Evaluate the Effectiveness of 'Edutainment' in Promoting Wetland Conservation: A Case Study of Hong Kong Wetland Park

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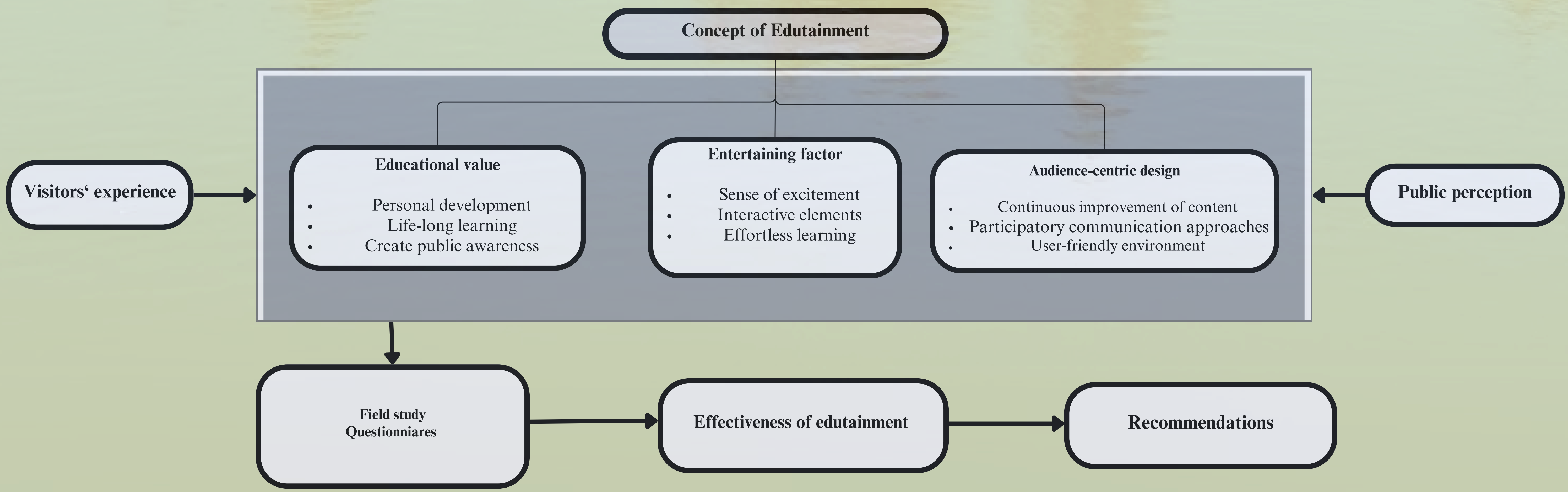
Main research objectives:

- To investigate the key attributes of edutainment
- To examine the impact of edutainment on wetland conservation among visitors in Hong Kong Wetland Park
- To identify the opportunities and challenges faced by edutainment for future implications

Research significance

- Evaluate the role of edutainment in wetland conservation
- Proposes a comprehensive framework to assess edutainment effectiveness, including knowledge gain, facility attractiveness, and behavioral change
- Offers recommendations for park design and future implications

Conceptual framework



Major findings

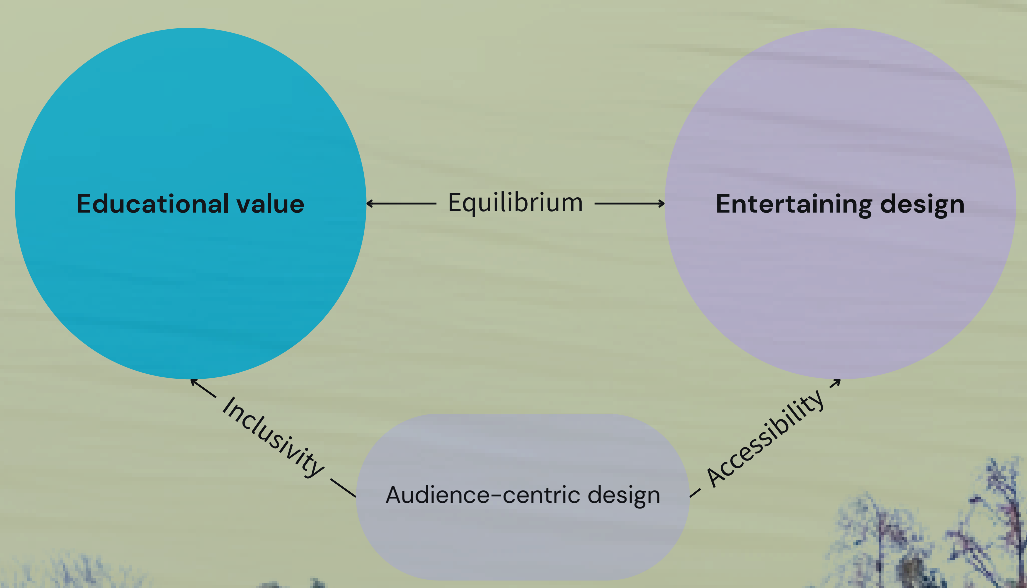
For HKWP:

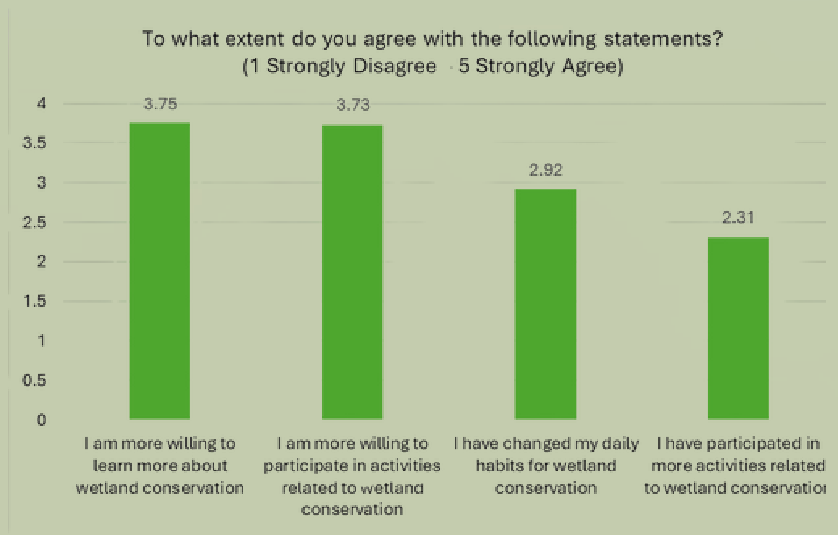
- Interactive and engaging features attract more visitors, but many outdoor areas in HKWP lack advanced technology, interactive features, and staff facilitation
- Educational value is the most satisfied attributes in HKWP, according to survey results
- Main barriers for non-visitors are lack of attractiveness and accessibility
- The variability among performance of facilities is high

For the concept of edutainment:

- Three key edutainment attributes are identified: educational value, entertaining design, and audience-centric design
- The effectiveness of edutainment on wetland conservation is positive, but intention–behavior gap exists
- All three edutainment attributes positively correlate with facility attractiveness and behavioral change, but the relationships are weak to moderate
- A synergistic relationship was discovered for the three edutainment attributes - the balance between educational value and entertaining designs is crucial, audience-centric designs as a catalyst; overemphasis on either can reduce effectiveness

Synergistic relationship of edutainment





To what extent do you agree with the following statements? (1 Strongly Disagree - 5 Strongly Agree)

Implications

- A balanced approach to edutainment design-is crucial for maximizing learning and conservation outcomes
- Sustained behavioral change requires ongoing engagement and opportunities for visitors to turn intentions into real-world conservation actions
- Lessons from the effectiveness of edutainment and public engagement at Hong Kong Wetland Park should inform the design and operation of new parks in the Northern Metropolis Development Plan

Methodology

Field Assessment

- Systematic observations at outdoor facilities in HKWP, collected qualitative data to assess edutainment attributes
- Visitors counts at each facility to assess attractiveness
- Identified strengths, weaknesses, and areas needing improvement for each facility based on both visitor engagement and observed features

Questionnaires

- Distributed to both visitors and non-visitors of HKWP, collected 147 valid responses
- Quantitative data from Likert-scale responses analyzed for frequencies, means, and correlations (using Excel and SPSS)
- Examine effectiveness of edutainment attributes by outcomes knowledge gain, behavioral change, and attractiveness

Recommendations for HKWP

- Expand workshops and guided tours to all facilities for continuous and engaging learning
- Add more structured and in-depth educational content; many facilities currently provide only surface-level information
- Move beyond passive displays by integrating advanced technologies such as augmented reality (AR) and virtual reality (VR) to make learning more stimulating and memorable
- Offer more frequent and widely available guided tours and workshops; current offerings are often limited to weekends, restricting participation
- Increase staff presence throughout the park to facilitate conversations, participation, and feedback during visits, addressing the current lack of facilitation in many outdoor areas