

Understanding Behaviour in Nature

Qualitative Research with International Visitors and New Zealanders - May 2018



A man and a woman are hiking on a wooden boardwalk path that curves through a mountainous landscape. The man is wearing a green shirt, blue shorts, and a red backpack. The woman is wearing a plaid shirt and shorts. They are both smiling and looking towards the right. The background shows a vast valley with a lake and distant mountains under a cloudy sky.

**Nature is at the heart of why international visitors come to New Zealand.
It's why New Zealanders love to live here.**

Tuatapere, Southland

KEY INSIGHTS FROM THIS RESEARCH:

1. CULTURE

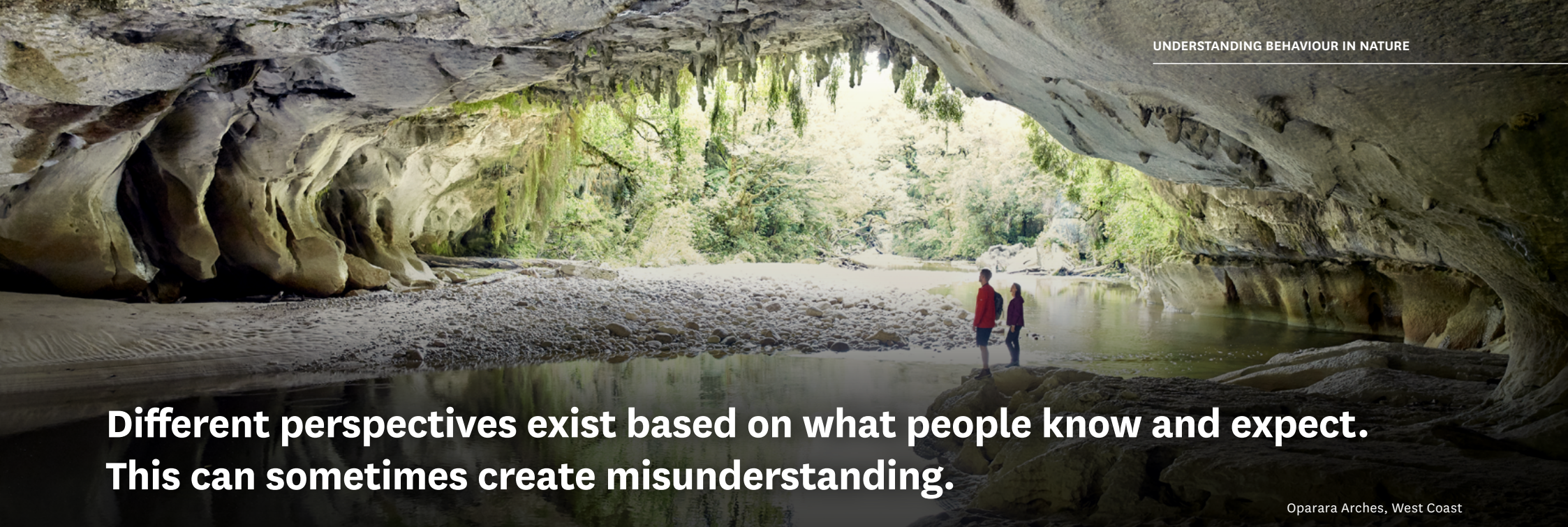
- Not all cultures are the same which means how we see the world and act within it is different

2. NATURE

- Nature is part of who New Zealanders are, their connection with nature is unique
- Visitors are not necessarily aware of this connection

3. BEHAVIOUR

- Nobody sets out to intentionally offend others. People revert to what they would do at home if they don't know what else to do
- If you've experienced a behaviour that's different from your own, it's hard not to see it as wrong



Different perspectives exist based on what people know and expect. This can sometimes create misunderstanding.

Oparara Arches, West Coast

VISITORS AND LOCALS HAVE DIFFERENT PERSPECTIVES

New Zealanders view some visitor behaviour in nature as deliberate. However, visitors believe they behave appropriately. There is a lack of understanding of the importance of nature to New Zealanders.

Visitor:

Why we do what we do...

- Visitors felt there wasn't infrastructure to meet their needs
- It's not always clear what's expected when camping in New Zealand



New Zealanders:

How we perceive what you do...

- Our home isn't being left as it's been found



Roys Peak, Wanaka

THIS RESEARCH IDENTIFIED THE NEED TO INFORM THE HOW AND WHY TO CARE FOR NEW ZEALAND AS FOLLOWS:

1. EDUCATE

Educate people on how we're different in New Zealand, why we value the land.

2. GUIDANCE

Provide guidance and resources that highlight behavioural expectations.

3. DEMONSTRATE

Let's show and remind people how to respect nature in New Zealand.