**Studentship Title:** ESRC DTP Collaborative Studentship - BBNPA

**Research Area/ Project Title:** Cross-context behavioural spillover and sustainable tourism in Wales

**Location:** Cardiff

**Expected Start Date:** October 2017

**Duration:** 3 years (or 1+3 years)

**Deadline for Application:** 12.00 noon on 1st February, 2017

**Description of Research Opportunity:**

Sustainable tourism involves balancing the needs of local communities, rural economies, and the natural environment. National Parks Authorities (NPAs) are tasked with managing these competing needs as well as promoting visitor use of the natural landscape in order to increase health, raise awareness of local biodiversity and culture, and generate the rural economy.

Public awareness and concern about environmental issues is high, but does not often translate into environmentally-friendly behaviours. Adoption of these behaviours while on holiday or leisure day-trips is lower than within the home. This inconsistency in pro-environmental behaviour is evident across various behaviours and contexts. This is because people are less motivated to consider environmental consequences while on holiday and the contextual cues that trigger pro-environmental habits in the home are absent in other locations. Recent work has explored the potential for developing interventions which can **spillover** from one context to another (e.g., home to work) and ultimately produce more consistent and ambitious lifestyle change than has been achieved to date with more piecemeal and context-specific interventions. This work indicates that targeting interventions to intrinsic motivations (e.g., protecting the environment for its own sake) and to self-identity (e.g., as a ‘green person’) is more likely to produce spillover than extrinsically-targeted interventions (e.g., fines). One particularly promising focus for producing spillover to be tested in the current project is to target Welsh identity. This is based on our previous work, in which we found that Welsh national identity is a core component of Welsh national identity.

The project will explore **two case studies**: dog management and waste behaviours. Dog walkers account for a significant proportion of visitors to the National Park, but there is increasing conflict between dog walkers and wardens (as well as graziers) over sheep worrying, fouling, and damage to bird nesting sites. Littering and low recycling rates are also a persistent problem for Park Authorities. These behaviours are selected because they are of high priority to Brecon Beacons NPA (so of greatest impact potential) and local communities (e.g., reflected in town/village plans), and are also tangible and relatively amenable to change (unlike, e.g., travel behaviours, which are more structurally constrained in rural areas).
The project will apply a mixed-methods approach, comprising the following stages:

a) **Depth on-site interviews** with visitors and local stakeholders (e.g., graziers, wardens) to explore beliefs, motivations and barriers in respect of behaviour change;

b) **Intervention design** incorporating desk research (identifying core theoretical principles and effective techniques, and using past visitor surveys) and visitor/stakeholder interview findings;

c) **Field experiment** with Brecon Beacons National Park visitors to test behaviour change interventions, comparing experimental (e.g., Welsh identity, green identity, fine avoidance) and control groups. This will also explore whether changes to targeted behaviours (waste, dog management) endure beyond the park visit to their home context (i.e., cross-context spillover).

This studentship, known as a ‘collaborative studentship’, involves co-supervision from the School of Psychology and a non-academic organisation (Brecon Beacons National Park Authority). The project will involve regular meetings with both supervisors and visits to study sites in the BBNPA.

**Award:**

The awards are available on either a 1+3 or +3 basis. A 1+3 studentship provides funding for four years (or part-time equivalent), completing a research training Masters in the 1st year, followed by 3 years research funding for a PhD. A +3 studentship provides funding for the three years PhD research study only (or part-time equivalent).

The studentships will commence in October 2017, and will cover your tuition fees (at UK/EU level) as well as a maintenance grant. In 2016-17 the maintenance grant for full-time students was £14,296 per annum. As well as tuition fees and a maintenance grant, all School of Psychology students receive conference and participant money (approx. £2,250 for the duration of the studentship). They also receive a computer and office space, additional funding for their research, and access to courses offered by the University’s Doctoral Academy and become members of the University Doctoral Academy. Other benefits of ESRC funding include opportunities for internships and overseas institutional visits.

**Eligibility:**

Full awards (fees plus maintenance stipend) are open to UK Nationals, and EU students who can satisfy UK residency requirements. To be eligible for the full award, EU Nationals must have been in the UK for at least 3 years prior to the start of the course for which they are seeking funding, including for the purposes of full-time education.

As only one studentship is available and a very high standard of applications is typically received, the successful applicant is likely to have a very good first degree (a First or Upper Second class BSc Honours or equivalent) and/or be distinguished by having relevant research experience. Applications from those also holding a relevant research training Masters degree (or an equivalent background in research training) will be considered for a +3 award.

**How to apply:**

You can apply online - consideration is automatic on applying for a PhD in Psychology, with an October 2017 start date (programme code RFPDPSYA).

Please use our online application service at: [www.cf.ac.uk/regis/general/applyonline/index.html](http://www.cf.ac.uk/regis/general/applyonline/index.html)

and specify in the funding section that you wish to be considered for School funding. Please specify that you are applying for this particular project.
**Application deadline:**
Midday on 1st February, 2017 with interviews (either in person or by Skype) likely to be held in March and decisions being made by mid-April.

**General Information:**
The School of Psychology is one of the largest and most successful in the UK ([http://www.cf.ac.uk/psych/](http://www.cf.ac.uk/psych/)). The School’s excellent standard of research and teaching has been recognised in every Research Assessment Exercise. It has its own brain-imaging centre ([http://www.cf.ac.uk/psych/cubric/](http://www.cf.ac.uk/psych/cubric/)), enhancing the international-leading research in behavioural neuroscience, cognitive ergonomics, forensic, social, environmental and developmental psychology.

Cardiff is the youngest capital city in Europe and the fastest growing in the UK. It plays host to many national and international sporting events at the Millennium Stadium ([http://www.millenniumstadium.com/](http://www.millenniumstadium.com/)). Culturally, the city is thriving, with the Wales Millennium Centre ([http://www.wmc.org.uk/](http://www.wmc.org.uk/)) in Cardiff Bay. Cardiff is in very close proximity to the beautiful Welsh countryside ([http://www.breconbeacons.org/](http://www.breconbeacons.org/)), has a two hour rail link to London and a (cheap) one hour air link to Paris and Amsterdam ([http://www.cardiffairportonline.com/](http://www.cardiffairportonline.com/)).

The Brecon Beacons is a national park in the south of Wales only 40 miles from Cardiff. It comprises 1340km² of mountain moorland, lowland river valleys and small market towns. It welcomes over 5 million visitors per year and tourism constitutes a major part of its economy. With sensitive wildlife and environmental values this leads to a commitment towards sustainable tourism which has now been pursued for over 15 years. There are very close links between the National Park Authority and the tourism industry as well as close contact with the farming community. This project has developed from a desire to understand how best to integrate the needs of visitors, farmers and the environment in relation to some of the negative impacts visitors can have on community and environmental values. For more details see www.breconbeacons.org (for visitor information) or www.businessinfobreconbeacons.com (for tourism related facts and figures as well as the current tourism strategy, visitor management plan etc.).

Please address any informal enquiries to:

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