



Breaking the habit: sustainable visitor behaviour towards nature areas

Paul van de Coevering, Professor of Urban Mobility Planning

CREATING MEANINGFUL EXPERIENCES

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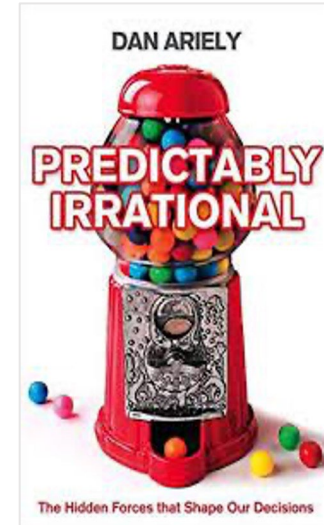
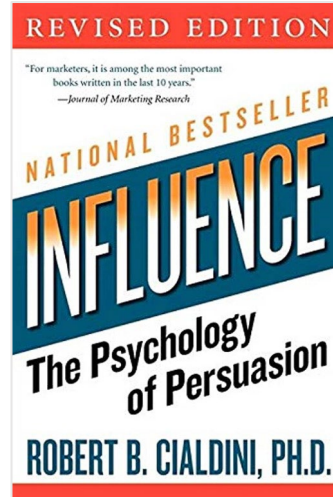
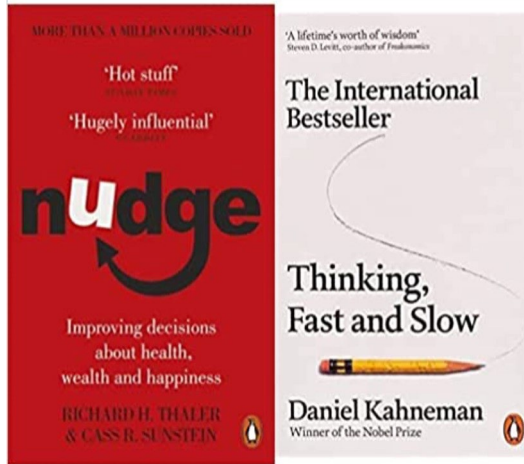
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1. Behavioural systems

Behaviour is affected by:

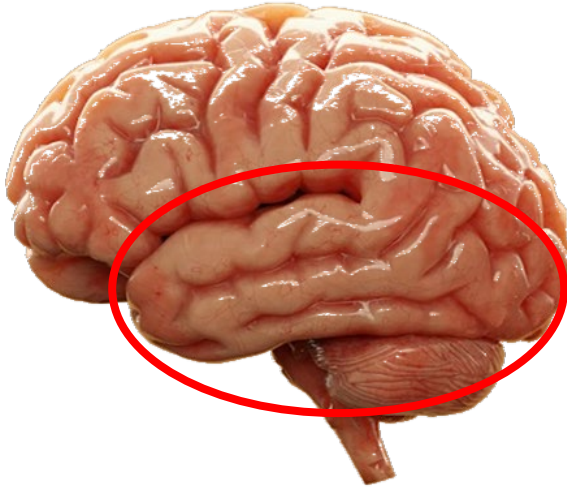
1. Physical environment
2. Social environment
3. Intrinsic factors (attitude, memory, mood, intelligence)
4. Judgement (urgency, predictability, behavioral control)

1. The power of influence



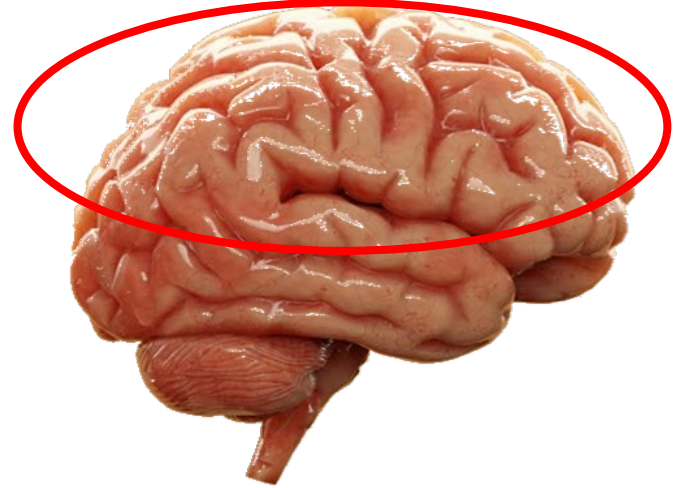
1. Kahneman's 2 operating systems

System 1



Automatic, fast, effortless
Emotional, habits, intuition
98% of 'thinking'

System 2



Reflective, slow, effortful, planned
Self-aware, deliberate, conscious 2%
of 'thinking'

2. Automated system & heuristics

“A bat and ball cost \$1.10 in total.

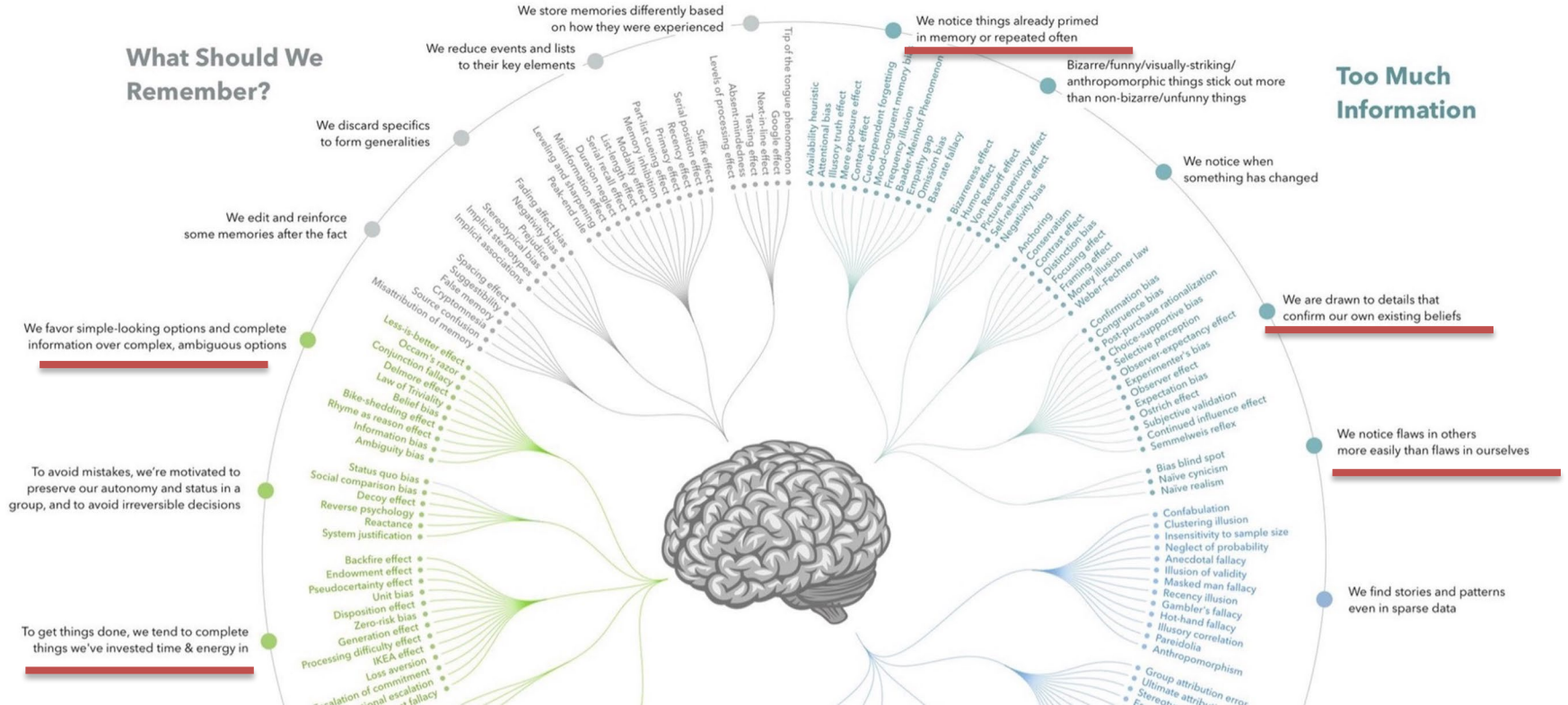
The bat costs \$1.00 more than the ball.

How much does the ball cost?”

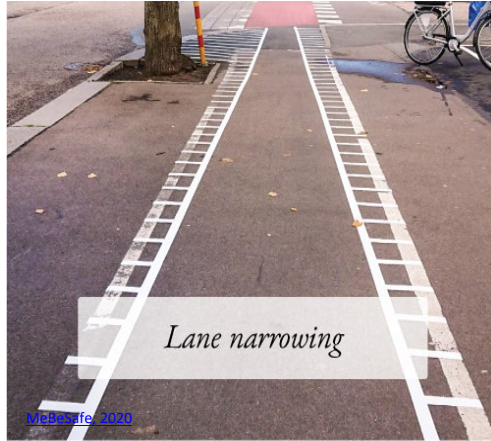
Typically the majority of participants will intuitively answer 10 cents when the correct answer is 5 cents (\$ 0.05 plus \$ 1.05) (Kahneman & Frederick, [2002](#)).



2. Decision heuristics & biases

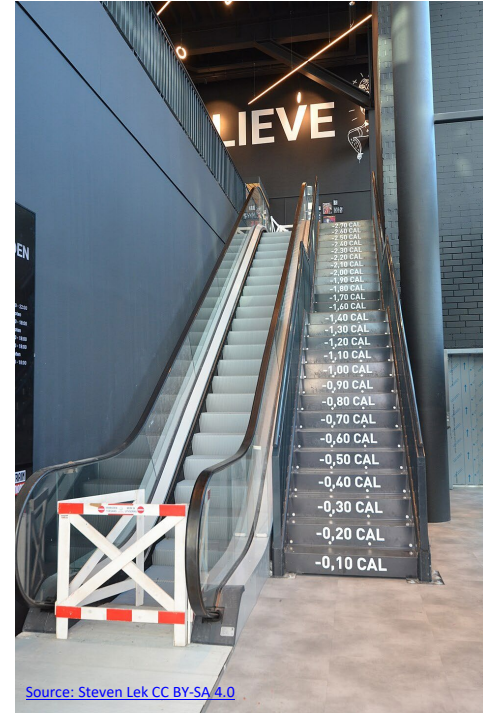


2. Automated system & heuristics



“Nudging is about designing the built environment and social environment to steer people towards a particular direction.”

[BYRAA STB Nudging_urban_mobility.pdf \(squarespace.com\)](#)



2. Automated system & heuristics

When we design for the human we have better results

Rational approach: prompting



Restricting behaviour

Behavioural approach: nudging (using information).



Give them the *right* information

We make 35000 decisions a day

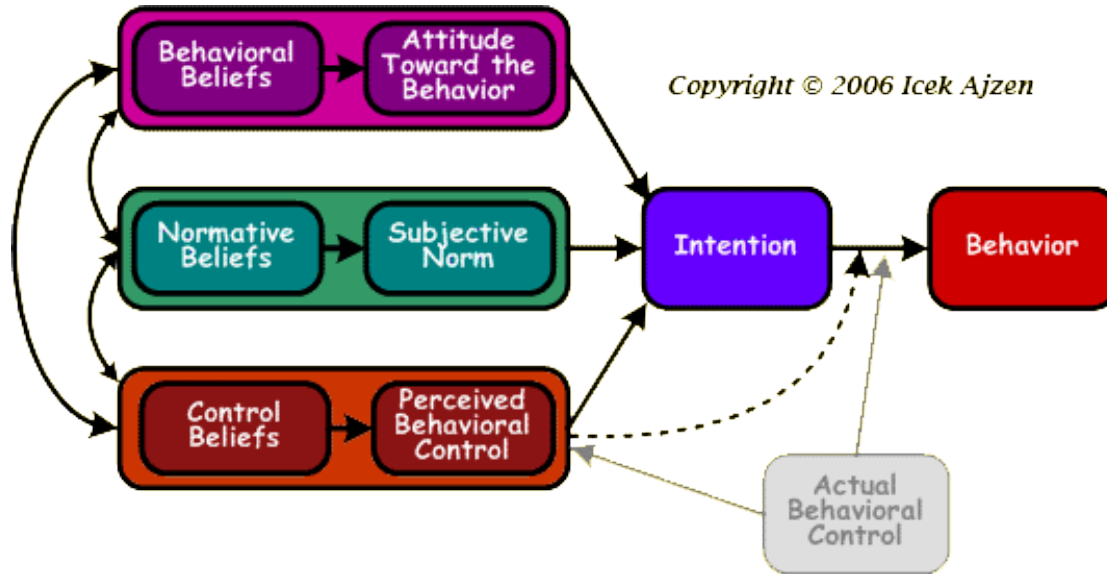
Less conscious System 1 minimises cognitive effort

Our 1 system process is a survival adaptation helping us get through the day!



3. System 2: Planned behaviour

Theory of Planned Behavior, Ajzen, 1991



Other models, e.g.:

Norm Activation model (Swartz, 1981)

NOA model (Vlek et al, 1997), etc.

3. System 2: deliberate choices

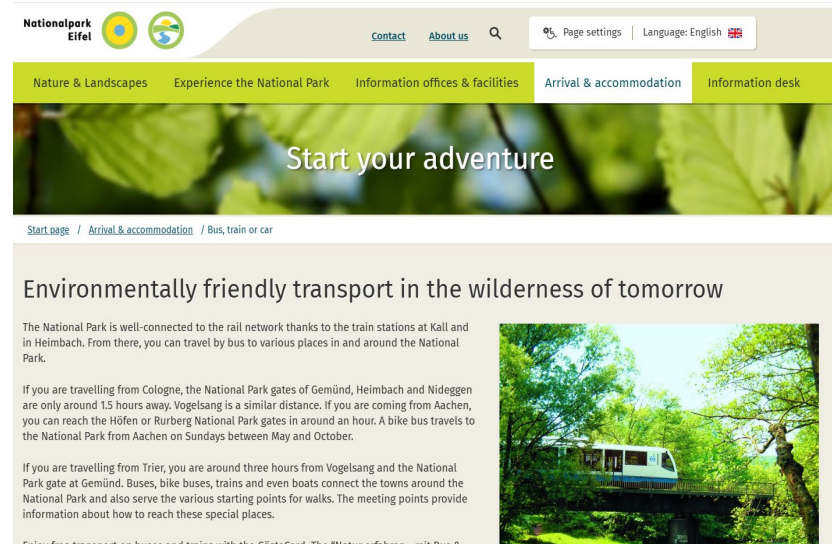
Enabling and informing people to choose sustainable choices

Best conscious option



Make the sustainable option the easiest one (cost, time & experience)

Pre-trip information

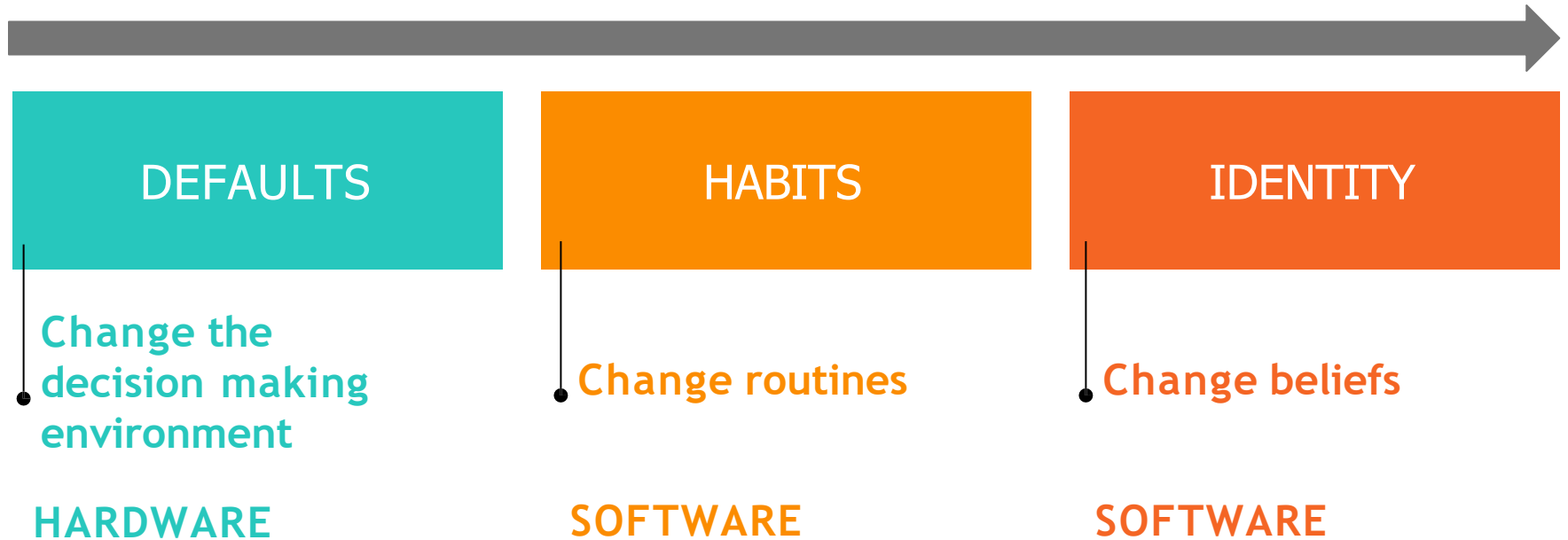


Give them the **right** information with sustainable options first

4. Behavioural change

*How can we change
behaviour?*

4. Behavioural change: three elements



DEFAULTS- the path of least resistance

Defaults work by making **sustainable options** the most logical and effortless choice.

Defaults:

- Are desired & socially appropriate choices
- Provide a point of reference (Norm)
- Remove choice overload & complexity

Defaults work best when:

- people don't have strong preferences
- people can adapt quickly
- They are deployed at **natural moments of change**



Photo by [Helmut Marold](#) on [Unsplash](#)



<https://npgallery.nps.gov/>

4. HABITS: break the routines



4. HABITS: change the cue, dial up the reward

MODIFY FRICTION



Increase or
decrease effort

ACTION CUES



Combi tickets (entrance
& transport)

INCENTIVES & REWARDS



Deploy rewards
(early access & own
contribution)

4. IDENTITY: Resolving Nature Lover's Paradox



Cognitive dissonance

- Make tension visible
- Social proof: 70% of visitors chose the shuttle today
- Sustainable travel as **authentic nature lover identity**



Thank you!



Paul van de Coevering
Professor Urban Mobility Planning
T: +31 (0)6 39012537 | E: coevering.p@buas.nl

Academy for Built Environment and Logistics (ABEL)
Breda University of Applied Sciences
Mgr. Hopmanstraat 2 | 4817 JS Breda
P.O. Box 3917 | 4800 DX Breda | The Netherlands