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Understanding pro-environmental behaviours of National Park visitors

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A Brief Executive Summary of the Research

Encouraging individuals’ pro-environmental behaviours (PEB) is considered one of the key elements in maintaining and improving an area’s ecological and biological resources.

These ecological and biological resources are often the main factors of tourism products developed in nature-based destinations.

As such, reducing the extent to which visitation adversely impacts the environment is highly significant. Many tourism researchers have suggested fostering pro-environmental behaviour of tourists as one of the best practices in developing sustainable tourism of an area. Yet, factors that influence this behaviour still remained controversial. Further, little is known about the differences between individualistic nations (i.e. Australia) and collectivistic nations (Iran) in terms of pro-environmental behaviour. Given this significance, these questions are proposed:

**Basic Research Questions**

- What are the antecedents of national park visitors’ pro-environmental behaviours?
- Is there any difference between individualistic and collectivistic nations in terms of PEB amongst national park visitors?

**Methods**

- A cross-sectional research design will be used with a sample of approximately 400 visitors to Yanchep National Park in Australia and 400 visitors to Sorkh-e-hesaran National Park in Iran.
- The purposeful random sampling method is chosen to obtain a better representative sample of visitors to the sites.
- For the purpose of this study namely the cross-cultural approach, only visitors aged 18 or above born in Australia and Iran will be surveyed in the respective countries to enable to an effective comparison of the data sets.
- Confirmatory Factor Analysis (CFA) will be conducted to test the measurement model employing AMOS18.0 with covariance matrix and maximum likelihood estimation.

**Expected Results**

- Contributing to the existing theories of pro-environmental behaviour by developing and testing an integrated model.
- Helping protected managers to design effective strategies to promote nature-based tourists’ pro-environmental behaviours.
- Improving a park manager’s understanding of visitors’ motivations in pro-environmental behaviours in nature-based tourism activities.

**References**


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