Wine Festivals Tourism: How important is Recycling to Attendees?

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Sustainable development and marketing are applied across the tourism spectrum, yet a need exists to make them relevant to specific forms of tourism such as festival tourism. Festivals are available to all groups in a community, offering the most effective setting in which to teach certain ideals. Thus festivals can be great educational settings through which to understand environmental behavior and attitudes. This study established an assessment to measure recycling attitudes, behaviors, and intentions of customers, segmenting festival attendees by gender and age as the basis for selective marketing classification. The results suggest that female and Generation X consumers’ attitudes toward festivals, such as providing recycling bins or stations and utilizing renewable energy, could improve festival attendance, thereby increasing revenue and building a better connection to the local community.

Keywords: Recycling, Festival Tourism, Gender, Generation, Norms