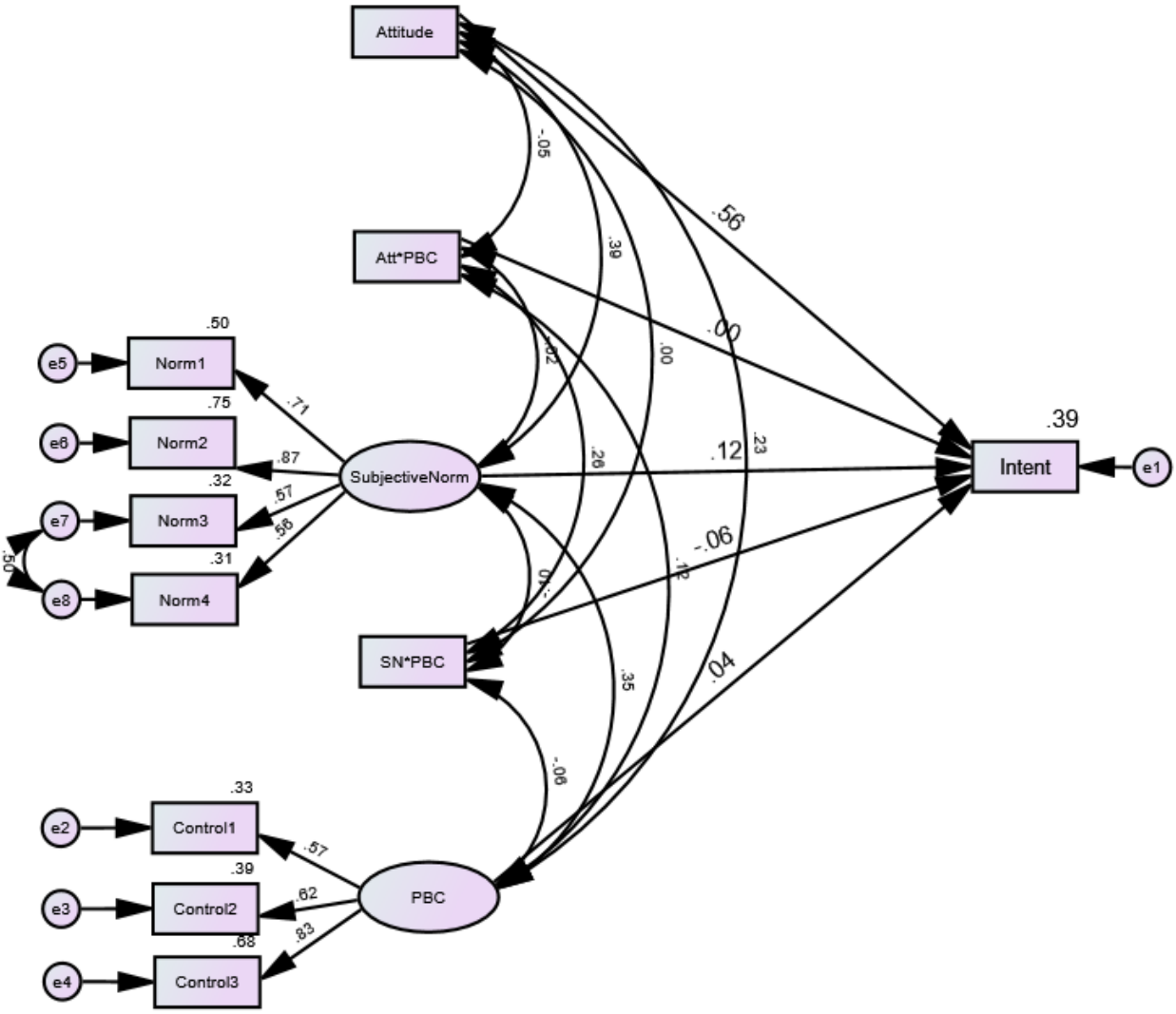
S1 Fig. Full structural equation model using the Theory of Planned Behavior regarding national park visitors' willingness to participate in educational programming on bat and cave conservation.



Variable Definitions:

- Norm1: I am more likely to participate in educational programming if information about it is written on a sign
- Norm2: I am more likely to participate in educational programming if a ranger tells me about it
- Norm3: I am more likely to participate in educational programming if my traveling group is doing it
- Norm4: I am more likely to participate in educational programming if other visitors are doing it
- Control1: Whether or not I participate in educational programming is completely up to me
- Control2: Whether or not I participate in educational programming is influenced by my resources
- Control3: Whether or not I participate in educational programming is influenced by my prior knowledge