

**The motivation, pro-environmental behaviour and attitude of birdwatchers in mainland
China and Hong Kong**

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This study assesses the pro-environmental attitude, behaviour and motivation of the birdwatchers at the bird-watching hotspots in China. A face-to-face questionnaire survey was conducted in 20 bird-watching hotspots in HKSAR, Guangdong and Jiangsu province to collect views among the citizens in the mainland and Hong Kong.

Results indicated that both Hong Kong and mainland Chinese bird-watchers demonstrated a positive environmental attitude. However, the behaviour of mainland Chinese birdwatchers was less appropriate than their Hong Kong counterparts, as measured in accordance to the code of conduct of international bird watching associations. In term of motivation, the mainland birdwatchers tend to be motivated by achievement and affiliation as are likely to pursue a better performance and enjoy more interaction with other people. In contrast, the Hong Kong birdwatchers are motivated by appreciation that they wish to seek the sense of peace and belonging.

Keywords: Birdwatcher; pro-environmental attitude; behaviour; motivations; China