



## Willingness to Pay for Sustainable Tourism

### What is the issue?

As the growth of the tourism industry increases by an estimated 3-5% each year, environmental protection has come to the forefront issue of global tourism development. Past studies had shown a significant growth in travelers who were willing to spend more money on sustainable trip yet few studies show actual behavior.

### What did the researcher do?

This research study aimed to determine whether tourists were knowledgeable about sustainable tourism, and to determine if they have paid more for sustainable travel. 350 questionnaires that were collected in Toronto's tourist attractions in order to gather tourists' opinions in Fall 2014.

### Why is this research Useful?

Determining consumer's actual behaviour as well as willingness to pay can assist in showing destinations as well as companies that consumer preferences must be noted.

### What were the outcomes?

The findings outlined that 70% of tourists are knowledgeable about sustainable tourism that reflects Wilkenings study (2007) that stated that

sustainable travel is the new hottest trend in the tourism industry.

With respect to actual behavior almost one quarter (22.8%) of travelers consciously factored in environmental concerns as part of their travel decision and 36% paid more for sustainable travel options on their last trip.

Both male and females pay the same for sustainable travel options yet travellers who were aged 18 -24 were more likely to seek out and practice sustainable behaviors in their next trip.

### About the Researcher

Hei Kwan, Hao Liu & Hingman Mak are fourth year Ryerson Hospitality and Tourism Management students. This project was their fourth year research study.

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### Keywords

Sustainable Travel, Sustainable Tourism, Global tourism, environmental protection

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