



University of Sussex

Business & Management

Seminar series

Date: Wednesday 30 January

Speaker: Shova Thapa Karki (Sussex)

Title: Good intention – ‘bad’ behaviour: Investigating attitudes, intentions and illegal resource extraction at Bardia National Park, Nepal

Abstract: While attitudinal studies have been a major area of research for understanding park-people relationships, the association between attitude and behaviour and whether positive attitudes lead to pro conservation behaviour has been limited. This research investigates the reasons for attitudes held by people and the association between attitudes and illegal resource extraction behaviour at Bardia National Park in Nepal. Despite facing a number of problems due to park policies and trespassing of protected wildlife, households held predominantly positive attitudes towards the park and wildlife. However, such positive attitudes were not observed towards park management. Attitude was influenced by the respondents’ values towards conservation and perceptions associated with the park and conflicts. Positive attitudes translated into good intentions to support conservation efforts; however, this did not stop households’ involvement in illegal resource extraction. The research shows that positive attitudes by themselves are not sufficient for changing behaviour, consideration of contextual variables, such as access to alternative resources, involvement in development projects, and livelihoods impact were important in forming attitudes, intentions and behaviour.