

Proposed framework for a social research strategy for the Department of Conservation

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This report was commissioned to provide resource material in the form of an assessment of the need for a social research strategy for the Department of Conservation (DOC), and a proposed framework for constructing such a strategy. Its main purpose is to identify how a framework for the research strategy could be aligned to DOC 'key steps', and then to list key research needs associated with each. Elements of the approach taken by this framework will be incorporated into the final research strategy. This report is accompanied by a visitor research review report by Kay Booth, which will be published in the *DOC Research & Development Series* in early 2006.

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ABSTRACT

The Department of Conservation (DOC) has been developing a social research strategy to provide the basis for a coherent body of social and visitor research that is clearly linked to the Department's operational responsibilities. In relation to the proposed Social Research Strategy, which is given in detail in Appendix 1, this report defines social research in general, and sets out broad areas of social research direction for DOC for the next 3-5 years. It identifies 'key research areas', which are tied to 'key steps' in DOC's Statement of Intent. Finally, it sets out some research selection criteria and outlines a process for review of the Strategy.

Keywords: social research, research planning, research strategy, selection criteria, Department of Conservation, New Zealand.

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1. Background

1.1 RATIONALE FOR A SOCIAL RESEARCH STRATEGY

The Department of Conservation (DOC) needs a social research strategy to provide the basis for developing a coherent body of social and visitor research that is clearly linked to the Department's operational responsibilities. A strategy would provide a basis for setting research priorities, focusing on both immediate priorities and longer-term issues, and allocating research funding. Currently, staff resources in social research are very limited, and the broader science planning processes and structures do not adequately reflect the social dimensions of DOC's research needs.

The Social Research Strategy, developed by the authors in 2003, and presented here (Appendix 1) is intended to assist DOC to identify critical research questions and develop a more structured and integrated approach to research overall. It should be noted that this strategy is solely concerned with investigation, monitoring and evaluation of social phenomena using social research methodologies. The physical or environmental impacts of human activity are not included.

The Social Research Strategy can contribute to the guidance provided by the annual science planning tool, *Science Counts!* (e.g. DOC 2003a). With the inclusion of social research, this guide can develop into a more organised, comprehensive and strategic framework of research needs.

The strategy can also contribute to integrated visitor management, by informing the Southern Regional Office-led development of management approaches and building on the 2002/03 visitor research stocktake (unpublished internal report).

This report:

- Defines social research in general, and the distinction between investigations, monitoring and evaluation
- Sets out broad areas of social research direction for DOC for the next 3-5 years
- Identifies 'key research areas', which are tied to 'key steps' in DOC's Statement of Intent (DOC 2003b).
- Specifies the need for collection and dissemination of socio-demographic data
- Sets out some research selection criteria
- Discusses organisational supports needed for the Strategy
- Outlines a process for review of the Strategy
- Sets out in detail the proposed Social Research Strategy (Appendix 1)

1.2 DEFINING SOCIAL RESEARCH

Social research, which incorporates a variety of perspectives, methods of gathering information and ways of analysing data, helps us gain knowledge of the social world.

The most useful social research for DOC to undertake is applied research. DOC's research role is to provide the evidence base for its management and operational activities. Therefore, the Strategy must reflect this. That is, the overall direction of the Strategy and particular research projects must be oriented to practical problem solving and increasing understanding of the human aspects of DOC's work.

Social research includes investigations, monitoring and evaluation. Although they may involve similar research methods, these three types of research are distinguished for their different purposes and relevance to management and operational needs:

- Investigations are conducted to improve knowledge through describing a problem or phenomenon and its causes and effects. Investigations assist in developing or refining a policy, programme or management process.
- Monitoring is used to establish baseline data and track changes over time.
- Evaluation is undertaken to determine the merit or value of a policy, programme or management process. Its operational relevance is to feed into decisions concerning not only the effectiveness of a policy, programme or management process, but also whether the policy, programme or process should be continued.

All three types of research are important for DOC to undertake, and are reflected in the Strategy.

1.3 IDENTIFICATION AND SPECIFICATION OF RESEARCH PROBLEMS AND NEEDS

In developing the Social Research Strategy and prioritising future social research for DOC, selected literature either produced or commissioned by the Department over the past 8 years was consulted (Appendix 2). In addition, discussions were had with DOC staff. The issues identified in the Strategy reflect four broad areas of social research direction for DOC for the next 3-5 years:

- Human impacts on conservation lands (e.g. the social, economic and cultural impacts of visitors; carrying capacity; conflicts between different users of conservation lands; management techniques for visitor impacts).
- Attitudes and values (e.g. the perceptions, attitudes, values, expectations and satisfaction of users of conservation lands; conservation attitudes and values; attitudes towards specific resource uses).
- Costs and benefits of conservation (e.g. the costs and benefits of conservation versus alternative uses; non-market values).
- Relationship management (e.g. views of DOC; attitudes towards DOC's actions; public input into programmes, policies and management;

relationships with stakeholders; relationships with tangata whenua; generation of support for conservation).

These four broad areas are relevant to and cross-cut all six key steps as defined in DOC's Statement of Intent (DOC 2003b). For the purposes of the Strategy these broad areas of research are covered or addressed in six key research areas, which have been identified to align with DOC's key steps:

- Natural heritage protection
- Biosecurity protection
- Historic and cultural protection
- Visitor use
- Community participation
- Partnerships with tangata whenua

2. The Strategy framework

2.1 THE FRAMEWORK

Figure 1 provides a framework for considering the research content of the Strategy. The strategy provides an overview of social research within a framework. This framework is defined by the social context in which conservation occurs. It also includes the key steps set out in DOC's Statement of Intent (DOC 2003b). The key research areas align with the key steps. These include investigation, monitoring and evaluation. Specific research projects relating to the key research areas need to be defined by DOC as part of its usual research planning processes.

2.2 SOCIAL CONTEXT

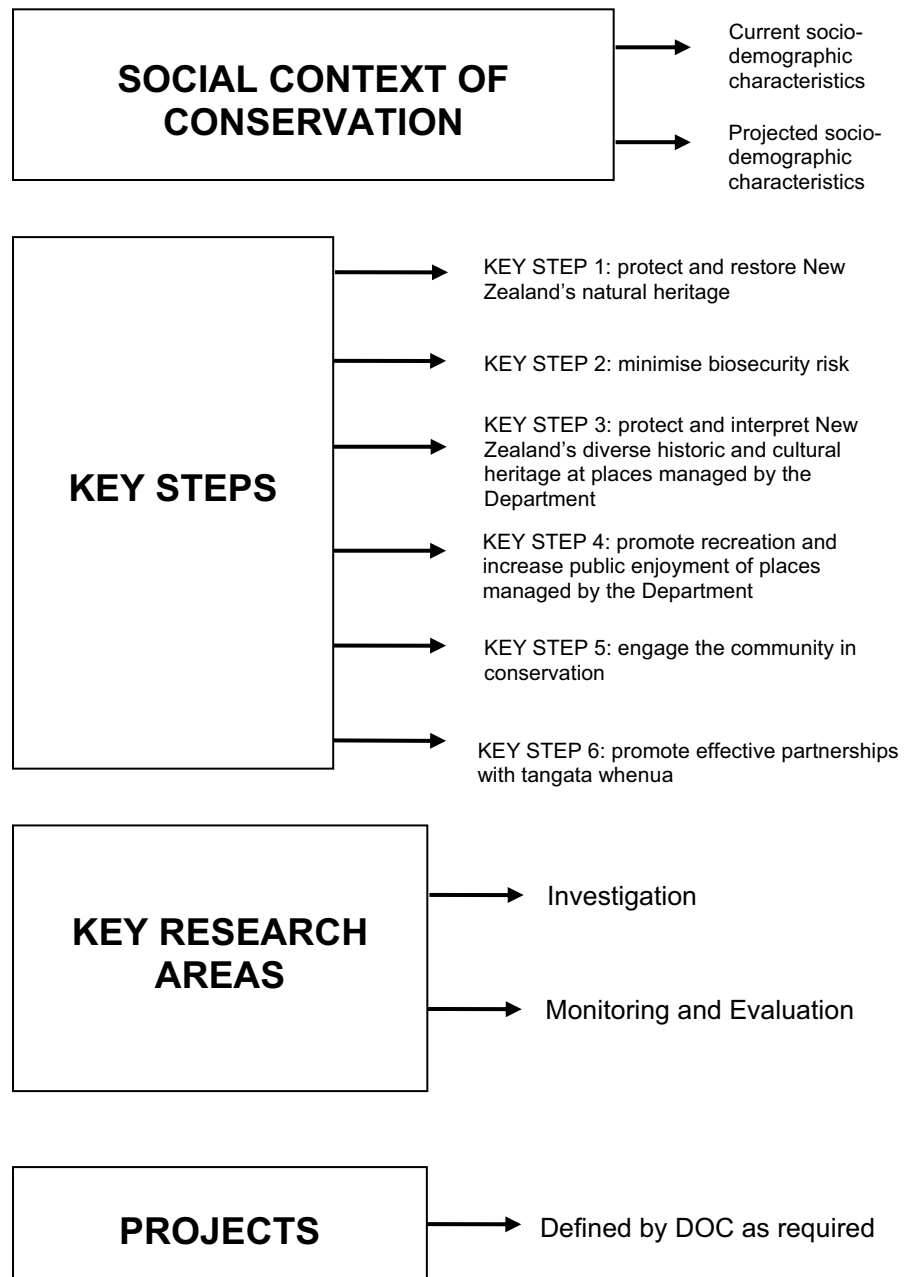
DOC's social research effort should include the routine collection and dissemination of relevant socio-demographic data in order to provide information on population trends for planning and management purposes. These data can be obtained from Statistics New Zealand. A number of regional councils, territorial authorities, and other government agencies (e.g. Work and Income) also develop regional and territorial profiles that could be useful to DOC.

Data collected should include:

- Current population data—nationally, and by territorial authority
- Age, sex and ethnic population profiles—nationally, and by territorial authority
- Population projections

It may also be useful to include data on incomes, education, household composition, and age of children.

Figure 1.
The Social Research
Strategy framework.



The social scientists should consult with conservancies to identify the socio-demographic data required, and provide a 6-monthly or yearly report (whichever is most useful), with updated statistics as available.

2.3 KEY STEPS AND KEY RESEARCH AREAS

The six key research areas in the Strategy (Section 1.3) are directly linked to the six key steps in DOC's Statement of Intent, as set out in Table 1. Each key research area contains a number of specific research issues or concerns. For each of these issues or concerns there are distinct investigation, monitoring and evaluation tasks. These are outlined in detail in the Strategy (see Appendix 1).

TABLE 1. KEY SOCIAL RESEARCH AREAS.

KEY RESEARCH AREAS	ISSUES	STATEMENT OF INTENT KEY STEPS
Natural heritage protection	Education and awareness Values, attitudes and perceptions Public participation in indigenous flora and fauna conservation Public participation in marine conservation Extending network of reserves and protected areas for biodiversity and other values	Key step 1: Protect and restore New Zealand's natural heritage
Biosecurity protection	Public knowledge and compliance	Key step 2: Minimise biosecurity risk
Historic and cultural heritage protection	Stocktake of historic resources and cultural heritage sites Values and perceptions Public participation in heritage conservation Visitor impacts	Key step 3: Protect and interpret New Zealand's diverse historic and cultural heritage at places managed by the Department
Visitor use	Visitor numbers Visit and visitor characteristics Visitor demand for amenities and facilities Visitor experience Visitor impacts Recreational benefits Visitor concessions	Key step 4: Promote recreation and increase public enjoyment of places managed by the Department
Community participation	Values of conservation lands and resources Education, awareness and advocacy Partnerships, sponsorships and other types of relationships Community responses to major conservation initiatives DOC's capacity to work with communities	Key step 5: Engage the community in conservation
Partnerships with tangata whenua	Tangata whenua relationships with natural, cultural and historic heritage Partnerships	Key step 6: Promote effective partnerships with tangata whenua

2.4 RESEARCH RELATING TO TANGATA WHENUA

Research of relevance to key step 6 is integrated throughout the Strategy. The components relating to tangata whenua are explicitly noted across the key research areas (see Appendix 1).

In addition, it is expected that as part of research design and implementation, research projects would include consideration of whether there needs to be information gathered on:

- Attitudes and values of tangata whenua

- Any Conservation Act 1987, section 4 issues or implications (to give effect to the Treaty of Waitangi)

It is also expected that many research projects would include some involvement of tangata whenua. This may take various forms, including consultation, involvement in research design, or undertaking some of the research. Currently, all DOC's research proposals must include an explanation of any consultation with iwi, or any permission needing to be obtained from iwi to conduct the research.

2.5 CRITERIA FOR IDENTIFYING RESEARCH PROJECTS

The strategy does not specify research projects under each key research area. The selection and development of specific projects is best done on an annual basis by a DOC team that has a clear understanding of the changing nature of the Department's research needs. It is recommended that a set of projects be chosen to provide a well-balanced programme of research that:

- Addresses issues of immediate importance and relevance
- Contributes to identification of emerging problems and future issues
- Is clearly targeted to management needs
- Enables development and analysis of trend data
- 'Adds value' to and builds on information already obtained
- Develops tools and methods to assist staff in monitoring and analysing results

3. Organisational support for the Strategy

3.1 INTRODUCTION

A supportive organisational environment is a prerequisite for the effective implementation of the Social Research Strategy. Essential organisational supports needed to underpin the Strategy are:

- Senior management support
- Sufficient resourcing
- User involvement in research selection
- Effective 'translation' and transfer of research findings

3.2 ROLE OF SENIOR MANAGEMENT

High-level management commitment to supporting and funding the Strategy is needed to ensure its sustainability. Senior management is responsible for ensuring the appropriate structures and processes are in place to facilitate the implementation and uptake of research. It is important that senior management staff are clearly informed about the role and relevance of social research in DOC, and are involved in research planning and information dissemination. Senior management has an important leadership role in conveying to all staff the Department's commitment to social research.

3.3 RESOURCING

Resourcing of social research needs to be considered in relation to:

- In-house capacity to manage and undertake research, at national, regional, conservancy and area office levels.
- Ability to commission research as required, including the level of funding and in-house skills to identify research needs, manage contracts and provide peer review.
- Ability of conservancy staff to implement visitor monitoring, including data management and analysis (e.g. how to build on enthusiasm and commitment of staff by providing them with the skills necessary).

3.4 USER INVOLVEMENT IN RESEARCH SELECTION

User involvement in research selection and design is necessary to ensure the relevance of research undertaken, to generate support for the research programme, and to develop linkages with end-users for the transfer of research findings. Those involved in research selection and design should include DOC's social scientists, and representatives of Kaupapa Atawhai and relevant management and functional areas.

3.5 EFFECTIVE TRANSLATION AND TRANSFER OF RESEARCH FINDINGS

An interface between research and management functions must be established and maintained through both formal and informal channels. This will involve DOC's social scientists and external researchers working with end-users to feed back research results, facilitate effective application of results, and ensure that the relevance and impact of the research is maximised. Commissioned research should require information transfer to be part of the researcher's responsibilities, and funding should be allowed for this.

Critical aspects of information transfer are:

- Close collaboration between researcher and end-users, both in designing research and in planning information transfer
- Communication of results in simple, user-friendly language
- Targeting information to the appropriate audiences
- Timely dissemination of results

4. Integrated research

To ensure the issues are addressed properly, an integrated approach to research design and implementation will be required. Two examples are visitor monitoring and identifying public perceptions about various conservation matters. The DOC team responsible for developing and specifying social research projects will need to work with staff from across the Department, to avoid unnecessary duplication of effort.

There are also opportunities for DOC to work collaboratively with other agencies that have common responsibilities—sharing research results and, in some cases, developing integrated research programmes. Some examples include working with the Ministry of Tourism in visitor monitoring and other visitor related research; with regional councils and local authorities in developing socio-demographic profiles of regional and local communities; and with the Historic Places Trust in identifying heritage values and perceptions associated with heritage.

5. Review of the Strategy

The Strategy should be reviewed every 3 years to align with setting the Statement of Intent. The review should consider:

- Successes and shortcomings of the overall research strategy
- Modification of priorities
- Process of project selection
- Transfer and application of research results
- Adequacy of resourcing

The review should be undertaken by DOC's social scientists, and should include consultation with senior managers, key operational staff, the Kaupapa Atawhai Unit, and other staff and external researchers as appropriate.

6. References

Department of Conservation 2003a: Science counts! National strategic science and research portfolios, programmes, priority actions. Department of Conservation, Wellington.

Department of Conservation 2003b: Department of Conservation Statement of Intent 2003–2006. Department of Conservation, Wellington.

Appendix 1. Social Research Strategy

Key step 1: Protect and restore New Zealand's natural heritage

Key research area: Natural heritage protection

ISSUES	INVESTIGATION	MONITORING/EVALUATION	APPLICATION
Education and awareness	Identify 'best practice' methods for educating communities/users/interest groups/tangata whenua about how to reduce risk of fire.	Evaluation of effectiveness of specific education methods.	Assists in the prevention and reduction of people-generated fires on areas managed by DOC.
Values, attitudes and perceptions	Identify stakeholders' values and attitudes to different pest and weed control mechanisms, and perceived impacts of those mechanisms on practices and use of conservation areas. Key stakeholders include: <ul style="list-style-type: none"> • Tangata whenua (e.g. impacts on customary use) • Environmental/interest groups • Recreational users and other visitors • Other stakeholders (e.g. local government) 	Monitor changing values and attitudes, practices and use of conservation areas.	Informs DOC's pest and weed management approach, and DOC's approach to advising the public about pest and weed management.
	Determine public perceptions of and values relating to indigenous flora and fauna, including its national and local importance to: <ul style="list-style-type: none"> • Tangata whenua (including customary use issues, e.g. kereru) • Environmental/interest groups • Recreational users and other visitors • Other stakeholders (e.g. local government) 	Monitor changing perceptions and values.	Contributes to DOC's prioritising and public education/awareness activities.
Public participation in indigenous flora and fauna conservation	Determine factors that influence people's decisions to become actively involved in indigenous flora and fauna conservation activities. Key stakeholders include: <ul style="list-style-type: none"> • Tangata whenua • Environmental/interest groups • Recreational users and other visitors • Corporate and other commercial interests Identify best practice in developing meaningful public participation in indigenous flora and fauna conservation.	Monitor public involvement in indigenous flora and fauna conservation: activities, numbers, characteristics and trends. Monitor compliance with limits imposed on activities (e.g. hunting).	Provides basis for planning and implementing initiatives designed to promote public participation in indigenous flora and fauna conservation.
Public participation in marine conservation	Determine factors that influence people's decisions to become actively involved in marine conservation. Key stakeholders include: <ul style="list-style-type: none"> • Tangata whenua (including customary use issues) • Environmental/interest groups • Commercial and recreational fishers • Other recreational users and visitors 	Monitor public involvement in marine conservation: activities, numbers, characteristics and trends. Monitor compliance with limits imposed on activities (e.g. fishing).	Assists DOC select marine reserve areas. Provides basis for planning and implementing initiatives designed to promote public participation in marine conservation .

(continued)

Key step 1: (continued)

ISSUES	INVESTIGATION	MONITORING/EVALUATION	APPLICATION
Extending network of reserves and protected areas for biodiversity and other values (on land administered by DOC, and on other land)	<p>Identify public perceptions of and values relating to factors that contribute to the special status of natural areas for biodiversity and other values. Key stakeholders include:</p> <ul style="list-style-type: none"> • Tangata whenua • Environmental/interest groups • Recreational users and other visitors • Commercial interests • Local communities 	Monitor changes in public perceptions.	Assists DOC select natural areas for protection (e.g. high-country parks, reserves and other protected areas)—on land administered by DOC, and on other land.
	<p>Identify public concerns about the establishment of reserves and other protected areas. Key stakeholders include:</p> <ul style="list-style-type: none"> • Tangata whenua • Environmental/interest groups • Recreational users and other visitors • Local communities 	Monitor changes in public concerns and perceptions relating to areas that deserve protection.	Assists DOC establish reserves and protected areas, and manage the recreational use of them.
	<p>Identify areas that the public— including local communities and key stakeholders—think should be protected, and the reasons why.</p>		

Key step 2: Minimise biosecurity risk

Key research area: Biosecurity protection

ISSUES	INVESTIGATION	MONITORING/EVALUATION	APPLICATION
Public knowledge and compliance	<p>Identify public understanding of the threats to biodiversity that particular materials pose (e.g. new unwanted organisms). Key target groups include:</p> <ul style="list-style-type: none"> • New immigrants • Pacific peoples • Asian peoples • Other groups as identified 	Monitor changes in public understanding of threats to biodiversity.	Assists DOC design its education and public awareness campaigns related to imported material, and manage biosecurity processes.
	<p>Identify the extent to which different groups understand what they can and cannot bring into the country. Key target groups include:</p> <ul style="list-style-type: none"> • New immigrants • Pacific peoples • Asian peoples • Other groups as identified 	Monitor changes in public understanding and behaviour regarding the introduction of illegal/unwanted materials.	Assists DOC design its education and public awareness campaigns related to imported material, and manage biosecurity processes.

Key step 3: Protect and interpret New Zealand’s diverse historic and cultural heritage at places managed by DOC

Key research area: Historic and cultural heritage protection

ISSUES	INVESTIGATION	MONITORING/EVALUATION	APPLICATION
Stocktake of historic resources and cultural heritage sites	Identify and assess the nature/significance of historic and cultural heritage sites and resources on land administered by DOC, and determine the sites and types of resources for protection and/or management.		Gain a comprehensive understanding of the range of historic and cultural heritage sites and resources. Helps set priorities for protection and management.
	Identify and describe the major historical and cultural themes/stories on land administered by DOC, and on other land.		Assists priority setting and supports work of associates, including tangata whenua. Provides a basis for identifying other groups and organisations (e.g. tangata whenua, territorial authorities, the Historic Places Trust) with conservation responsibilities and interests that DOC could collaborate with.
	Establish and apply methodologies to efficiently and appropriately record historic resources.		Supports protection and management.
Values and perceptions	Determine perceptions of and values associated with heritage, including its importance to national, community and personal identity (e.g. tangata whenua and other local, regional and national views).	Monitor changing perceptions and values associated with heritage.	Provides a basis for identifying important and valued historic heritage sites/resources that are appropriate for conservation and interpretation—on land administered by DOC, and on other land.
	Determine perceptions of and values associated with particular historic sites at local level (e.g. tangata whenua and other local, regional and national views).		Provides a basis for developing conservation and interpretation of specific heritage sites/resources, and management of visitor impacts on specific sites.
Public participation in heritage conservation	Determine factors that influence people’s decisions to become actively involved in heritage conservation activities.	Monitor public involvement in heritage conservation: numbers, characteristics and trends.	Provides a basis for planning and implementing initiatives designed to promote public participation in heritage conservation .
	Define communities with an interest in particular sites including iwi/hapu/whanau and identify what they think acceptable management entails and the reasons why.	Monitor collaborative conservation activities: agencies, groups involved and type of activities.	Assists in identifying potential community support for conservation initiatives.
Visitor impacts	Identify key heritage sites where ongoing monitoring of visitor impacts is required—given the potential cultural, physical and social impacts, and carrying capacity limits.	Monitor visitors to key heritage sites: <ul style="list-style-type: none"> • Numbers • Characteristics • Motivation • Expectations • Satisfaction Monitor cultural and social impacts of visitors on key heritage sites.	Provides a basis for protection of historic and cultural resources. Informs management actions to mitigate/avoid impacts. Assists in measuring effects of management actions.
	Develop an understanding of the features of particular sorts of heritage sites that attract particular sorts of visitors.	Monitor changing demand for particular sorts of heritage sites.	Provides a basis for protection of historic and cultural resources. Informs management actions to mitigate/avoid impacts. Assists in measuring effects of management actions.

Key step 4: Promote recreation and increase public enjoyment of places managed by DOC

Key research area: Visitor use

ISSUES	INVESTIGATION	MONITORING/EVALUATION	APPLICATION
Visitor numbers	<p>Develop and pilot a visitor monitoring methodology that can be used at a number of areas and sites to determine:</p> <ul style="list-style-type: none"> • How many people visit the conservation area • Where this occurs • When this occurs 	Ongoing monitoring of visitor numbers and trends at key sites.	<p>Provides baseline information on current numbers and an indication of future visitor numbers and trends.</p> <p>Essential for management of sites (e.g. facilities, visitor impacts).</p>
	<p>Establish a methodology for predicting future use levels.</p>	Monitor trends in use. Predicated on design of a reliable visitor counter.	Essential for management of sites, planning, and identifying priorities.
Visit and visitor characteristics	<p>Develop a systematic visitor survey programme to provide baseline data. Survey to determine:</p> <ul style="list-style-type: none"> • Who the visitors are • What they do in the conservation area • What facilities and services they use • When and how often they visit 	Site-specific monitoring undertaken as required to identify current use and trends.	<p>Essential for management of sites, planning, and identifying priorities.</p> <p>Knowledge of visitor characteristics would assist targeting of information for different management purposes.</p> <p>Helps in predicting use changes.</p> <p>Assists in measuring effects of management actions.</p>
	<p>Establish baseline data on:</p> <ul style="list-style-type: none"> • Recreational demand for conservation areas • Recreational resources needed to satisfy demand • Whether user demands are being met • Barriers restricting public use of conservation areas 	Site-specific monitoring undertaken as required to identify current use and trends.	Essential for management of sites, planning, and identifying priorities.
Visitor experience	<p>Meta-analysis of the range of DOC's completed visitor expectation, motivation and satisfaction research to identify:</p> <ul style="list-style-type: none"> • Nature and characteristics of expectations, motivations and satisfaction • Relevance and usefulness of information for management purposes • Gaps in knowledge and further research requirements 	Site-specific monitoring undertaken as required to identify current use and trends.	Assists in management of sites, planning and identifying priorities.
	<p>Identify the factors or conditions that promote perceptions of crowding and inappropriate behaviour.</p> <p>Identify and define 'hot spots' in relation to crowding and inappropriate behaviour etc.</p>	<p>Site-specific monitoring undertaken as required to identify current crowding issues and trends.</p> <p>Establish monitoring programme for priority 'hot spots', linked to management objectives and responses.</p>	<p>Essential for management of sites, planning, and identifying priorities.</p> <p>Knowledge of visitor perceptions of crowding would assist in redirecting visitors to other locations and/or employing visitor management tools.</p> <p>Helps in predicting use changes.</p> <p>Assists in measuring effects of management actions.</p>

(continued)

Key step 4: (continued)

ISSUES	INVESTIGATION	MONITORING/EVALUATION	APPLICATION
Visitor impacts	<p>Meta-analysis of the range of DOC's completed visitor impact research to identify:</p> <ul style="list-style-type: none"> • Nature and characteristics of visitor impacts • Relevance and usefulness of information for management purposes • Gaps in knowledge and further research requirements <p>Develop a framework for systematic visitor impacts analysis to identify:</p> <ul style="list-style-type: none"> • The impacts of visitors • How these impacts can be measured and monitored • How negative impacts can be avoided or mitigated • How positive impacts can be enhanced and taken advantage of • Conflict issues between different visitor, community and stakeholder groups • Cumulative impacts on visitor experiences and stakeholders • Differences between impacts of domestic visitors, international visitors and recreational users 	<p>Site-specific monitoring undertaken as required to identify current use and trends.</p>	<p>Informs management actions to mitigate/avoid negative impacts and maximise positive impacts.</p> <p>Assists in measuring effects of management actions.</p>
	<p>Meta-analysis of international visitor and recreational management techniques to identify:</p> <ul style="list-style-type: none"> • The systems that have been developed to manage visitors • What the most effective management systems are, and under what conditions • What suggestions are applicable/useful to DOC 	<p>Evaluation of site-specific visitor and recreational management techniques.</p>	<p>Informs management actions to mitigate/avoid negative impacts and maximise positive impacts.</p> <p>Assists in measuring effects of management actions.</p>
Recreational benefits	<p>Analysis of recreational benefits including on- and off-site beneficiaries, to identify:</p> <ul style="list-style-type: none"> • The benefits recreational users receive from visiting conservation areas • The benefits that flow from recreational use of conservation areas—to the environment, communities and the nation • How these benefits can be maximised 		<p>Provides evidence in relation to 'public enjoyment' (key step 4).</p> <p>Provides evidence of the benefits arising from managing conservation land for recreational activities.</p> <p>Assists in developing recreation promotion activities.</p>
Visitor concessions	<p>Analysis of the range of social, economic and cultural benefits and impacts—both positive and negative—of visitor concessions, including on- and off-site beneficiaries and stakeholders.</p>	<p>Evaluation of site-specific issues and DOC's management of site-specific issues and visitor concessions.</p>	<p>Provides information for managing sites, and planning and identifying priorities.</p> <p>Provides information relating to visitor expectations and enjoyment.</p> <p>Provides information on the key stakeholder group—the concessionaires (e.g. motivations, management issues and relationships with DOC).</p>

Key step 5: Engage the community in conservation

Key research area: Community participation

ISSUES	INVESTIGATION	MONITORING/EVALUATION	APPLICATION
Values of conservation lands and resources	<p>Identify the full range of values placed on conservation lands and resources by different groups including:</p> <ul style="list-style-type: none"> • Visitors/recreational users • Tangata whenua • Local communities • Other sectors and stakeholders as identified <p>Identify how those values are expressed (e.g. in particular uses, expectations).</p> <p>Establish baseline studies to measure changes over time in attitudes towards and values relating to conservation lands and recreational opportunities.</p>	Site-specific monitoring undertaken as required.	Provides basis for taking account of different values and uses in planning and management.
Education, awareness and advocacy	<p>Establish the degree of DOC's success in increasing public understanding of New Zealand's conservation environments (terrestrial, coastal, marine etc.) and the impacts human activities have on them.</p> <p>Survey the level of public awareness, support for, and involvement in conservation issues.</p> <p>Identify specific audiences to target to raise awareness of conservation issues, and identify the most effective ways of getting across conservation messages to different audiences.</p> <p>Identify best practice for creative ways of educating and raising awareness amongst the general public and specific groups as identified.</p>	Evaluate the effectiveness of education and awareness initiatives, and information- and skills-transfer, in increasing the understanding and commitment to conservation among communities, iwi/hapu and associates.	<p>Provides evidence for increased awareness of and commitment to conservation amongst New Zealanders.</p> <p>Provides basis for developing effective education and awareness programmes.</p>
Partnerships, sponsorships and other types of relationships	<p>Meta-analysis of the range of completed DOC and international research on conservation partnerships, sponsorships and other types of relationships to identify:</p> <ul style="list-style-type: none"> • Nature and characteristics of conservation partnerships, sponsorships and other types of relationships • Relevance and usefulness of information for management purposes • Gaps in knowledge and further research requirements <p>Identify success factors and best practice in conservation partnerships, sponsorships and other types of relationships.</p>	Evaluate the effectiveness of partnerships, sponsorships and other types of relationships with communities, associates and other stakeholders (e.g. local government), and identify opportunities for improvement.	<p>Provides evidence for increased awareness of and commitment to conservation amongst New Zealanders.</p> <p>Provides basis for developing effective partnerships, sponsorships and other types of relationships.</p>

(continued)

Key step 5: (continued)

ISSUES	INVESTIGATION	MONITORING/EVALUATION	APPLICATION
Community responses to major conservation initiatives	Identify national, tangata whenua and local community responses to different management practices, and to major conservation initiatives.	Evaluate how conservancies/area office's are currently working with communities on specific conservation initiatives to determine success factors and organisational change requirements.	Provides basis for priority setting, planning and management. Assists in supporting work of associates, including tangata whenua. Source of information about any increased awareness of and commitment to conservation.
DOC's capacity to work with communities	Identify success factors and best practice in working with communities.	Evaluate how DOC's culture, style and skills affect the success of work with communities, iwi/hapu and associates, and identify opportunities for improvement.	Staff capacity (e.g. resources, skills) is essential to successfully achieving community participation in conservation.

Key step 6: Promote effective partnerships with tangata whenua

Key research area: Partnerships with tangata whenua

ISSUES	INVESTIGATION	MONITORING/EVALUATION	APPLICATION
Tangata whenua relationships with natural, cultural and historic heritage	Determine the nature and significance of tangata whenua relationships with natural, cultural and historic heritage in conservation areas including in relation to: <ul style="list-style-type: none"> • Specific sites and resources • Cultural uses 	Monitor changing relationships.	Contributes to a comprehensive understanding of tangata whenua relationships with natural, cultural and historic heritage. Helps set priorities for protection and management. Contributes to meeting section 4 requirements under the Conservation Act 1987.
Partnerships	Establish the value of partnerships between DOC and tangata whenua. Establish tangata whenua attitudes towards particular DOC management tools and processes. Identify success factors and best practice in partnerships between DOC and tangata whenua.	Evaluate the effectiveness of partnerships between DOC and tangata whenua.	Contributes to conservation outcomes desired by both DOC and tangata whenua. Supports conservation work of tangata whenua. Contributes to meeting section 4 requirements under the Conservation Act 1987.

Appendix 2. Literature consulted for the Strategy

These documents have been used in identifying key research areas in the development of the Social Research Strategy. In addition to the documents listed below, internal DOC correspondence and documents were also consulted, and discussions were had with DOC staff.

- Booth, K. 2006 (in press): Review of visitor research for the Department of Conservation. *DOC Research & Development Series*. Department of Conservation, Wellington.
- Cessford, G. 1997: Impacts of visitors on natural and historic resources of conservation significance. Part 2. Research and information needs. *Science & Research Internal Report 157*. Department of Conservation, Wellington.
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- Cessford, G.; Dingwall, P.R. 1998: An approach to assessing the environmental impacts of tourism. *Conservation Advisory Science Notes 247*. Department of Conservation, Wellington.
- Department of Conservation 1996: Historic heritage research strategy. Department of Conservation, Wellington.
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- Department of Conservation 1996: Visitor strategy. Department of Conservation, Wellington.
- Department of Conservation 2002: Building community support for marine protection. Department of Conservation, Wellington.
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- Department of Conservation 2003: Conservation with communities strategy: Working together for conservation. Department of Conservation, Wellington.
- Devlin, P.; Espiner, S.; Hutchings, R.; Parkin, E. 1996: Department of Conservation visitor management information needs: Scoping the state of knowledge. Department of Human and Leisure Sciences, Lincoln University, Contract Report * (unpublished).