



Actitudes Ambientales en Residentes de Santander, Cuidado de la Riqueza Natural y Turismo Sostenible [

2022

text (article)

Analítica

Abstract Introduction: Pro-environmental attitudes have been associated with pro-environmental behaviors, these behaviors are necessary to promote the care of natural capital and contribute to sustainable tourism. **Objective:** diagnose the environmental attitudes of residents in Santander, Colombia; in order to generate knowledge, which allows the design of strategies from the tourism sector, the above considering residents as a fundamental interested party for the sector; due to the impact of their behaviors on the natural capital that is necessary to be able to develop tourist activities. **Materials and Methods:** to collect information on environmental attitudes, the New Ecological Paradigm questionnaire, Spanish version, modified by Dr. Emilio Moyano with prior authorization, was used. **Results:** the results found show a conciliatory vision between development and care for the environment. **Conclusions:** finally, the X2 test was used for data analysis, the results showed that in the sample studied there is no relationship between being male or female and environmental attitudes

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Editorial: 2022

Tipo Audiovisual: actitudes ambientales turismo sostenible antropo-centrismo eco-centrismo comportamientos ambientales environmental attitudes sustainable tourism anthropocentrism ecocentrism environmental behaviors atitudes ambientais Turismo sustentável antropocentrismo ecocentrismo comportamentos ambientais

Documento fuente: Producción + Limpia, ISSN 1909-0455, Vol. 17, N°. 1, 2022, pags. 136-147

Nota general: application/pdf

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Lengua: Spanish

Enlace a fuente de información: Producción + Limpia, ISSN 1909-0455, Vol. 17, N°. 1, 2022, pags. 136-147

Baratz Innovación Documental

- Gran Vía, 59 28013 Madrid
- (+34) 91 456 03 60
- informa@baratz.es