Abstract. The ideal of conservation/tourism symbiosis may be achieved if protected area visitors are willing to engage in activities that directly or indirectly assist those sites, but little is known about these proclivities to assist endangered spaces. Survey responses from 804 visitors to national parks in the hinterland of Australia’s Gold Coast yielded distinctive segments ranging from the ‘enthused’ to the ‘disengaged’, and associations between willingness and proximity of residence, altruistic values, self-empowerment, ‘hard ecotourism’ affiliation, and age. Aspirationally, the results will inform the creation of the world’s first ‘ecotourium’, a protected area where visitor engagement is a core management consideration.

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