



# Marine Science in WA 2010 Show-&-Tell

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**Newsflash title: Place attachment at southern Ningaloo**



# Place attachment at southern Ningaloo

Joanna Tonge



**What:** place attachment = emotional bonds between person and a place (social science concept )

**Where:** Coral Bay, Gnarlaloo and Warroora Stations

**Why:** 55% of interview respondents indicated they had visited site previously, high proportion of these always stayed at same location (Beckley et al. 2008).

Place attachment is known to influence on-site behaviour and perceptions of management

**How:** photo-elicitation technique (to be followed by quantitative surveys)

**Results:** 30 on-site interviews conducted July 2009

Physical environment

Activities

Social ties

Emotional connection



e.g. Climate



e.g. Snorkelling



e.g. Returning friends



e.g. Everybody's happy

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