

1. Introduction

The study aims at contributing to a better understanding of people-place relationship, through critical place-related concepts as place attachment, place meaning, place activity and place satisfaction. Attachment and meanings assigned to a place could be a great determinant of tourists' and locals' perspectives on pro-environmental behavioural intentions (PEBI). The objective is conceptualizing an extended framework, by adding external factors, to not only measure the current level of place attachment and place meaning, but also their formulation process, then empirically testing the framework.

PEOPLE-PLACE RELATIONSHIP: A FRAMEWORK OF PLACE-RELATED CONCEPTS TO DETERMINE PRO-ENVIRONMENTAL BEHAVIOURAL INTENTIONS TOWARDS NATURE-BASED SETTINGS

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2. Theoretical background

✓ To date, people-place relationship research appears to be a fragmented puzzle, mainly due to questions related to definitions in place-related concepts, resulting in various terminologies (Lewicka, 2011).

✓ The study focuses on place attachment, a prevalent choice of environmental psychologists, and analyses its influence on PEBI by using the attitude-behaviour relationship.

✓ In this research line, Stedman (2002) used attachment, meanings and satisfaction to determine behaviors. However, the framework developed by Ramkissoon et al. (2013) appears to be more appropriate and relevant (Fig.1).

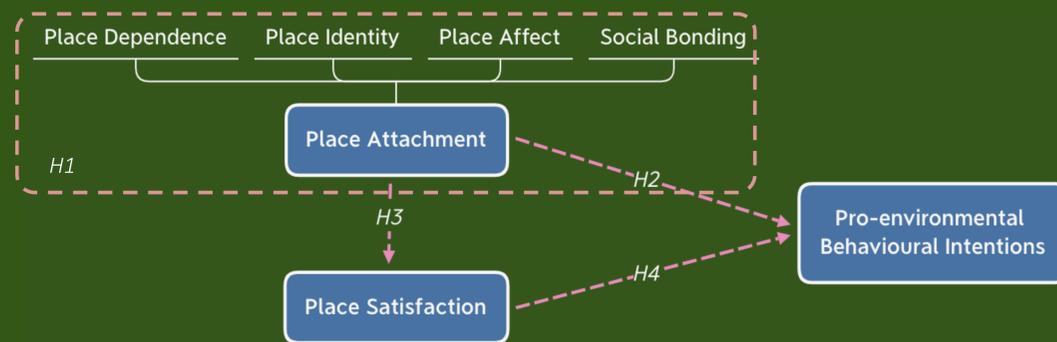


Fig.1 The model of Ramkissoon et al. (2013)

3. The proposed framework

In relation between place attachment and behavioral intentions, some works further integrated place meaning (e.g. Brehm et al., 2013; Wynveen et al., 2012; Stedman, 2002), whilst others combined place satisfaction (e.g. Ramkissoon et al., 2013; Stedman, 2002) to create a theoretical framework of place. Moreover, Kyle et al. (2004, 2008) supposed that place attachment and place meaning are influenced and differentiated by activity types referred to place activity.



Fig.2 The proposed extended framework

4. Research Design

Due to the lack of general conceptual structures in place activity and place meaning concepts, a qualitative approach is needed to an expand and include these dimensions, then validating the framework quantitatively. Accordingly, the study uses a Sequential Mixed Method.

Qualitative Research Design MULTIPLE CASE STUDIES



- Exploratory approach: Why and how.
- Theoretical sampling.
- Data collection: key informant interviews and photo-elicitation.
- Data analysis: thematic coding (text & picture)

Quantitative Research Design TESTING THE DIMENSIONALITY



- Survey Design: Self-report, Likert-type (5-point or 7-point) scale.
- Constructs Validity: Structural Equation Modeling (SEM)

5. Conclusions

The study suggests an extended theoretical framework (Fig.2) presenting an entire process from input (activities), through mediations (attachment, meanings, satisfaction) to output (behavioural intentions) to a more accurate measurement:

- ✓ Addressing the gap, mentioned by Lewicka (2011), of lacking the focus on how people create attachment and meanings.
- ✓ Adopting Ramkissoon et al. (2013)'s suggestion on creating a better model by including recreation involvement (place activity) and the physical characteristics of a setting, which is reflected by meanings ascribed to that setting (Eisenhauer et al., 2000).

6. Questions for future work

- Q1. How to conduct virtual qualitative fieldwork during COVID-19?
- Q2. Do we have any other method to validate the framework apart from SEM?
- Q3. How to transform behavioural intention to real action?

7. References

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