



Nudging in Alpine tourism

Webinar: Getting visitors on the right track

21 September 2023, 14-16.30, online, in english language



EXPERIENCING WITH NUDGING IN SENSITIVE AREAS

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Chargé de projet Natura 2000

Parc naturel régional des Baronnies provençales



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CONTEXT

- Two sensitive areas, part of the Natura 2000 network



- Part of the Natural Regional Park (NRP) of the Baronnies provençales

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CONTEXT

- Some preserved ecosystems...



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CONTEXT

- Some preserved ecosystems...
... occasionally disturbed



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HOW TO TACKLE THE CHALLENGE

- Biodiversity and ecosystem can suffer from human activity
- But these sites **should** remain open to visitors
 - Tourist offices recommend visiting these sites
 - They are highly appreciated by the local population
 - Visitors can learn through contact with nature

↪ The NRP didn't want to control the arrival of visitors

↪ Behavioral changes can serve as a lever for reducing impacts on the environment and biodiversity

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METHOD

- The NPR implemented an experiment in 2022
 - Communicating differently (innovation process) to reach visitors

Une autre vie s'invente ici

- No permanence
 - « Leave no trace »
 - More experimental freedom
- Evaluate and evolve through successive iterations
- Design and installation of prototypes for communication encouraging behavioral changes

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PROCESS

- Assistance from two service providers



- Establishment of a Steering Committee and a Technical Committee

- **PHASE 1** : Study phase

- Site diagnosis through semi-structured interviews

- Uses
- Present audiences
- Behaviors (including what is inappropriate)
- Needs

- Characterization of the impacts of visitation

- Definition of the user journey

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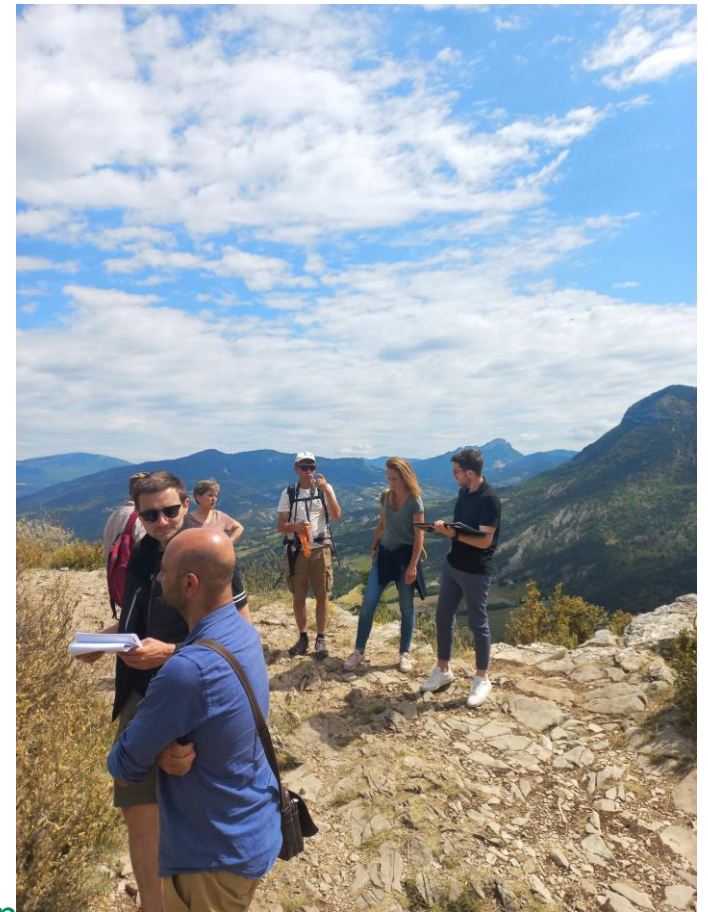


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PROCESS

- **PHASE 2** : Production phase: co-construction workshops
 - Identifying behavior change objectives
 - “I keep my waste with me.”
 - “I respect the river's ecosystem.”
 - “I respect the natural site to avoid degradation.”
 - “I respect those who work and other site users.”
 - Identifying the target audience
 - Designing a “concept guide”



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GUIDELINES

- Following the workshops, a design phase

« **LEAVE NO
TRACE** »

*"Fading into the background,
within a natural environment
where humans are guests."*

Notion of
« **GUEST** »

*Preparing visitors for entry into
a privately owned area open to
the public, which requires
respect.*

*Embodying private plots to
create a sense of ownership
and attachment, as well as
empathy.*

Personification
of **NATURE**

*Creating a sense of attachment
to empower the audience by
making them participants in a
simple (yet engaging) mission.*

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NUDGES SETTLED ON THE MÉOUGE

- A banner at the parking lot



- Conveying messages of mindfulness and care so that visitors, in response, exhibit considerate behavior
- Messages delivered by 'Mother Nature

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NUDGES SETTLED ON THE MÉOUGE

- Creation of stickers, placed on the ground, or at other strategic locations

– Messages inspired by those of takeout dining / “take away”



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ON-SITE



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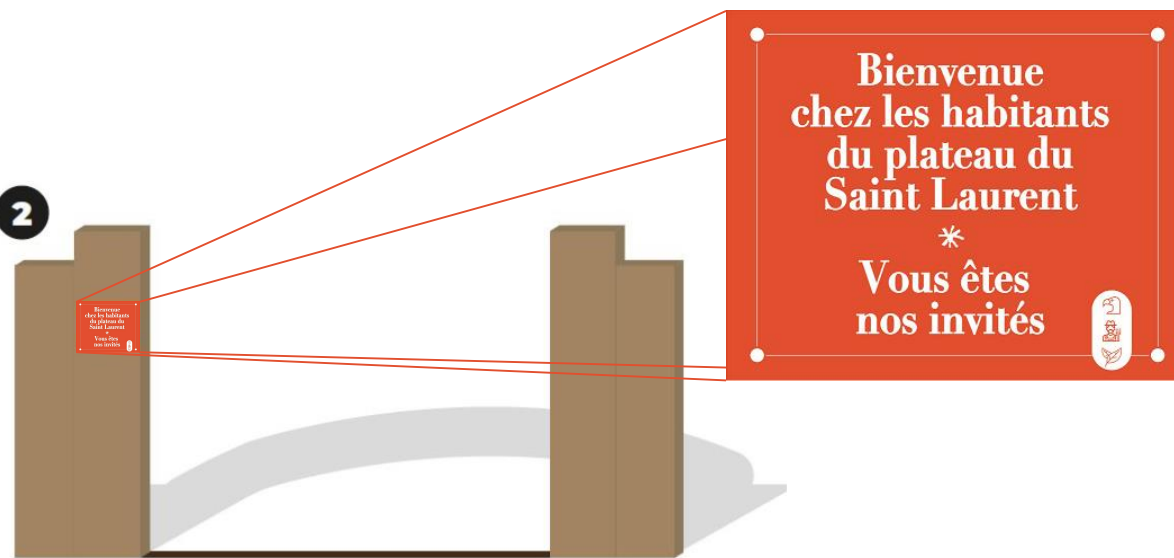


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NUDGES SETTLED ON THE SAINT-LAURENT

- Creation of a totem at the entrance of the site



- The natural environments are inhabited (both by humans and non-humans)
- Friendly reminder of the concept of “guest”
- Transition from one threshold, from one space (public) to another (private)

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ON-SITE



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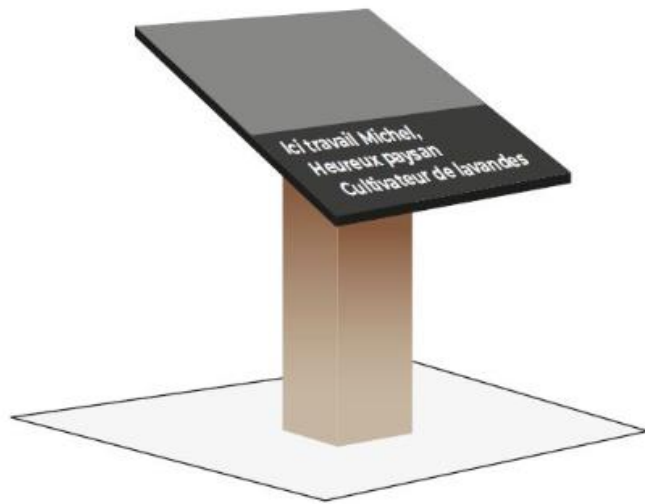


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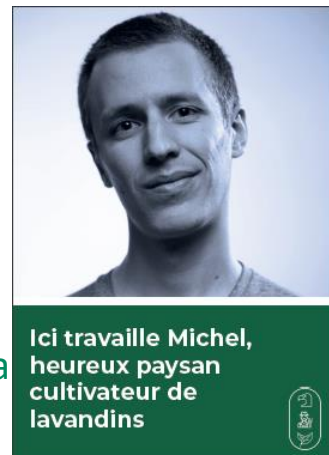


NUDGES SETTLED ON THE SAINT-LAURENT

- Personification of agricultural plots.



- These wild landscapes are actually fields, providing the space and resources for farming activities
- Personification and sharing.
 - Attachment.
 - Familiar face, hence respect



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ON-SITE



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PROCESS

- **PHASE 3** : Implementation and evaluation phase
 - Meeting visitors on-site
 - Organizing focus groups, composed of:
 - Participants interviewed at the beginning of the process
 - Property owners, residents, and neighbors
- Removal of prototypes
- Throughout the process, holding a Steering Committee (COFIL) and Technical Committee (COTECH) involving stakeholders.

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CONCLUSIONS

- Innovative communication ✓
 - Moving away from a coercive posture
 - Placing users at the center of the reflection
- A participatory and integrative method
 - Involvement of stakeholders
 - Contribution from residents and neighbors during focus groups
- Next challenge: formalizing other forms of nudges than panels
- A point of vigilance: funding

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