Assessing preferences of potential visitors for nature-based experiences in protected areas

Brent D. Moyle a, b, *, Pascal Scherrer b, Betty Weiler b, Erica Wilson b, Rod Caldicott b, Noah Nielsen b

a Griffith Institute for Tourism, Griffith University, Australia
b School of Business and Tourism, Southern Cross University, Australia

HIGHLIGHTS

- Identifies how to disperse visitors from an iconic natural attraction by designing alternative experiences.
- Integrates potential visitor preferences into the design of nature-based tourism experiences.
- Uses visitors’ likelihood of choosing a scenario to assess relative preferences for nature-based tourism experiences.
- Finds the current iconic experience to be potential visitors’ least-preferred scenario.
- Compares the relative merits of four measurement approaches for assessing visitor preferences.

ABSTRACT

Visitor experiences have been identified as critical for the sustainable management of tourism destinations. However, researchers have given limited attention to how to measure visitor preferences for different, newly proposed experiences, especially in nature-based tourism contexts. This paper aims to capture potential visitors’ preferences for nature-based visitor experiences that would alleviate pressure on the iconic summit of Mount Warning, Australia. Findings reveal a preference for passive rather than active experiences. Consistency between the four measurement approaches used was high. Future studies should consider adopting multiple measures to underpin evidence-based management that informs the design of nature-based tourism experiences.

Article info

Article history:
Received 23 June 2016
Received in revised form 9 March 2017
Accepted 12 March 2017

Keywords:
Tourism
Survey
Measurement
Visitor
Park
Experience
Design

1. Introduction

National parks and other protected areas around the world contribute significantly to the conservation of nature (Eagles, McCool, & Haynes, 2002). At the same time, these assets need to be managed and protected, and important safeguards include building and sustaining societal support for conservation initiatives as well as the support of current and potential visitors (Weaver, 2015). Scholarly discourse reflects substantive debate as to whether to manage protected sites on the basis of what possible users might prefer or what is best for the site, or both (Eagles & McCool, 2002). Within this debate, providing visitors with engaging experiences in nature has long been a potential strategy for building the societal support vital to achieving conservation goals (Crompton, Fakeye, & Lue, 1992). Moreover, providing experiences in national parks and other protected areas is widely acknowledged to directly and indirectly benefit individuals, communities, and societies (Torland, Weiler, Moyle, & Wolf, 2015).

To achieve conservation goals, national parks that depend heavily on a single visitor experience often seek to provide alternative nature-based visitor experiences both within and outside their boundaries (Hsu & Lin, 2013). A considerable volume of literature focussed on the development of visitor experiences in protected areas reflects the perspective of adjacent communities.
Not applicable.
دریافت فوری
متن کامل مقاله

امکان دانلود نسخه تمام متن مقالات انگلیسی
امکان دانلود نسخه ترجمه شده مقالات
پذیرش سفارش ترجمه تخصصی
امکان جستجو در آرشیو جامعی از صدها موضوع و هزاران مقاله
امکان دانلود رایگان ۲ صفحه اول هر مقاله
امکان پرداخت اینترنتی با کلیه کارت های عضو شتاب
دانلود فوری مقاله پس از پرداخت آنلاین
پشتیبانی کامل خرید با بهره مندی از سیستم هوشمند رهگیری سفارشات