifestyle indicators of travelers and expectations for green festivals: The case of Canada

Rachel Dodds, Philip R. Walsh, & Burcu Koç



Process

- Investigate environmental sustainability tendencies of festivalgoers and their attitude towards attending environmentally sustainable festivals
- Survey data were collected from 849 Canadian respondents

Results

- A personal commitment to sustainability is a strong predictor of a positive attitude towards green festivals
- Mechanistic activities such as recycling can also predict positive attitudes, but to a lesser extent



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