

Feedback Training “nudges”

PNR Scarpe Escaut – 9 & 10 April 2024

Nudges : encouraging tourism and leisure activities
with less impact on the natural areas

9 & 10 April 2024 in Lille

MONA

-The trainer : Jean-Lou Fuchs, french speaker in Grenoble University,
expert in sustainable tourism



-Example of other participants :

Etretat in Normandie : searching solutions to explain that cliffs are dangerous

Village of Roquefort (famous for the cheese) the tourist office wants to organize
visitor flows and regulate parking

The area of Chinon (famous for the wine) : organizing a nature trail in a NA



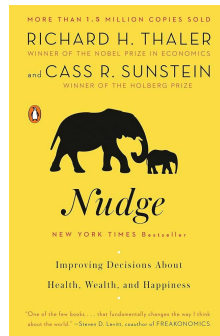
Presentation of the concept of nudging

History : Richard Thaler is a Nobel-winning economist, and Cass Sunstein is a lawyer, both are famous for co-developing the theory of "nudges" in their book *Nudge* (2008).

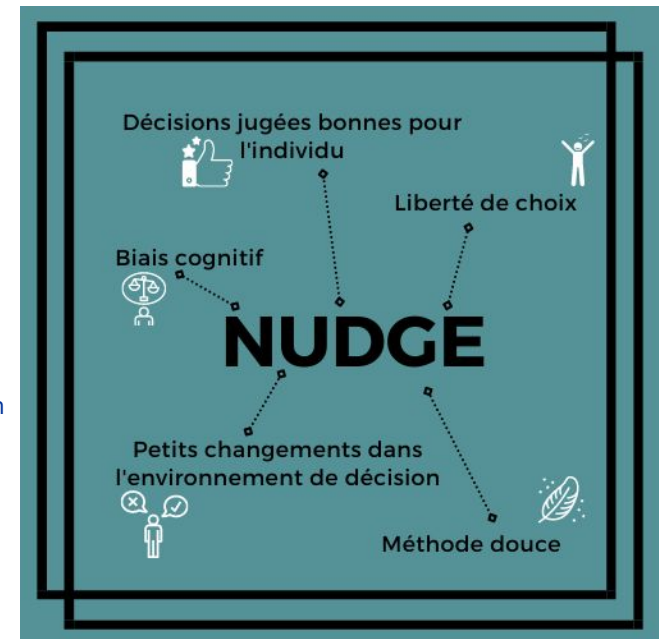
Definition (by Thaler and Sunstein) : « gentle method to inspire the right decision »

Their philosophy : to improve individual outcomes while respecting everyone's freedom.

A "nudge" is based on cognitive biases to encourage beneficial behaviors using the structure of choices.



- Good decision for the person
- freedom of choice
- Gentle method
- Small changes in the environment of the decision
- Behavioural biases



Brain and behavioral biases

1 Leveraging Knowledge of human behaviour for more sustainable tourism



Examples of behavioral biases

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Biase of the social conformism :

Tendency to follow what majority does or thinks, even if you don't fully agree. This helps feeling accepted and avoid being judged.

"I choose to go on holidays in this place because a lot of people told me that's the most famous place to discover" > "I'm different if I don't go there"

MONA : Interesting for the question of motorized recreation in NA. Demonstrating that's not the norm to practice in nature.

Confirmation biase :

Tendency to seek out and believe information that confirms our preexisting ideas. This often leads us to ignore evidence that might contradict our beliefs.

"I choose this town to discover the excellent cuisine" > "I remember only the positive reviews and ignore negative feedback"

MONA : interesting to regulate car parking

Biase of the anchor :

Individuals remember too heavily the first information / feeling encountered (the "anchor") when making decisions.

"I see an iconic photo of a panoramic view first. I focus only on that viewpoint and overlook other wonders of the park"

MONA : interesting to distribute the flow of visitors

Presentation of the methodology

Do you know the « BASIC » methodology ?

B : BEHAVIOUR : Identify, conceptualize and quantify behaviour

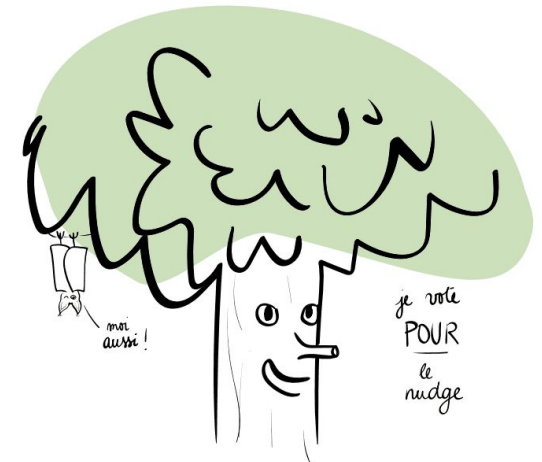
A : ANALYSIS : Understand why this behaviour stands & identify the biases

S : STRATEGY : Develop behavioural strategies to change the behaviour

I : INTERVENTION : Design an intervention that will check if these strategies are effective or not

C : CHANGE : Review the results and define another strategy if relevant.

Good news : Pilot C works with
this methodology and you can discover
our steps tomorrow !



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