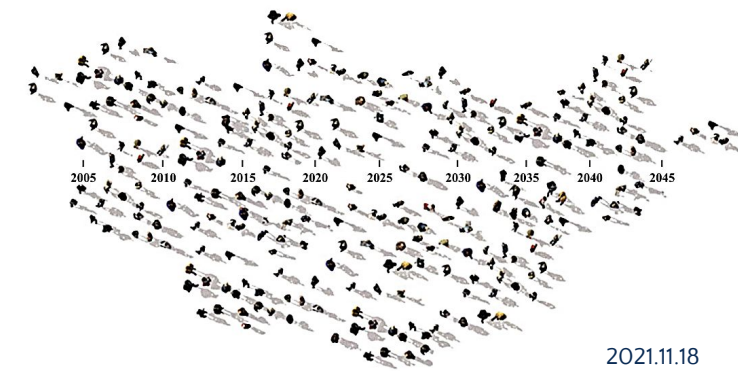


Pre-KAP Survey (Knowledge-Attitude-Practice Survey) associated with the Environmental Communication Component of the SPACES Project

Survey results



Content

- Introduction
- Methodology
- Overall KAP survey result
 - Maintaining and managing PAs
 - PA features
 - Knowledge related to the CoC
 - Sources of information
- Conclusion

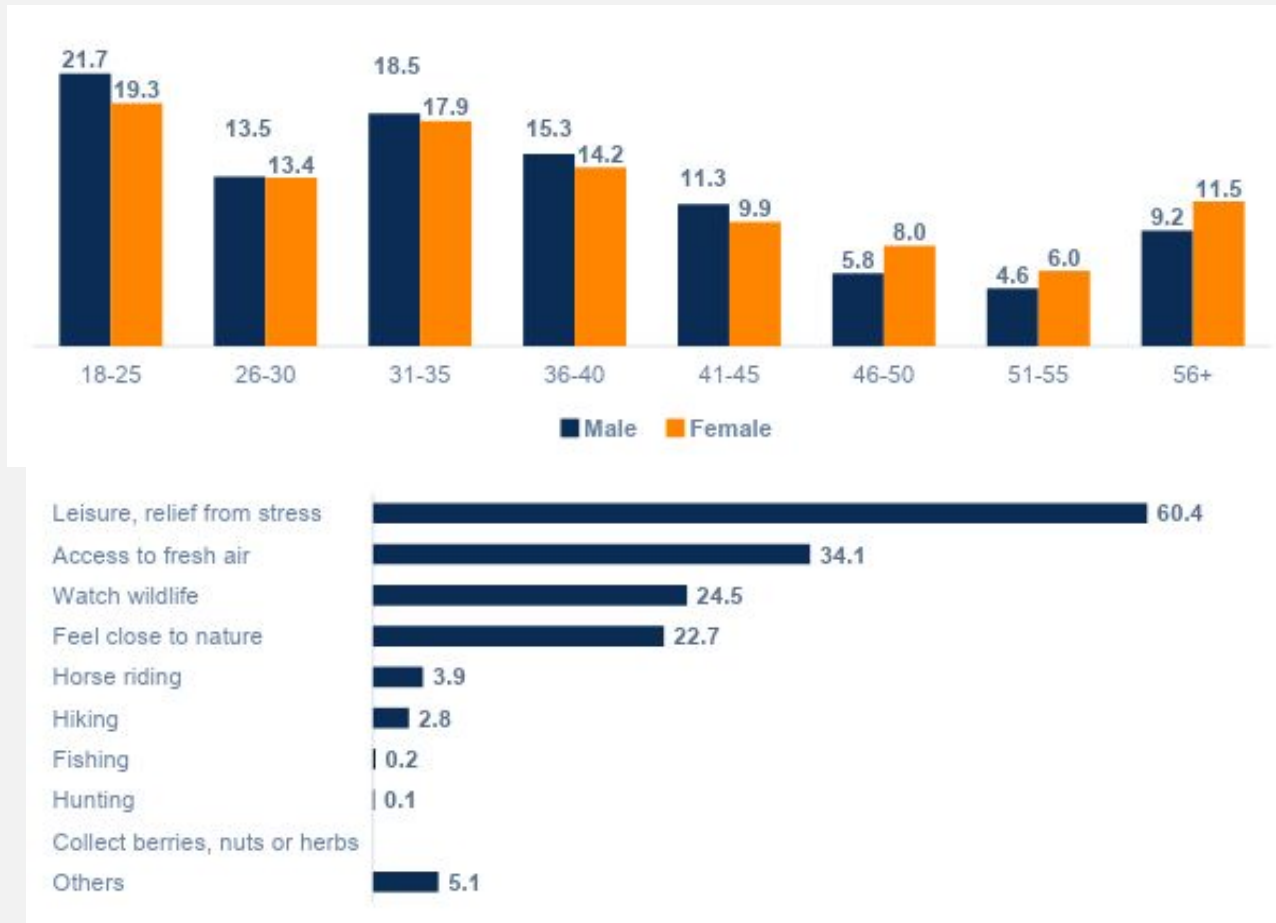


Overall KAP Survey results

- The survey aimed to conceptualize the evaluation – pre-and post-intervention assessment – of the knowledge of PA's staff and domestic visitors.
- Two key populations were interviewed as part of the survey, including:
 - **Domestic visitors:** people over the age of 18 years who traveled to the three target PAs during the data collection period (1,316)
 - **PA's staff:** employees of the three target PAs and the Western Cluster (147).

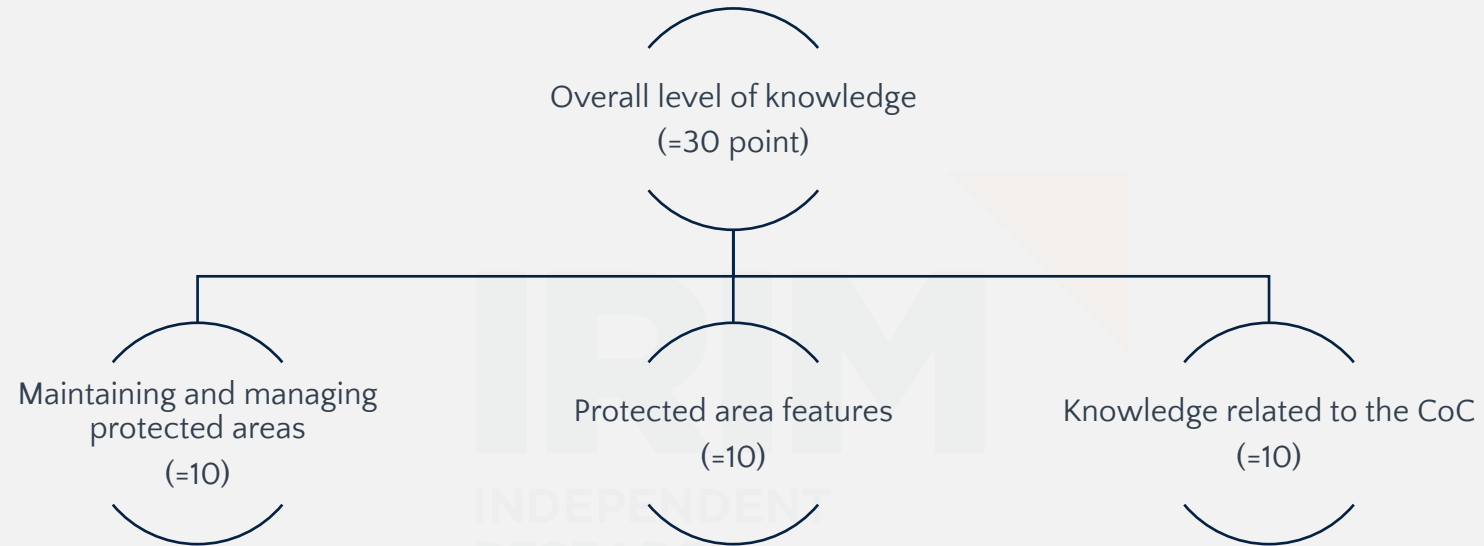


Profile of respondents



- The sample size of domestic visitors was 1,342, of which 48.7% were men and 51.3% were women.
- According to the survey, the main reason was for leisure and relief from stress, followed by access to fresh air.
- Concerning destination, the main reason for domestic visitors going to the GTNP was to get relief from stress and access to fresh air, while those visiting OVNP and KKSPA reasons were to feel close to nature and discover wildlife.

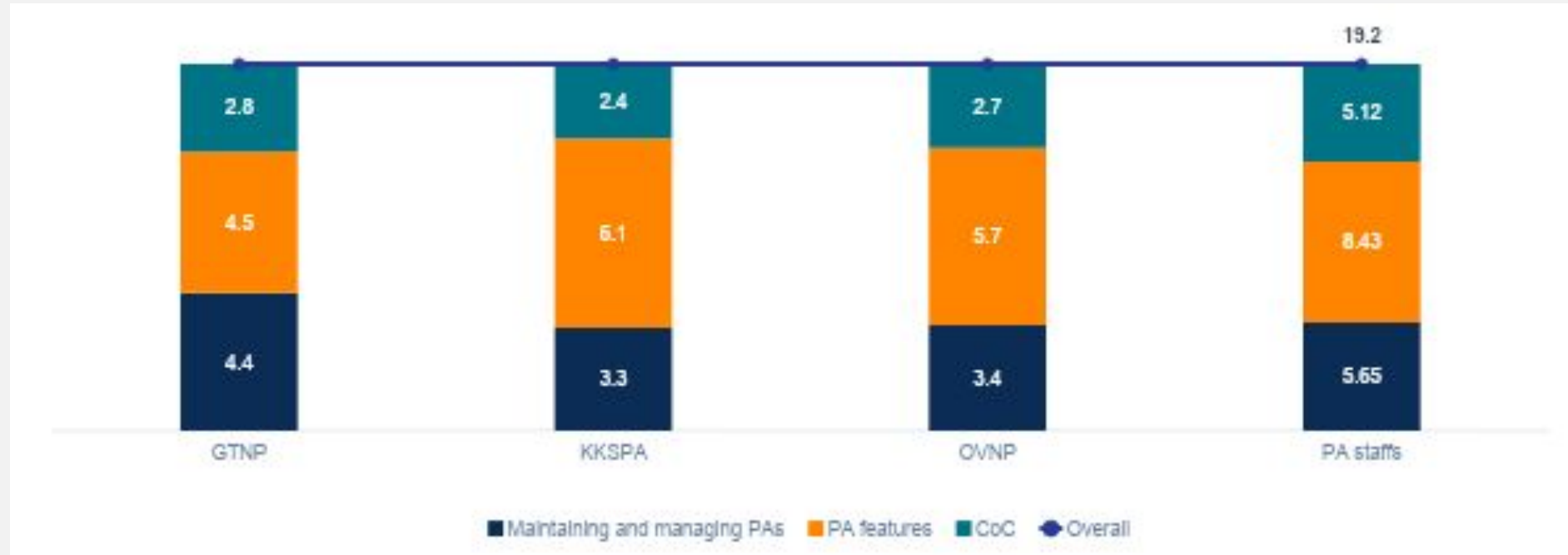
Methodology



The overall level of knowledge of domestic visitors and PA staffs followed the questionnaire, which consists of three sub-sections:

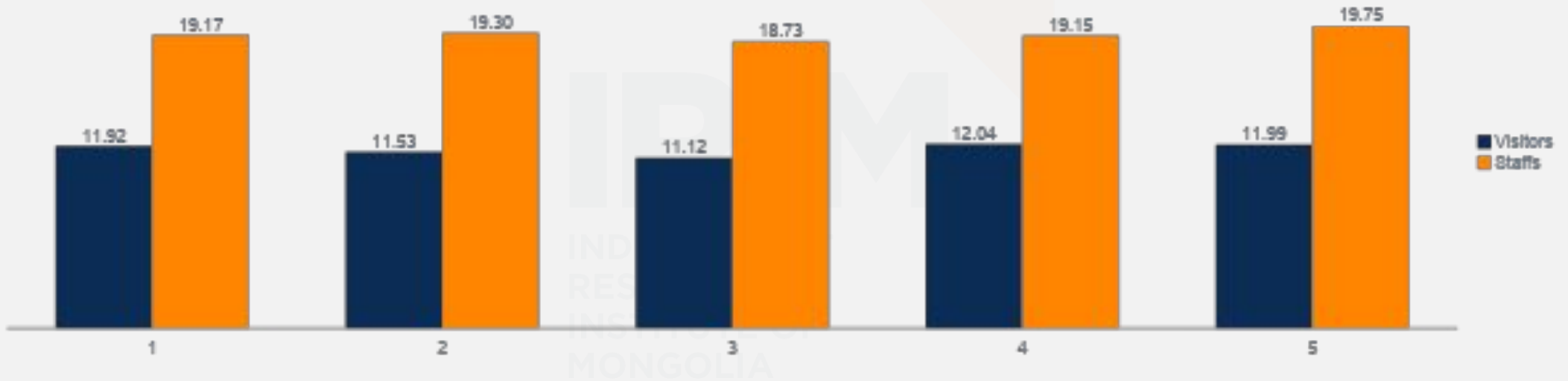
- 'Maintaining and managing PAs' sub-section consists of 4 general questions.
- The PA features sub-section consists of 4 questions that asks for more specific features.
- Knowledge related to the CoC sub-section focuses more on the guidelines on what to do and not to do inside the PAs, which consist of six open-ended questions.

Overall KAP survey results



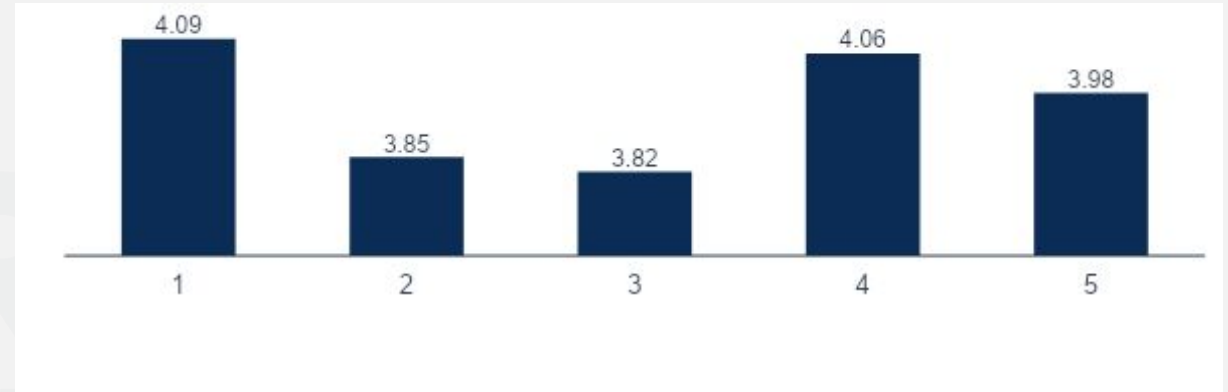
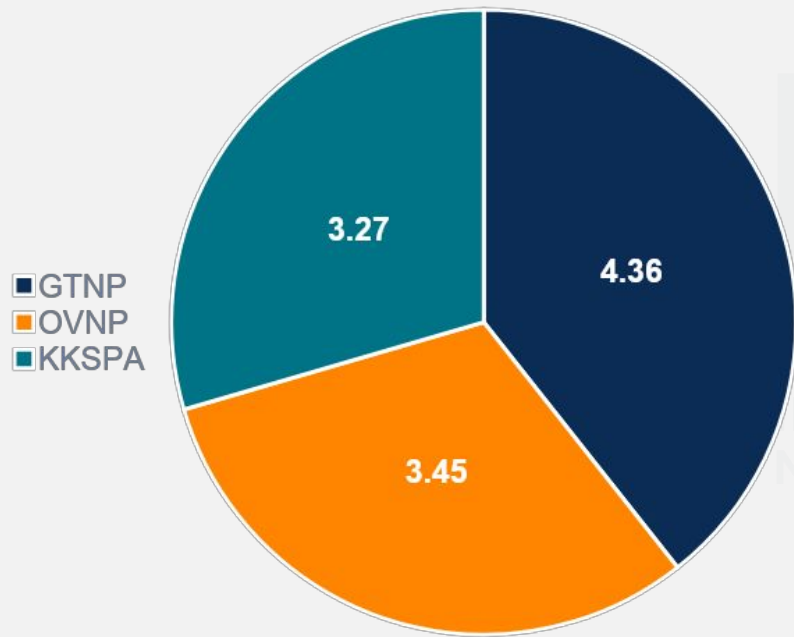
- Knowledge level: PA staffs > domestic visitors
- PA features > Maintaining and managing PAs > Code of Conduct

Overall KAP survey results



The most knowledgeable visitors were males and middle-aged ones, while the most knowledgeable PA staffs were women and middle-aged ones.

Sub-section 1. Maintaining and managing PAs



Overall score – 3.96 (PA staffs – 5.65)

The most knowledgeable visitors – regarding maintaining and managing PAs – were males and middle-aged.

Maintaining and managing PAs - Ecosystem

Answer	Total, %	Age groups		
		Young	Middle age	Old
Yes	49.0	42.9	51.0	55.7
I have heard the term but do not know what it means	26.7	30.1	25.6	22.9
Never heard of the term	24.4	27.0	23.5	21.4

Half (49%) of participants knew what the term meant, whereas they remained **51%** were unsure.

Reason	Share,
Preserve the environment for the future generations	21.6
Relationship between the environment and human being	19.2
Health	19.1
Provide a variety of services of value upon which people depend, maintenance of water cycles; clean air and water, maintenance of oxygen in the atmosphere, crop pollination, beauty, inspiration, and opportunities for research	13.9

The top four reasons (why the ecosystem is important for human beings accounted for **73.8%** of all responses.

Maintaining and managing PAs – about the PA

Reason	Share,
Celebrate our natural and cultural heritage	51.9
Conserve vital gene pools	15.6
Provide safe havens for wild plants and animals	13.5

Participants explained why PAs were created in their way and most **(95.6%) of all responses were correct**. Of these, The most frequent responses is shown in the table.

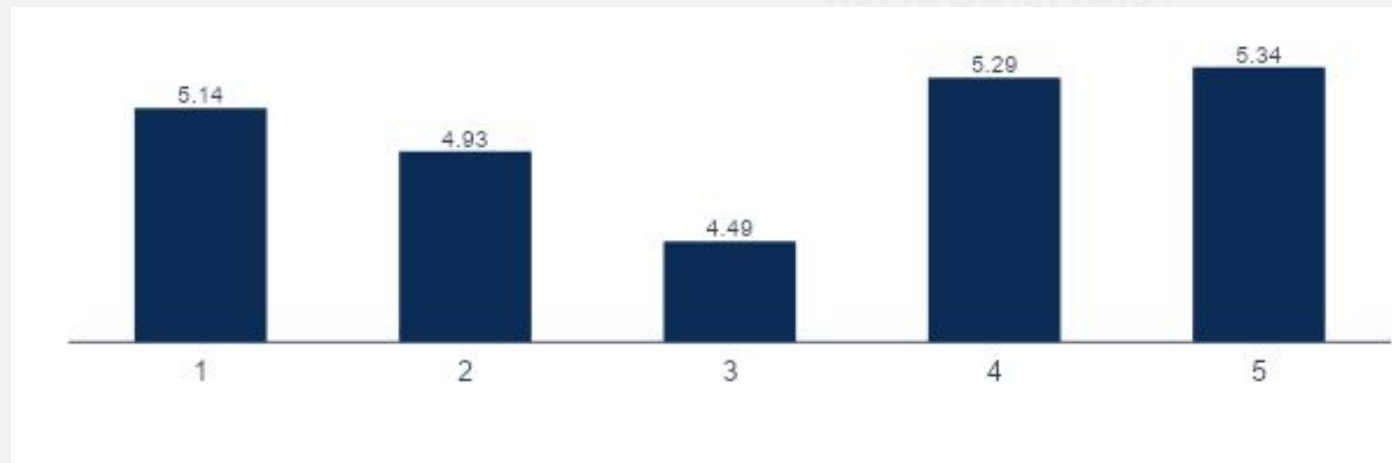
Answer	Gender		Age			Overall
	Male	Female	Young	Middle aged (21-50)	Old	
Correct	49.92	48.33	53.85	49.48	37.62	49.11
Wrong	50.08	51.67	46.15	50.52	62.38	50.89

The last question was about the name of the PA a respondent had visited, but half of participants **(50.08%)** gave the wrong name.

Sub-section 2. PA features

PA	Landmark	Rivers	Animals	Plants
GTNP	2.1	1.1	3.5	2.9
KKSPA	2.6	2.9	4.3	2.9
OVNP	2.5	1.3	3.6	2.6

The average score on PAs' features was **5.03**.

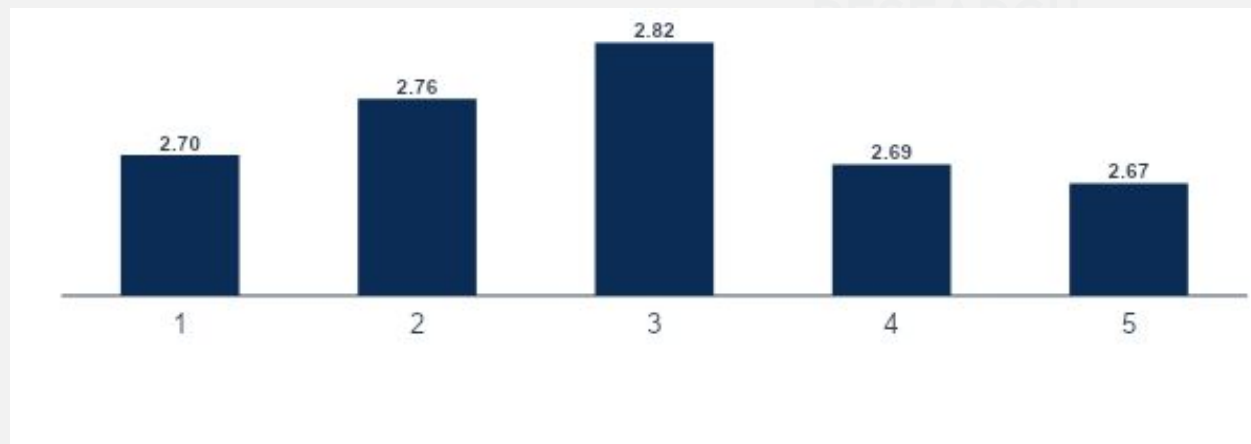


The level of knowledge was higher among *males* than females and in terms of age the *old participants* were more knowledgeable than the young and middle-aged ones.

Sub-section 3. Code of Conduct

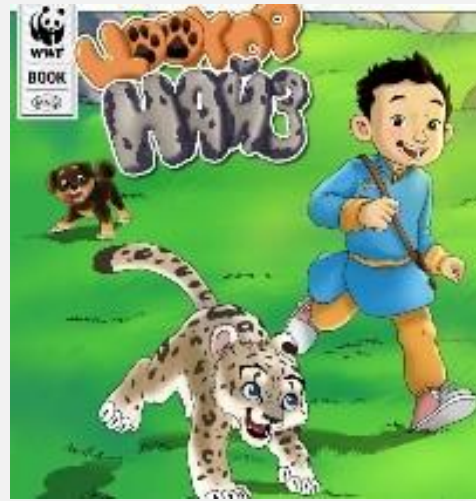
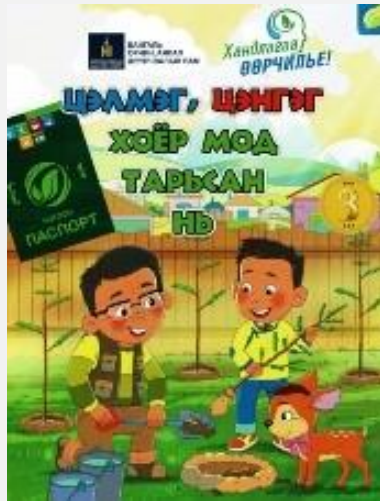
Questions	Average point	Maximum point	Percent
Setting up a camp (Q9)	0.31	1.50	20.9
Disposing of human waste (Q10)	0.31	2.00	15.4
Showing respect for nature (Q11)	0.61	2.00	30.4
Disposing of waste and leftovers (Q12)	0.73	2.00	36.7
Protecting local water systems (Q13)	0.29	2.00	14.6
Off-road driving (Q14)	0.48	0.50	95.4

The average score for the CoC was **2.78** out of 10.



In terms of gender, the average score was higher for women than men. In terms of age, the level of knowledge of the CoC decreased with age.

Sources of information



Comics		Visitors (overall %)	PA staffs (overall %)
			83.9
15.1. Goo Mongol	Seen/read none of them	0.9	0.0
	Seen and read	15.2	81.6
	Read or seen	87.5	10.2
15.2. Tselmeg and Tsengeg planted a tree	Seen/read none of them	1.1	0.0
	Seen and read	11.4	89.8
	Read or seen	83.9	29.3
15.3. Snow Friend	Seen/read none of them	0.8	0.0
	Seen and read	15.3	70.7

Sources of information

Sources	Visitors (overall %)	PA staffs (overall %)
Flyer by	0.6	0.5
Info board	1.6	0.5
Video clip	0.4	19.0
TV program	2.5	1.9
Internet	14.0	10.0
Social media	11.0	20.9
Guidebooks	0.6	0.9
Magazine	0.7	4.7
Verbal information	23.4	20.9
Other	5.1	7.1
No information	53.2	13.7

A majority of visitors (58.6%) did not have information about PAs before their visits and 13.7% of staffs did not receive any information about the PA.

Most visitors (62.0%) and PA staffs (13.1%) answered that they did not have information on guidelines of what to do and not to do inside PAs.

Sources	Visitors (overall %)	PA staffs (overall %)
Flyer by	2.0	2.4
Info board	3.1	45.0
Video clip	0.1	0.3
TV program	7.3	10.1
Radio program	0.4	0.6
Internet	7.4	3.7
Social media	10.4	10.7
Guidebooks	1.0	1.8
Magazine	0.4	0.3
Verbal information	8.5	5.5
Other	7.1	6.4
No information	62.0	13.1

Conclusion

- Domestic visitors and PA staffs are better aware about the features of PAs, such as landmarks, lakes, rivers, plants and animals.
- In addition, the level of knowledge varies depending on the demographic characteristics of the participants.
- Most participants do not know the full and correct name of the destination (the visited PA name).
- Participants have the least knowledge of guidelines about what can and cannot be done inside the PA.
- It was observed that different types of sources need to be used to disseminate information about PAs and guidelines of the CoC, depending on the demographic characteristics of the target people.



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THANK YOU FOR YOUR
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