Tourism is one of the world’s leading hobbies. It is a source of economic and personal growth but also detrimental to the environment. The study aimed to identify the attitudes and barriers of sustainability. Digital surveys were sent to over 1,400 coastal NC tourism businesses to obtain their thoughts and practices on sustainability. After three attempts, 92 responses were obtained.

There is a significant difference (p<0.05) in what businesses believe is important for sustainability and what they implement. The leading barrier to implementation is financial. There is a significant difference (p<0.05) in what businesses believe is important for sustainability and what they implement. The leading barrier to implementation is financial. The identification of barriers and lack of sustainable practices implemented need to be addressed. New regulations such as the EU’s law of Corporate Social Responsibility Directive Implementation Act needs to be adapted.

Works Cited
