



# A bibliography of research on visitors to public conservation areas in Australia 1995–2010

Brent Lovelock, Arianne C. Reis and Andrea Farminer



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# A bibliography of research on visitors to public conservation areas in Australia 1995–2010

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## Abstract

Increasing the participation of New Zealanders and overseas visitors in recreation and tourism activities in public conservation areas is a priority task for the Department of Conservation (DOC). DOC has recognised that as an organisation charged with the management of over one-third of New Zealand's land area, it needs to become more customer-focussed in its provision of recreation opportunities and visitor experiences. Maintaining and growing public participation in DOC-managed areas requires a broad understanding of the nature, interests, preferences and motivations of visitors, and an in-depth understanding of their recreation patterns, trends and constraints. To help anticipate future requirements, DOC commissioned a programme of research to review existing literature on tourism and recreation research, focussing on visitor demand for, participation at, and segmentation at public conservation areas, both in New Zealand and Australia. The programme has a specific focus on literature pertaining to outdoor recreation, nature-based tourism, ecotourism and heritage tourism. The current study undertook an intensive scan of a wide range of information sources including university libraries, academic journal databases and public websites to compile an annotated bibliography of Australian sources. The bibliography includes 343 literature references, which are indexed alphabetically and accompanied by keywords, which are also searchable.

Keywords: Australia, bibliography, demand, Department of Conservation, DOC-managed areas, New Zealand, participation, recreation, segmentation, tourism, visitor research

# 1. Introduction

The Department of Conservation (DOC) commissioned the Centre for Recreation Research, School of Business, University of Otago, to undertake a literature scan of recent research relating to visitors to public conservation areas. This report is one of four reports—two bibliographies and two related gap analysis and research synthesis reports—addressing visitor research in New Zealand and Australia. The gap analysis and research synthesis reports discuss the key trends, issues and research gaps relating to visitor demand for, participation at, and segmentation at public conservation areas in both countries.

The aim of the visitor research programme was to inform the work currently being undertaken by DOC in developing a Destination Management Framework (DMF) for its conservation areas, which will ensure that it becomes more customer-focussed in its provision of recreation opportunities and visitor experiences. With its knowledge base of this area brought up to date, DOC will be able to identify research priorities, which can be incorporated into a wider programme of future research and which, in conjunction with the DMF, will aid DOC in developing a better understanding of the market demand for outdoor recreation and tourism in public conservation areas in New Zealand.

## 1.1 Scope

The scope of the current project was defined in DOC's brief (April 2010) as follows:

- To undertake a comprehensive review of relevant literature, specifically in the areas of nature-based tourism, ecotourism, heritage tourism and outdoor recreation
- Literature should cover visitor demand, visitor participation and visitor segmentation (as it relates to public conservation areas only)
- Literature coverage should include only New Zealand and Australian publications
- Literature included may come from credible sources such as research houses, government, academia and any other tourism or recreation organisations
- Literature should not extend back further than 1995

## 1.2 Outputs

The DOC brief also specified the deliverables for the project, which were reports for New Zealand- and Australian-based literature scans, each comprising:

- A completed bibliography
- A synthesis of the literature identifying key trends and issues
- A gap analysis identifying where further research will enable DOC to better understand the demand for outdoor recreation and tourism in public conservation areas.

The project was undertaken in June 2010. This report provides a completed bibliography of Australian research literature on visitors to public conservation areas, and should be read in association with the following three reports:

Lovelock, B.; Reis, A.C.; Farminer, A. 2011: A synthesis and gap analysis of research on visitors to public conservation areas in Australia 1995–2010. Department of Conservation, Wellington. 18 p.

Lovelock, B.; Farminer, A.; Reis, A.C. 2011: A bibliography of research on visitors to public conservation areas in New Zealand 1995–2010. Department of Conservation, Wellington. 85 p.

Lovelock, B.; Farminer, A.; Reis, A.C. 2011: A synthesis and gap analysis of research on visitors to public conservation areas in New Zealand 1995–2010. Department of Conservation, Wellington. 17 p.

### 1.3 Literature scan and annotation methodology

Literature sources and search strategies were very similar to the approach taken in the first phase of this study, when a review of the New Zealand literature was conducted. Sources were selected for their relevance to the focus of the project and if they fitted within the defined parameters of the brief (see Scope, section 1.1). The wide range of sources included:

- National and regional protected areas agencies
- National and regional heritage management agencies
- Catalogues of Australian university libraries
- Relevant Australian academic departments' websites
- Tourism Research Australia website
- Published bibliographies
- Academic journal searches
- Tourism databases
- University research centres' publications
- Published (and unpublished) reference lists
- Conference proceedings (limited)
- Post-graduate theses' databases
- 'Grey' literature supplied by government agencies and selected authors
- Google scholar.

Searches were conducted on specific keywords and keyword combinations in an attempt to cover as broad a range of relevant literature as possible. These search threads included:

- Australia/visitors
- Visitor—demand/participation/segmentation
- Tourism—demand/participation/segmentation
- Conservation/estate/areas/national parks
- Protected areas
- Recreation/outdoor/nature
- Natural areas/nature-based/wilderness
- Eco-tourism/green tourism
- Heritage/cultural heritage.

For example, a typical initial database search thread could be based on: Australia/visitor/ or Australia/protected areas or Australia/recreation/tourism/heritage/. The resulting list was scanned and more detailed searches were then made on it for demand, participation, segmentation, recreation, etc. By interweaving search threads, a broader and hopefully more comprehensive capture of relevant literature sources was achieved in a relatively short period.

It is important to note that in regards to cultural heritage, a large amount of literature is available on the particulars of indigenous tourism in Australia. However, owing to the scope of the research, indigenous tourism research was included only when it had a clear focus on nature-based activities and visitation. The same applied to general 'cultural tourism' publications.

Some 'grey' (unpublished) report material was supplied to the authors in electronic format by some national and regional government agencies contacted, as well as from some authors who are considered experts in the field. This included mostly visitor-related draft reports.

Within the time constraints placed on the project, as many papers as possible were consulted to check their content for applicability and quality, and whether they substantially repeated work already identified and indexed. Once selected, each paper was then annotated to include its main purpose, and the study's basic methodology and key findings. Some papers were simply

reviews of other work or were essentially theoretical, so were annotated and/or included as deemed most appropriate. Some papers were not accessible because, for example, they were not available in the interloan library system, were unpublished and held privately (such as grey material), existed only as conference abstracts with no published papers, or existed as a third-party reference that could not be obtained elsewhere. For these papers, available abstracts were either annotated, edited or re-used in full, or the entry was identified as 'Document not accessible' and no annotation was made. Where abstracts have been completely or partially re-used, they are identified as either 'Abstract used in full' or 'Abstract edited', respectively.

During the literature scan, it became apparent that often several papers had been generated from one key piece of research and it was decided that, rather than repeat almost identical annotations, the papers would simply be indexed and a reference made to the most relevant and detailed entry for further information. Such instances are identified as: 'Refer to entry no. ##'.

## 1.4 Use of terms

In order to facilitate reading and comprehension of the annotations, and to be relatively loyal to the terminologies adopted by the original authors, we have chosen to use the terms visitor, tourist and traveller interchangeably in this bibliography. Although we are aware of the conceptual problems that derive from such a mix of terms, it was deemed appropriate for the purposes of this bibliography to use these terms in this fashion. Similarly, the words participants and respondents were both used to refer to individuals who were surveyed, interviewed or who provided important information for the research in any other form.

All dollar figures are quoted in Australian dollars unless otherwise stated.

## 1.5 Limitations of the literature scan

The main limitation for the Australia literature scan was time, which resulted in some sources not being consulted as extensively as desired and some secondary sources not being consulted at all. The latter included local authority websites that may hold relevant visitor information and proceedings of wider conferences (e.g. international conferences where Australia-focussed papers were presented).

## 1.6 Format

The results of the literature search were entered into an Endnote® referencing and bibliographic database and then exported into a Microsoft Word document. Each paper was indexed separately with a full reference and annotation (where possible) outlining the nature, aims, method(s) and key results presented in the paper (a 150-word limit was agreed with DOC). Additional information, such as library references, informal document references and miscellaneous comments, was also recorded in the Endnote database but not included in the final report. Most references include either the page range or number of pages of the entry, but where papers could not be sourced in their entirety and no information was available for this, the number of pages has been omitted.

Each entry has keywords, which allow both for a basic identification of the scope of the entry (e.g. 'visitor survey', 'national park' and its general geographic location) and for the paper to be indexed by a keyword search.

The bibliographic report is organised in two ways: firstly, as an alphabetical author list of annotated papers (which are also individually indexed); and secondly, as a keyword list with indexed paper numbers only. The alphabetical and numerical indices run concurrently to aid ease of locating papers.

The papers listed in the bibliography can be accessed in several ways: online, through the New Zealand inter-library loan system, or directly from the institutions, publishers or authors.

## 2. Bibliography

### A

1. **ACNielsen Research 2000: Queensland Parks and Wildlife Service community survey: a benchmark survey measuring visitation of and attitudes towards national parks in Queensland. Report to Queensland Parks and Wildlife Service. Brisbane (unpublished). 48 p.**

[This report presents the findings of a random telephone survey of 3003 Queensland residents that assessed people's attitudes to and behaviours regarding national parks in the state. The majority of respondents indicated that they had visited a national park in Queensland, and almost half of those had visited a national park in the region in the past year. Higher than average use of park areas within the past year was found among those aged 18-44 years, males and people with a tertiary degree. Over half of the respondents stated that they visited park areas in Queensland at least once a year and almost one-fourth of respondents said that they were regular park visitors. The main barriers for increased participation were work commitments, other preferred activities and access. The main suggestion of respondents to help national parks better meet residents' needs was for more and/or better information. The report concludes with some recommendations for improved management of protected areas to encourage visitation.]

Keywords: accessibility, community survey, constraints, national parks, Queensland, telephone survey, visitor survey, visitor use

2. **Ali, S. 2009: Indigenous cultural tourism at the Grampians: benchmarking visitor satisfaction at Brambuk—The National Parks and Cultural Centre. CRC for Sustainable Tourism, Gold Coast. 48 p.**

[The report addresses the collection, analysis and evaluation of visitor satisfaction information by managing agencies, using Brambuk National Park and Cultural Centre as a case study. A total of 522 self-administered surveys were collected from visitors at the Cultural Centre as well as at different locations within Halls Gap. One hundred short interviews were also conducted with randomly selected visitors off-site, in the town centre of Halls Gap. The main aim of the surveys was to determine the level of satisfaction experienced by visitors to Brambuk and to measure the level of satisfaction with the Centre's services and facilities. A visitor profile and awareness level results were presented, and the levels of satisfaction and underlying expectation-satisfaction were analysed, the latter in terms of management objectives. The results indicate that although aggregate satisfaction levels were very high, in a large proportion of cases, visitor expectations were not met. It was highlighted that renewed branding and marketing were needed to address an overall poor level of service awareness.]

Keywords: awareness, benchmarking, cultural centres, indigenous, national parks, Victoria, visitor profile, visitor satisfaction, visitor survey

3. **ANZECC 1996: National data standards on protected areas visitation—final report. Report to the ANZECC Working Group on Benchmarking and Best Practice. National Parks Service, Victoria in conjunction with Dr Norm McIntyre, Centre for Leisure Research, Griffith University, Brisbane. 39 p.**

[A report addressing the collection and management of visitor data on protected areas in Australia and New Zealand. The report presents a model of best practice in collecting and managing visitor data, and outlines the practices most commonly used by ANZECC agencies. The study involved a questionnaire survey administered to all nine protected area agencies in Australia and New Zealand, plus 11 other organisations in Australia and overseas. Three measures of visitor use were found to be most appropriate: person entry (number of people

entering a protected area for a given purpose), person visit (number of people visiting a protected area for the first time to participate in protected area-related activities) and person visit day (number of days a person stays in a protected area), and that the three measures should be used in high-use protected areas. Per-entry measures only are necessary for lightly used parks. Measuring visitor satisfaction should include a two-phase process, where the first phase entails understanding the number of visitors and their basic characteristics (visitor use data). An appropriate segmentation of visitors should form the basis of visitor satisfaction sampling procedures.]

Keywords: management, New Zealand, visitor monitoring, visitor satisfaction, visitor segmentation, visitor use

**4. Archer, D.; Griffin, T. 2004: Visitor use and satisfaction in Barrington Tops National Park. *Technical Report Series*. CRC for Sustainable Tourism, Gold Coast. 43 p.**

[This report presents the findings from a visitor survey conducted in 2001 at five sites in Barrington Tops National Park ( $n = 256$ ). Average respondents were aged 35–54 years, highly educated, and held middle- to high-level white-collar jobs. Half of the respondents were Sydney residents and more than half of the participants were visiting the park for the first time. The most highly ranked motivations to visit the park were: ‘to enjoy nature and the outdoors’, ‘to see the sights’ and ‘to be close to nature’. The park attributes that received the lowest ratings were related to the provision of preparatory (e.g. pre-visit information), advisory (e.g. on-park signs) and interpretive (e.g. on-park information on cultural history) information.]

Keywords: motivations, national parks, New South Wales, visitor profile, visitor satisfaction, visitor survey

**5. Archer, D.; Griffin, T. 2005: Study of visitor use and satisfaction in Mungo National Park. *Technical Report Series*. CRC for Sustainable Tourism, Gold Coast. 40 p.**

[This report presents the findings from a visitor survey conducted in 2001 in Mungo National Park ( $n = 224$ ). Most respondents were first-time visitors and two-thirds spent at least one night in the park, mostly using the camping ground or private accommodation just outside the park boundary. Most participants were travelling with family and/or friends, and engaging in sightseeing activities and wildlife/plant viewing. Photography, self-guided drive tours, bushwalking, picnicking and resting were also highly ranked activities by visitors. The main motivations to visit the park were: ‘to see the sights’, ‘to enjoy nature and the outdoors’, ‘to learn about the cultural history of the area’, ‘to be close to nature’ and ‘to learn about native animals and plants’.]

Keywords: motivations, national parks, New South Wales, visitor profile, visitor satisfaction, visitor survey

**6. Archer, D.; Griffin, T.; Hayes, A.-L. 2001: Managing people by understanding people: a review of current visitor monitoring practices by Australian park agencies. Pp. 1–16 in Pforr, C.; Janeczko, B. (Comps): CAUTHE 2001: Capitalising on research. Proceedings of the Eleventh Australian Tourism and Hospitality Research Conference, 7–10 February 2001, Canberra.**

[This paper presents the findings from a national review of the visitor monitoring practices of eight Australian national parks agencies in the late 1990s and early 2000s. Levels and patterns of visitor use, visitor socio-demographic characteristics, levels of visitor satisfaction, and visitor motives, expectations and attitudes form the core information collected by each of the agencies investigated. Data on visitor use levels were usually collected through digital or manual traffic and visitor counters. Experiential information was commonly collected by questionnaire-based

visitor surveys, although their implementation varied among agencies. There was significant variation in the frequency of data collection between park agencies, with only a few agencies adopting the ANZECC best practice recommendations.]

Keywords: management, review study, visitor monitoring, visitor survey

**7. Arrowsmith, C. 2001: Tourism potential modelling for nature based tourism. P. 33 in Buckley, R. (Comp.): Nature tourism and the environment: Fenner Conference 2001, Abstracts, 3–6 September 2001, Canberra.**

[Abstract edited:]

This paper presents a model of tourism potential for a case-study area: the Grampians National Park (GNP) in Western Victoria. The park is strategically located between the two capital cities of Adelaide (in South Australia) and Melbourne (in Victoria). The park is heavily visited during long weekends and school holidays as it serves as a recreational catchment for these cities. In addition, the park is part of the much-travelled tourist circuit of southwestern Victoria. The model combines an environmental resiliency model with a tourism attractiveness model, within a Geographic Information System (GIS), in an effort to examine the spatial distribution of tourism potential in the GNP region. Using the tourism potential model, new opportunities for tourism growth in the region, particularly in the south, can be explored.

Keywords: GIS, national parks, nature-based tourism, tourism potential, Victoria

**8. Arrowsmith, C.; Zanon, D.; Chhetri, P. 2005: Monitoring visitor patterns of use in natural tourist destinations. Pp. 33–52 in Ryan, C.; Page, S.J.; Aicken, M. (Eds): Taking tourism to the limits: issues, concepts and managerial perspectives. Elsevier, London.**

[This paper discusses a study to test the efficacy of using Global Positioning System (GPS) receivers to monitor the movement patterns of tourists through Port Campbell National Park, Victoria, in 2002. Visitors ( $n = 102$ ) were asked to complete a socio-demographic questionnaire and then undertake their visit to the park carrying a hand-held GPS receiver. Recorded locations were downloaded onto a Geographic Information System (GIS) and analyses were conducted using information from the questionnaire. Four types of tourists were identified and their spatial movements showed certain identifiable characteristics. The results indicated that younger visitors tended to stay longer and visit more individual attractions. A predictable pattern of visit was found irrespective of the length of stay, or socio-demographic profile, of the visitor.]

Keywords: GIS, GPS, national parks, nature-based tourism, Victoria, visitor behaviour, visitor monitoring, visitor profile, visitor segmentation

## B

**9. Ballantyne, R.; Brown, R.; Pegg, S.; Scott, N. 2008: Valuing tourism spend arising from visitation to Queensland national parks. *Technical Report Series*. CRC for Sustainable Tourism, Gold Coast. 34 p.**

[This report presents the findings of a visitor survey conducted in Queensland national parks to estimate visitor spending associated with their visits. The report also presents a profile of respondents. In total, 484 questionnaires were collected in the Cairns parks region, 403 in the Carnarvon (Sandstone) parks region, 445 questionnaires in the Gold Coast region and 247 questionnaires in the Outback parks region. The Carnarvon and Outback park regions are the

main destination choices for Queensland residents whereas the Cairns park region receives a higher proportion of international visitors. Visitors to the Outback region were considerably older than those visiting the other regions, while the Cairns and Gold Coast regions had a higher proportion of younger respondents. The former two regions also attracted visitors with lower household incomes than the other two regions. Package-holiday visitors were more common in the Gold Coast and Cairn regions, and caravan and camping grounds were the preferred accommodation types for visitors to the Carnarvon parks.]

Keywords: economic impacts, national parks, Queensland, visitor profile, visitor survey

**10. Ballantyne, R.; Packer, J.; Beckmann, E. 1998: Targeted interpretation: exploring relationships among visitors' motivations, activities, attitudes, information needs and preferences. *The Journal of Tourism Studies* 9(2): 14–25.**

[This article reports the results of a visitor survey that investigated visitors' motivations, activities and attitudes on Fraser Island, a World Heritage site in Queensland. It links visitor characteristics to information needs and preferences. Questionnaire surveys ( $n = 859$ ) and personal interviews ( $n = 104$ ) were conducted with visitors to the island during different seasons in 1995. Five visitor groups were identified based on their stated main reasons for visiting the island: socialisers; sightseers; escapers; four-wheel-drive tourers; and explorers. Activity-based groupings were also created: active visitors; camp-oriented visitors; and non-active visitors. In general, sightseers, four-wheel-drive tourers and explorers tended to be active visitors, while socialisers and escapers were more likely to be camp-oriented or non-active visitors. An analysis of visitor motivations and/or activity preferences and their demographic characteristics indicated that people over 40 years old were more likely to be non-active visitors. Also, first-time visitors were more likely to be four-wheel-drive tourers, explorers or sightseers.]

Keywords: attitudes, motivations, Queensland, visitor profile, visitor segmentation, visitor survey, World Heritage Area

**11. Beal, D.J. 1996: Estimation of the elasticity of demand for camping visits to a national park in South-east Queensland by the travel cost method. *Australian Leisure* 7(3): 21–26.**

[This paper estimates the demand for camping visits to Girraween National Park, Queensland, using the travel cost method (TCM). According to the author, there are two approaches to TCM and she employs the zonal TCM, which uses the probability of visit per person to a given site, usually a destination that is more than 3 hours' driving time from the visitor's home. Data were collected through user surveys distributed to visitors who camped in the national park in 1994 ( $n = 243$ ). The study concluded that, for small price increases between zero and \$23.60 per person with all other factors constant, demand for camping visits in the national park studied was price inelastic, that is, demand for entry may fall but will not fall sufficiently to overwhelm the revenue effects of progressive price increases.]

Keywords: camping, national parks, Queensland, travel cost method, visitor demand

**12. Beaumont, N. 1997: Perceived crowding as an evaluative standard for determining social carrying capacity in tourist recreation areas: the case of Green Island, north Queensland. Pp. 168–180 in Hall, C.M.; Jenkins, J.; Kearsley, G. (Eds): *Tourism planning and policy in Australia and New Zealand: cases, issues and practice*. McGraw-Hill, Roseville, NSW.**

[This chapter discusses crowding, levels of visitor satisfaction and levels of use, presenting findings from a visitor survey conducted in Green Island to calculate social carrying capacity. The survey was completed by 331 visitors during the low and peak tourist seasons in 1992. Perceptions of crowding and levels of satisfaction were measured on a seven-point scale from 'not crowded' to 'extremely crowded' and from 'poor' to 'excellent', respectively. The total number

of visitors on the island was recorded also to establish visitor density and compare that with survey responses. The results indicated that satisfaction was not affected by levels of use, but perceptions of crowding increased as visitor numbers increased. Although there were only weak correlations between levels of satisfaction and perceived crowding, those who perceived more crowding reported lower levels of satisfaction on all measures. The author concluded that it is possible to calculate social carrying capacity using perceived crowding as an evaluative standard, but that there are some limitations to its use.]

Keywords: carrying capacity, crowding, marine parks, Queensland, visitor satisfaction, visitor survey

**13. Beckley, L.E.; Smallwood, C.B.; Lombard, A.; Moore, S.; Kobryn, H.; Nieman, J. 2008: Incorporating human usage into conservation planning and management of coral reefs: new spatial and temporal mapping of use at Ningaloo reef, North-Western Australia. P. 506 in The Eleventh International Coral Reef Symposium: Reefs for the future, July 7–11, Fort Lauderdale, USA.**

[Abstract edited:]

Ningaloo—a remote, fringing reef off northwestern Australia—is well known for its rich biodiversity, and a marine park was established in the region in 1987. Throughout 2007, aerial and shore-based surveys were undertaken of the 300-km-long reef, and all recreational and boating activity in the lagoon was recorded in a geo-referenced format (Geographic Information System; GIS). The results indicated specific locations of high usage and a marked seasonality in visits to the reef (peak times were Easter and the July school holidays, and the winter months). During peak periods, hourly data on boat launching at Coral Bay and beach usage at favoured sites such as Turquoise Bay revealed distinct temporal patterns. The project provided a robust dataset that can be incorporated into systematic conservation planning and guide future management of the reef. Additionally, this project contributes directly to an integrated ecosystem and socio-economic model being developed for the Ningaloo region.

Keywords: GIS, management, marine parks, visitor monitoring, Western Australia

**14. Beckley, L.E.; Smallwood, C.B.; Moore, S.A.; Kobryn, H.T.; Jones, C.M.; Neiman, J.L. 2007: What do people do at Ningaloo? High resolution spatial and temporal mapping of human use in Ningaloo Marine Park, Western Australia. P. 271 in Australian Coral Reef Society Conference, Fremantle, Australia.**

[Refer to entry no. 13]

Keywords: GIS, management, marine parks, visitor monitoring, Western Australia

**15. Bedford, P. 1999: The eco-backpacker: a study of backpacker attitudes towards nature based and ecotourism oriented experiences in Australia. P. 235 in Molloy, J.; Davies, J. (Comps): CAUTHE 1999: Tourism and hospitality—delighting the senses. Proceedings of the Ninth Australian Tourism and Hospitality Research Conference, Adelaide, South Australia.**

[Abstract in full:]

This paper brings together two of the most contemporary issues in tourism today; that of the high-yield backpacker segment and arguably the most contentious form of nature-based tourism—ecotourism. Although substantial research literature in recent years has developed these issues, there seems to have been few works that have attempted to link the topics together. This paper brings these issues together via research which examines the popularity of nature-based destinations in Australia and further analyses the attitudes of backpackers towards nature-based tourism and ecotourism. This paper reinforces the importance of the backpacker market to the Australian tourism industry. It enters into the debate surrounding the indefinable

nature of ecotourism and its primary markets and presents the results of research that highlight the possibility that this market's attitude towards ecologically friendly tourism may have been misconstrued in previous research and common perceptions.

Keywords: backpackers, ecotourism, nature-based tourism, visitor segmentation

**16. Beeton, S. 2003: An economic analysis of rail trails in Victoria, Australia. La Trobe University, Bendigo (unpublished). 36 p.**

[This report presents findings of a visitor survey conducted on three rail trails in different regions of Victoria. Self-completion surveys were distributed to 1200 visitors to the rail trails and online questionnaires were sent to members of Bicycle Victoria. A total of 454 surveys were returned from all trails. The majority of respondents were aged 35–64 years and had education levels higher than the average population. Over one-third of respondents cycled the trail with a companion, 20% cycled it in groups of three or four, and 11% were alone. Most respondents obtained information about the trail from friends/relatives and/or live locally. Local knowledge was particularly important for the East Gippsland Rail Trail, the most recently developed trail in the study. The trail closest to a major urban centre, Warburton Rail Trail, near Melbourne, received day trippers predominantly, whereas the Murray to Mountains Rail Trail, a more adventurous trail, attracted people with longer stay patterns. Consequently, the Warburton Trail generated lower daily expenditure.]

Keywords: cycling, economic impacts, expenditure, online survey, rail trails, Victoria, visitor profile, visitor survey

**17. Bent, R. 1999: Cross country skiers and Australian resorts: the hidden snow tourism market? P. 303 in Molloy, J.; Davies, J. (Comps): CAUTHE 1999: Tourism and hospitality—delighting the senses. Proceedings of the Ninth Australian Tourism and Hospitality Research Conference, Adelaide, South Australia.**

[Abstract edited:]

The aim of this working paper was to present the findings of a pilot survey of cross-country skiers in Victorian alpine resorts. The author undertook this survey in the winter season of 1998. The aim was to explore the spending patterns of cross-country skiers at resorts. Expenditure on items such as accommodation, food and beverages, equipment hire, lessons, lift tickets and ancillary services was surveyed with a view to assessing the economic contribution of this sector to the snow tourism industry in Victoria.

Keywords: alpine tourism, cross-country skiing, economic impacts, expenditure, Victoria, visitor profile, visitor survey

**18. Bentrupperbaumer, J.M. 2002: Barron Falls: site level data report 2001/2002. Rainforest Cooperative Research Centre, Cairns. 80 p.**

[This report is one of a series that present findings from visitor surveys conducted during 2001 and 2002 in different regions of the Wet Tropics World Heritage Area (WTWHA). This report discusses data on individuals visiting Barron Falls ( $n = 367$ ), in Barron Gorge National Park. Visitors to the site were a mix of Australian and international visitors, were mostly aged 20–29 years and travelling by private car. The main motivations to visit the site were to see the natural features and scenery, and very few visitors had used information centres, tourist leaflets or the internet to find information about the site before the visit. Visitors spent, on average, 0.5–1 hour on site, going on a short walk, and the lack of water detracted visitors from better enjoying the area.]

Keywords: motivations, national parks, Queensland, visitor profile, visitor satisfaction, visitor survey, World Heritage Area

**19. Bentrupperbaumer, J.M. 2002: Big Crystal Creek: site level data report 2001/2002. Rainforest Cooperative Research Centre, Cairns. 76 p.**

[This report is one of a series that present findings from visitor surveys conducted during 2001 and 2002 in different regions of the Wet Tropics World Heritage Area (WTWHA). This report discusses data on individuals visiting Big Crystal ( $n = 141$ ), in Paluma National Park. Visitors to the site were mostly locals who had visited Big Crystal before, and most were aged 20–29 years and were travelling by car. The main motivations to visit the site were to rest and relax and to socialise with family and friends. Visitors spent, on average, 2 hours on site, going on a short walk or a swim, and picnicking.]

Keywords: motivations, national parks, Queensland, visitor profile, visitor satisfaction, visitor survey, World Heritage Area

**20. Bentrupperbaumer, J.M. 2002: The Crater: site level data report 2001/2002. Rainforest Cooperative Research Centre, Cairns. 80 p.**

[This report is one of a series that present findings from visitor surveys conducted during 2001 and 2002 in different regions of the Wet Tropics World Heritage Area (WTWHA). This report discusses data on individuals visiting the Crater ( $n = 382$ ), in Mt Hypopamee National Park. Visitors to the site were mostly locals who had visited the Crater before, and most were aged 30–39 years and were travelling by private car. The main motivations to visit the site were to see natural features and scenery, and to be close to and/or experience nature. Visitors spent, on average, 0.5–1 hour on site, going on a short walk to the Crater Lookout Platform. Interpretation material was considered very important to one-third of the visitors and natural and/or ecological information received the highest rates of appraisal.]

Keywords: motivations, national parks, Queensland, visitor profile, visitor satisfaction, visitor survey, World Heritage Area

**21. Bentrupperbaumer, J.M. 2002: Davies Creek: site level data report 2001/2002. Rainforest Cooperative Research Centre, Cairns. 82 p.**

[This report is one of a series that present findings from visitor surveys conducted during 2001 and 2002 in different regions of the Wet Tropics World Heritage Area (WTWHA). This report discusses data on individuals visiting Davies Creek ( $n = 127$ ), in Davies Creek National Park. Visitors to the site were mostly locals who had visited Davies Creek before, and most were aged 30–39 years and were travelling by private car. The main motivations to visit the site were to rest and relax, to see natural features and scenery, and to experience tranquillity. Visitors spent, on average, 1–3 hours on site, going on a short walk or for a swim, and picnicking. The natural features of the area were what enhanced visitor enjoyment.]

Keywords: motivations, national parks, Queensland, visitor profile, visitor satisfaction, visitor survey, World Heritage Area

**22. Bentrupperbaumer, J.M. 2002: Goldsborough Valley: site level data report 2001/2002. Rainforest Cooperative Research Centre, Cairns. 71 p.**

[This report is one of a series that present findings from visitor surveys conducted during 2001 and 2002 in different regions of the Wet Tropics World Heritage Area (WTWHA). This report discusses data on individuals visiting Goldsborough Valley State Forest Park ( $n = 127$ ). The majority of visitors to the site were Australian, were aged 30–39 years and had been at the park before. Owing to the type of tourist visiting the site, tourist information sources such as leaflets, information centres and internet had not been highly used by survey participants. The primary

reason for visiting the forest park was to rest and relax, and picnicking was the preferred activity; learning about the natural and/or cultural features of the park did not rank highly as a visitor motivator.]

Keywords: forest parks, motivations, Queensland, visitor profile, visitor satisfaction, visitor survey, World Heritage Area

**23. Bentrupperbaumer, J.M. 2002: Henrietta Creek: site level data report 2001/2002. Rainforest Cooperative Research Centre, Cairns. 82 p.**

[This report is one of a series that present findings from visitor surveys conducted during 2001 and 2002 in different regions of the Wet Tropics World Heritage Area (WTWHA). This report discusses data on individuals visiting Henrietta Creek ( $n = 99$ ), in Wooroonooran National Park. There were equal numbers of domestic and international tourists, and most were aged 30–39 years and travelling by private car. The road sign, previous visits and a map that said it was a tourist site were considered the most important sources of information for visitors prior to their visitation. The main motivations to visit the site were to see natural features and scenery, and to be close to and/or experience nature. Visitors spent, on average, 0.5–1 hour on site, going on a short walk. Birdwatching and photography were also activities undertaken by visitors.]

Keywords: motivations, national parks, Queensland, visitor profile, visitor satisfaction, visitor survey, World Heritage Area

**24. Bentrupperbaumer, J.M. 2002: Lake Barrine: site level data report 2001/2002. Rainforest Cooperative Research Centre, Cairns. 78 p.**

[This report is one of a series that present findings from visitor surveys conducted during 2001 and 2002 in different regions of the Wet Tropics World Heritage Area (WTWHA). This report discusses data on individuals visiting Lake Barrine ( $n = 380$ ), in the Tableland section of the WTWHA. Visitors to the site were mostly locals who had visited Lake Barrine before, were aged 30–39 years and were travelling by private car. The main motivation to visit the site was to see natural features and/or scenery. Visitors spent, on average, 1–2 hours on site, going on a short walk. The natural features of the area were considered appealing, interesting and in good condition, but visitors expected a greater diversity of wildlife.]

Keywords: motivations, Queensland, visitor profile, visitor satisfaction, visitor survey, World Heritage Area

**25. Bentrupperbaumer, J.M. 2002: Marrdja Boardwalk: site level data report 2001/2002. Rainforest Cooperative Research Centre, Cairns. 82 p.**

[This report is one of a series that present findings from visitor surveys conducted during 2001 and 2002 in different regions of the Wet Tropics World Heritage Area (WTWHA). This report discusses data on individuals visiting the Marrdja Botanical Walk ( $n = 231$ ), in Daintree National Park. Visitors to the site were mostly international visitors or Australians living outside the region. Most survey participants were aged 20–29 years and were travelling by hired car. The main motivations to visit the site were to see natural features and/or scenery, and to experience the Wet Tropics. Visitors spent, on average, 0.5–1 hour on site, going on a short walk. Photography and birdwatching were also activities undertaken by several visitors.]

Keywords: motivations, national parks, Queensland, visitor profile, visitor satisfaction, visitor survey, World Heritage Area

**26. Bentrupperbaumer, J.M. 2002: Mossman Gorge: site level data report 2001/2002. Rainforest Cooperative Research Centre, Cairns. 83 p.**

[This report is one of a series that present findings from visitor surveys conducted during 2001 and 2002 in different regions of the Wet Tropics World Heritage Area (WTWHA). This report discusses data on individuals visiting the Mossman Gorge ( $n = 738$ ), in Daintree National Park. The site is intensively visited by international visitors as well as local visitors during the wet season. Word-of-mouth was the main source of pre-visit information. Most participants were aged 20–29 years and were travelling by private or hired car. The main motivations to visit the site were to see natural features and/or scenery, and to be close to and/or experience nature. Visitors spent just enough time on site to be able to go on a short walk, have a swim or take photos, and indicated that natural and/or ecological, and cultural and/or historical, information were the types of additional information sought by visitors.]

Keywords: motivations, national parks, Queensland, visitor profile, visitor satisfaction, visitor survey, World Heritage Area

**27. Bentrupperbaumer, J.M. 2002: Murray Falls: site level data report 2001/2002. Rainforest Cooperative Research Centre, Cairns. 77 p.**

[This report is one of a series that present findings from visitor surveys conducted during 2001 and 2002 in different regions of the Wet Tropics World Heritage Area (WTWHA). This report discusses data on individuals visiting the Murray Falls ( $n = 179$ ), in the southern end of the WTWHA. Visitors to the site were mostly locals who had visited the site before. Word-of-mouth was the main source of pre-visit information and very few visitors used information centres. The main motivations to visit the site were to see natural features and/or scenery and to rest and/or relax. Visitors spent, on average, 2 or more hours on site, and went on a short walk.]

Keywords: motivations, Queensland, visitor profile, visitor satisfaction, visitor survey, World Heritage Area

**28. Bentrupperbaumer, J.M.; O'Farrell, S.-E.; Reser, J.P. 2004: Visitor monitoring system for the Wet Tropics World Heritage Area: visitor monitoring process from pre-destination to post-destination. Volume 2. Rainforest CRC, Townsville. 67 p.**

[This best practice manual is divided in three volumes. Volume two, summarised here, presents a brief summary of visitor data concerning the Wet Tropics World Heritage Area (WTWHA), and describes and discusses the visitor monitoring system (VMS) and its processes. In addition, it presents a case study of the Murrumbidgee Boardwalk. The VMS divides visitation into four stages: planning the visit, accessing the site, the on-site visit and the post-site visit. Different research methods can be used to monitor visitation in each of these stages, and some methodologies, such as conducting surveys, using tourist industry statistics and content, and analysing information sources, can be used at all stages. Using the Murrumbidgee Boardwalk as a case study, the authors discuss the characteristics of each stage of visitation from a visitor perspective, align these characteristics with park management objectives, and produce examples of responses or actions that may be undertaken by management bodies. A summary table is presented at the end of the report.]

Keywords: Queensland, visitor monitoring, World Heritage Area

**29. Bentrupperbaumer, J.M.; Reser, J.P. 2000: Cultural background and prior experience. Pp. 102–110 in Bentrupperbaumer, J.M.; Reser, J.P. (Eds): Impacts of visitation and use: psychosocial and biophysical windows on visitation and use in the Wet Tropics World Heritage Area. James Cook University and Rainforest CRC, Cairns.**

[This report explores how cultural factors and prior experience influence visitor participation and the visit experience in the Wet Tropics World Heritage Area. The discussions are based on a visitor survey conducted at three different sites in the Wet Tropics World Heritage Area ( $n = 442$ ). Overseas visitors made up 37% of all visitors to the sites, closely followed by local residents (34%) and then by interstate visitors (28%). International tourists perceived the sites to be slightly more crowded than did Australian tourists. Most visitors had not been to the sites before (65%) but less than 2% of visitors had no prior experience with similar environments. International visitors who had little prior experience rated the sites' environment as more controlling and restricting than did domestic visitors.]

Keywords: impacts, Queensland, visitor survey, visitor use, World Heritage Area

**30. Bentrupperbaumer, J.M.; Reser, J.P. 2000: Roads and access, visitation and use. Pp. 61–74 in Bentrupperbaumer, J.M.; Reser, J.P. (Eds): Impacts of visitation and use: psychosocial and biophysical windows on visitation and use in the Wet Tropics World Heritage Area. James Cook University and Rainforest CRC, Cairns.**

[This report analyses the relationships between roads and access, and visitation and use of the Wet Tropics World Heritage Area (WTWHA), focussing on the perception and experience of road travel and access. Roads and access was considered adequate for all sites investigated, even when roads were unsealed or eroded, or had potholes. In these cases, visitors found access to be appropriate for their wilderness experience. In two of the four sites studied, visitors did not consider that distance had influenced site selection, whereas that was the case for the other two sites. The findings suggest that potential visitors may not have visited the sites owing to problems of legibility (whether or not the sites were obvious and identifiable as places set aside for visitation and use). For most respondents, just driving through the WTWHA was a reasonably important form of relaxation and enjoyment. However, roads were acknowledged as causing impacts on the region and measures such as road closures and reduction of speed limits were supported for the purpose of conservation. The authors concluded that the nature and use of the road infrastructure influenced and mediated the quality of the visitor experience.]

Keywords: accessibility, impacts, Queensland, visitor use, World Heritage Area

**31. Bentrupperbaumer, J.M.; Reser, J.P. 2002: Measuring and monitoring impacts of visitation and use in the Wet Tropics World Heritage Area: a site based bioregional perspective. Rainforest CRC, Cairns. 94 p.**

[This report presents an integrated overview of results from visitor surveys ( $n = 2780$ ) conducted in the Wet Tropics World Heritage Area (WTWHA). A decline in vehicle numbers was identified in all ten sites compared to findings from 1998. Day-use-only sites received higher visitor numbers than sites with camping facilities. Most visitors accessing the ten sites were independent travellers using private vehicles. The average group size was three people and most visitors were Australian residents. There were more local Australians (1014) than other domestic Australian visitors (674), and more overseas (863) than domestic visitors (excluding locals) participating in the study. Most visitors were aged 20–29 years and had completed a university education. Australians were, on average, older than international tourists. Visitors to these sites were predominantly repeat visitors, returning to the sites for experiential rather than recreational reasons. Learning about nature and culture was considered an important reason for visiting by international tourists, but was the least important reason for Australian visitors.]

Keywords: Queensland, visitor monitoring, visitor profile, visitor survey, World Heritage Area

**32. Bentrupperbaumer, J.M.; Reser, J.P. 2004: Living with a World Heritage Area: community survey results. Wet Tropics Management Authority, Cairns. 8 p.**

[A summary of results from two surveys covering the Wet Tropics World Heritage Area (WTWHA): a visitor survey ( $n = 2500$ ) at ten visitor sites in 2001/02 and a community survey ( $n = 788$ ) in 70 regional towns and suburbs in 2002/03. A high percentage of residents (66%) had visited the WTWHA and half of all respondents visited a site within the World Heritage Area at least every 3 months. Regional residents were the main visitors at most visitor sites and many were repeat visitors. Most visitors were travelling with family or in small groups. Overseas visitors were significantly younger than local and domestic visitors. The preferred activities undertaken by residents were camping, bushwalking and swimming. More than half of the residents were activity-based visitors instead of experience or education-based visitors. Residents sought low-key natural sites that were not heavily used by tourists.]

Keywords: community survey, Queensland, visitor profile, visitor survey, World Heritage Area

**33. Bentrupperbaumer, J.M.; Reser, J.P. 2006: The role of the Wet Tropics World Heritage Area in the life of the community. A survey of the north Queensland community. Rainforest CRC, Cairns. 182 p.**

[This report addresses community attitudes towards, and perceptions of, the Wet Tropics World Heritage Area (WTWHA) and includes an analysis of visitation and use of the WTWHA by residents of the region. Three survey methods were used: a drop-off/pick-up/mail-back procedure; a post box delivery procedure; and a site-level survey. In total, 763 questionnaires were collected from the two community surveys and 988 from the site-level survey. The majority of respondents had been to the WTWHA in the past and a high percentage of residents (66%) had visited the WTWHA in the last 6 months. The main reasons for visiting related to recreational activities, such as birdwatching, bushwalking and swimming, followed by experiential and/or restorative activities, such as to experience tranquillity and/or peacefulness and to have a break. Participants in the site-level survey indicated that they visited sites to socialise with family and friends as well as to rest and relax. The results of the site-level survey indicated that over half of the residents visiting local WTWHA sites preferred to visit areas with developed facilities (e.g. areas with well-marked walking tracks).]

Keywords: community survey, Queensland, visitor survey, visitor use, World Heritage Area

**34. Bentrupperbaumer, J.M.; Reser, J.P. 2008: Encountering a World Heritage landscape: community and visitor perspectives and experiences. Pp. 387–397 in Stork, N.; Turton, S.M. (Eds): Living in a dynamic tropical forest landscape. Blackwell Publishing, Carlton, VIC.**

[This chapter addresses community and visitor perspectives and experiences of the Wet Tropics World Heritage Area (WTWHA) and includes an analysis of visitation and use of the WTWHA by residents of the region as well as other domestic and overseas visitors. There is evidence of a high level use of WTWHA sites by local residents, and that residents feel an attachment to, and identification with, these sites. When asked what characterises the place where they live, local residents of this World Heritage landscape constantly referred to the ready access to peaceful and unspoilt natural environments, the rainforest, childhood memories and re-establishing connection to place. However, over one-quarter of the respondents indicated feeling displaced from their favourite places, due mostly to denied access and crowding. The displacement feeling was particularly evident in indigenous residents' responses, and results indicate that their visitation to WTWHA sites has dropped dramatically. For this group of residents, noise and loss of sense of place and belonging were also cited as main reasons for no longer visiting the sites.]

Keywords: accessibility, community, indigenous, Queensland, visitor survey, visitor use, World Heritage Area

**35. Bentrupperbaumer, J.M.; Reser, J.P.; O'Farrell, S.-E. 2005: Does it matter whether visitors know whether the site they are visiting is in a World Heritage Area? P. 18 in Goggin, L.; Harvey, T. (Comps): Rainforest meets reef: Joint Conference of CRC Reef and Rainforest CRC, 22–24 November 2005, Townsville.**

[Abstract edited:]

The paper examines: whether visitors to the Wet Tropics World Heritage Area were aware of its World Heritage Area (WHA) status; visitors' ability to fully appreciate its attributes and qualities; the potential of this awareness to appreciably change the expectations, experience, appreciation, or behaviour of visitors; and how WHA awareness can sensitise and direct visitors' attention, perceptions, involvements and judgements. Communicating World Heritage status of a site was also explored: what such status means to the average visitor and local resident; whether this is a necessary and/or important part of the management agency's responsibility; and whether it is an integral and effective part of managing visitor impacts. It is essential that management understands how important the branding of a protected area as a WHA is to broader visitation and use. These topics are addressed through a consideration of research findings from several successive surveys of visitors and local residents undertaken in the Wet Tropics bioregion and at visitor sites within the Wet Tropics WHA.

Keywords: awareness, Queensland, visitor experience, visitor survey, World Heritage Area

**36. Binney, J. 2009: The recreational dive and snorkelling industry in the Great Barrier Reef: profile, economic contribution, risks and opportunities. *Research Publication No. 95*. Great Barrier Reef Marine Park Authority, Townsville. 30 p.**

[A report prepared for the Great Barrier Reef Marine Park Authority to assess the composition of the recreational diving and snorkelling industry and its economic contribution to the marine park. A total of 13 operators were interviewed and all existing available information about the industry was reviewed. The report indicates that approximately 1 million visitors undertake diving and snorkelling activities every year during their visit to the park, particularly in the Cairns and Whitsunday regions. Visitor numbers have declined in the Whitsunday region since 2005, which has been attributed to a decline in the certified dive market. The findings indicate that the economic contribution of the dive/snorkelling segment to the economy in the Reef's catchment is between \$470 and \$770 million a year. However, results also indicate that a decrease in demand, a loss of market share to overseas destinations and increasing operating costs are posing significant threats to the diving and snorkelling industry in the park.]

Keywords: diving, economic impacts, marine parks, Queensland, snorkelling, visitor profile

**37. Birtles, A.; Valentine, P.; Curnock, M.; Arnold, P.; Dunstan, A. 2002: Incorporating visitor experiences into ecologically sustainable dwarf minke whale tourism in the northern Great Barrier Reef. *CRC Reef Research Centre Technical Report No. 42*. CRC Reef Research Centre, Townsville. 65 p.**

[This report presents findings of a survey of passengers of five live-aboard dive vessels visiting the Great Barrier Reef ( $n = 527$ ). Although the aim of the survey was to gain a better understanding of divers' experiences with dwarf minke whales (*Balaenoptera acutorostrata*) to develop a best-practice management framework, the report also provides useful information on visitor profiles. Participants in this form of tourism were mostly first-time visitors, with an average age of 32 years. The majority of survey respondents were international tourists, predominantly coming from the USA. Divers were fairly experienced (having 5 years' diving experience, on average), had dived, on average, 19 times in the past 12 months, and had an open water qualification. Most respondents indicated that seeing minke whales was secondary to their travel experience, with their main motivation being to gain general diving experience on the Great Barrier Reef. Seeing more whales was the most cited response when visitors were asked what would have improved their minke whale experience.]

Keywords: diving, marine parks, Queensland, visitor profile, visitor survey, wildlife

**38. Blamey, R.; Harch, D. 1998: Profiles and motivations of nature-based tourists visiting Australia. *Occasional Paper No. 25*. Bureau of Tourism Research, Canberra. 75 p.**

[This comprehensive review of ecotourism visitor data for the years 1989 to 1995 also includes a profile of ecotourism visitors to Australia during this period. The authors present the results of a survey that supplemented the 1996 International Visitor Survey (IVS), asking further questions of visitors who had engaged in nature-based activities during their trip to Australia. Of all international visitors to Australia, 38% reported participating in at least one nature-based activity during their stay. Of those, 23% indicated that the intention to visit natural areas was either the most important or a major factor in their decision to come to Australia. The report proposed three segments of nature-based tourism: visitors with a general interest in nature-based tourism (35%); those more interested in rest and relaxation in a natural setting (15%); and visitors that are strongly motivated by aspects of nature-based tourism (50%). The main differences and similarities of the three groups are described in detail.]

Keywords: ecotourism, IVS, motivations, nature-based tourism, visitor profile, visitor segmentation, visitor survey

**39. Blamey, R.; Hatch, D. 1995: The nature of ecotourism. *Occasional Paper No. 21*. Bureau of Tourism Research, Canberra. 158 p.**

[This monograph reviews the ecotourism literature and presents a detailed analysis of existing data compiled by the Bureau of Tourism Research. It develops a psychographic and non-psychographic profile of ecotourists to Australia and the industry's supply characteristics. The findings indicated that the ecotourism market was broad in terms of demographic and lifestyle characteristics, but that there was a general trend of visitors in that segment to be more educated and to have higher incomes than the non-ecotourism market. International visitors to Australia tended to have a high interest in nature-based activities, although this specific market seemed to be concentrated in the 20–40-years age bracket. North American and European visitors were more likely to undertake bushwalking activities, whereas the Asian visitor, particularly from Japan, was more likely to go snorkelling and scuba-diving. The majority of visitors to national parks camped during their stay in Australia.]

Keywords: review study, trends, visitor markets, visitor profile

**40. Breakey, N.M. 2009: Australia's best kept secret? World Heritage as a motivator for visitation to the Riversleigh fossil site and implications for remote protected area management. P. 234 in Garven, I. (Comp.): *APAC08 Proceedings: Protected Areas in the Century of Change, 24–28 November 2008*, Twin Waters.**

[Abstract edited:]

World Heritage listing aims to preserve and conserve. Listing often results in improved awareness and in many cases increased visitation. To provide a balanced understanding of World Heritage tourism, further research is required, particularly focussing on various site types. The Australian Fossil Mammal Sites (Riversleigh/Naracoorte) World Heritage Area is only one of eight sites worldwide designated solely because of its geological significance. Despite this global importance, the Riversleigh site has low visitation levels owing to its restricted accessibility and remote location in northwestern Queensland. This paper reports on a survey of the primary motivations for visitors to the Riversleigh site. The results show that visiting a World Heritage Area was a motivating factor. However, more common motivations were to learn about the history of the area, and to experience a natural area. Understanding the importance of World Heritage status as a visitor motivator has important ramifications for site management, particularly for other remote World Heritage Areas.

Keywords: motivations, Queensland, visitor survey, World Heritage Area

**41. Brunt, S. 2003: Visitor usage trends in Shoalwater Islands Marine Park, Western Australia 1994–2003. Unpublished MSc thesis, Murdoch University, Kensington. 149 p.**

[This thesis used an aerial survey and secondary data sourced from different user surveys (boat patrol data (for the years 1994–2003), beach questionnaires (2001), commercial tour operator data (2003), visitor surveys (1996–2003) and population statistics) to form the database for analysis of visitor use and activities in Shoalwater Islands Marine Park (SIMP). The findings indicated that craft-based activities were decreasing while people-based activities (e.g. snorkelling, swimming) were increasing within the boundaries of the park. Several management recommendations were discussed following the analysis of the secondary visitor data, such as: expanding the current programme of monitoring visitors to SIMP, undertaking a questionnaire-based survey incorporating the entire marine park and implementing visitor use indicators to monitor nature-based tourism and wilderness tourism within SIMP.]

Keywords: management, marine parks, trends, visitor use, Western Australia

**42. Brunt, S.; Moore, S.A. 2003: Visitor usage trends in Shoalwater Islands Marine Park 1994–2003. In: Parks and Visitor Services Workshop Research Forum, 14 November 2003, Wollaston Conference Centre, Western Australia.**

[Refer to entry no. 41]

Keywords: management, marine parks, trends, visitor use, Western Australia

**43. Bryden, N.H. 2001: Recreational displacement of local residents in the Wet Tropics of Queensland: implications for planning and management. Unpublished Masters thesis, James Cook University, Cairns.**

[Document not accessible]

Keywords: community, displacement, management, Queensland

**44. Buckley, R. 2002: Managing tourism in parks: research priorities of industry associations and protected area agencies in Australia. *Journal of Ecotourism* 1(2 & 3): 162–172.**

[A research note that examines the research priorities of agencies responsible for protected areas and tourism industry associations throughout Australia. The authors used a three-phase expert survey, a dedicated workshop at a national conference, and various national consultative groups to determine national, regional and local priorities. The findings indicated that natural resource conservation, visitor management, and economic and legal issues all received the highest priorities. The last seemed to be of increasing interest owing to the shortfalls in government funding, and to the number of lawsuits deriving from human injury and environmental damage in parks. These issues were high on park managers' agendas particularly because managers do not yet possess the expertise and experience in this newly emerging field. However, with the ongoing increase in visitor numbers, visitor monitoring and conservation management research efforts seemed to still be a significant priority.]

Keywords: economic impacts, management, protected area agencies, visitor monitoring

**45. Buckley, R. 2002: World Heritage icon value: contribution of World Heritage branding to nature tourism. Australian Heritage Commission, Canberra. 29 p.**

[Refer to entry no. 46]

Keywords: decision-making process, national parks, trends, World Heritage Area

**46. Buckley, R. 2004: The effects of World Heritage listing on tourism to Australian national parks. *Journal of Sustainable Tourism* 12(1): 70–84.**

[Historical visitor data were analysed to test whether World Heritage Area (WHA) listing affected the total number, or the origins, of visitors to Australian national parks. Six WHA sites were tested against control sites (similar sites that were not listed as a WHA) over several years. The paper reports the difficulties of conducting this kind of research, as consistent data were frequently not available. The control sites proved too different from WHAs and, therefore, although valuable to differentiate the effects of external factors on visitor trends, they were not largely useful in this research. In general, the research was not able to determine whether WHA listing had a definite and positive effect on the growth of visitor numbers, even though some sites did present a steady increase in visitor numbers after receiving WHA status. The authors recommended interviewing tourists and trying to understand their decision-making processes as strategies to better determine the impact of WHA listing on visitation numbers.]

Keywords: decision-making process, national parks, trends, World Heritage Area

**47. Burke, A. 2002: Understanding Great Barrier Reef visitors: profile of bareboat visitors. Report to CRC Reef Research Centre, Townsville (unpublished). 8 p.**

[The research presented in this report is part of a wider project that aims at understanding and describing the nature of Great Barrier Reef tourism. This report was a response to an industry request for more specific information about visitors who had been on a bareboat charter (81 out of 2215 respondents). This segment was mostly aged 31–40 years, predominantly male, from different states in Australia and travelling with friends and/or family. The main motivations for visiting the region included to rest and relax, to be in a natural place, to escape normal routine and to experience the beauty of nature. Over a quarter of the respondents indicated that there was not enough information about the reef and almost the same proportion stated that there were too many boats on the reef. The majority of visitors said that they would visit the region again.]

Keywords: boating, marine parks, motivations, Queensland, visitor profile, visitor survey

**48. Burke, A. 2002: Understanding Great Barrier Reef visitors: profile of certified divers, introductory divers, reef day trip divers and live-aboard divers. Report to CRC Reef Research Centre, Townsville (unpublished). 33 p.**

[The research presented in this report is part of a wider project that aims at understanding and describing the nature of Great Barrier Reef tourism. This report was a response to an industry request for more specific information about visitors who were certified divers, introductory divers, reef day-trip divers and live-aboard divers (67, 208, 60 and 85 out of 2215 respondents, respectively). Certified, introductory and day-trip divers were mostly aged 21–30 years, evenly represented by males and females, and predominantly from the UK and North America, travelling with a spouse/partner, and visiting the area for the first time. Live-aboard divers had the same demographic profile as other divers, but came mostly from the UK and other European countries. Certified divers' main reasons for visiting the Great Barrier Reef were to experience the beauty of nature, to be in a natural place, to develop skills like diving/snorkelling and to experience something new and different. Introductory divers did not rank developing skills as highly but also indicated experiencing the beauty of nature and something new and/or different as their main reasons for visiting the reef. Live-aboard divers had similar reasons for visiting the reef as certified divers, but included 'to learn about coral reef' as one of their top four reasons.]

Keywords: diving, marine parks, motivations, Queensland, visitor profile, visitor survey

**49. Burke, A. 2002: Understanding Great Barrier Reef visitors: profile of singles and couples without children. Report to CRC Reef Research Centre, Townsville (unpublished). 8 p.**

[The research presented in this report is part of a wider project that aims at understanding and describing the nature of Great Barrier Reef tourism. This report was a response to an industry request for more specific information about visitors who travelled by themselves or with a spouse/partner and had no children in their travel party (864 out of 2215 respondents). This segment was mostly aged 21-30 years, was evenly represented by males and females, predominantly came from the UK and Europe, and was travelling with a spouse or partner and visiting the area for the first time. Most visitors were staying 5-7 days in the region and over 1 month away from home. The two main factors influencing the choice of singles and couples to visit the reef catchment were opportunities to snorkel and opportunities to see marine wildlife. The main motivations for visiting the region included experiencing the beauty of nature, to be in a natural place, to experience something new and different, and to experience an undeveloped environment.]

Keywords: marine parks, motivations, Queensland, visitor profile, visitor survey

**50. Burke, A. 2002: Understanding Great Barrier Reef visitors: profile of the discerning traveller. Report to CRC Reef Research Centre, Townsville (unpublished). 9 p.**

[The research presented in this report is part of a wider project that aims at understanding and describing the nature of Great Barrier Reef tourism. This report was a response to an industry request for more specific information about visitors who spent \$250 and over in total for 1 day, or the 'discerning traveller' (154 out of 2215 respondents). This segment was mostly aged 31-40 years, predominantly from Asia and North America, travelling with a spouse/partner and visiting the area for the first time. Most visitors were staying 5-7 days in the region and were away from home 8-14 days. The two main factors influencing the choice of the discerning traveller to visit the reef catchment were opportunities to snorkel and opportunities to see marine wildlife. The main motivations for visiting the region included experiencing the beauty of nature, to be in a natural place, to experience something new and different, and to rest and relax. The majority of visitors stated that they would visit the region again.]

Keywords: discerning traveller, marine parks, motivations, Queensland, visitor profile, visitor survey

**51. Burke, A. 2002: Understanding the patterns and types of visits to the Wet Tropics region. Cooperative Research Centre for Tropical Rainforest Ecology and Management, Townsville (unpublished).**

[Document not accessible]

Keywords: forests, motivations, Queensland, visitor profile, visitor survey

**52. Burke, A. 2002: Understanding visitors to the Atherton Tablelands. Cooperative Research Centre for Tropical Rainforest Ecology and Management, Townsville (unpublished).**

[Document not accessible]

Keywords: forests, motivations, Queensland, visitor profile, visitor survey

**53. Burton, M.; Hailu, A.; Raguragavan, J. 2008: Modelling recreational site choice for Ningaloo. P. 28 in Simpson, C.; Waples, K.; Loneragan, N.; McKissock, I.; Wilson, K. (Comps): Second Annual Ningaloo Research Symposium. Discovering Ningaloo—latest findings and their implications for management, 28–29 May, Perth.**

[Abstract edited:]

Random utility models (RUMs) provide a mechanism for estimating the impact of environmental, social and economic factors on choice of recreational site. These models provide the basis for estimating how changes in management strategies affect economic welfare and for simulating changes in site choices resulting from changes in site attributes and access conditions. We present results from running a RUM at the state level using recreational fishing data and site choice. The presentation also provides a summary of survey data on choice of fishing versus non-fishing site conducted as part of the project in Ningaloo.

Keywords: accessibility, fishing, recreational site choice, visitor survey, Western Australia

**54. Bushell, R.; Griffin, T. 2006: Monitoring visitor experiences in protected areas. *Parks* 16(2): 25–33.**

[This article discusses the ways in which the visitor experience can be most effectively monitored to better inform management agencies. It provides an overview of Australian practices, revealing that the approaches taken by different agencies have been varied and inconsistent. The major focus of research on Australian national and marine parks has been on: levels of visitor satisfaction (in general and specific), visitor expectations, visitor motivations, visitor profile, the importance of certain services/facilities/attributes to the quality of the experience, and the reasons for infrequent and/or non-visitation of parks. Recently developed standardised survey instruments and protocols have been only partially adopted by regional and national bodies. The authors recommended that information be: collected in a consistent way over time; comparable with that from other sites and service providers; easily and efficiently collected; able to be readily and conveniently analysed; and physically and intellectually accessible to all parks agency staff.]

Keywords: management, protected area agencies, visitor experience, visitor monitoring

**55. Buultjens, J.; Luckie, K. 2004: Economic impact of selected national parks in North-Eastern New South Wales. *Technical Report Series. CRC for Sustainable Tourism, Gold Coast.* 81 p.**

[This report presents the findings of a visitor survey conducted in seven national parks in northeastern New South Wales (NSW) from 1999 to 2000, and focusses on the economic impact of visitation to national parks on the economy of the region. Researchers used an on-site interviewer-completed questionnaire and a self-completed mail-back questionnaire. A total of 1615 responses were collected from the on-site method and 618 questionnaires were mailed back to the researchers. The findings indicated that visitors to all the parks had a similar profile, being well educated and employed in higher-status occupations. Domestic/local visitors were the main users of the parks, coming mostly from northeastern NSW and southeast Queensland, to spend the day. A high percentage of visitors was also holidaying in the parks and spent, on average, 3 days within the national park boundaries. The total economic effect of the national parks studied was estimated to be \$41.1–\$46.6 million.]

Keywords: economic impacts, national parks, New South Wales, visitor profile, visitor survey

**56. Buzzacott, P. 2008: Western Australian dive industry growth and survival 1969–2005. *Journal of Ecotourism* 7(2): 226–234.**

[This article presents a review of the milestones of the recreational scuba-diving industry in Western Australia from the late 1960s until 2005, and quantifies the industry's growth by analysing advertisements for the recreational dive industry in telephone directories. The results

were compared with figures for general population growth in the region, and the survival rates of businesses from different regions within Western Australia were also compared. A decline of 23% was found for the Western Australia dive industry, but the southern region of the state seemed to be coping better than other regions, having a decline rate of only 6%.]

Keywords: diving, review study, Western Australia

**57. Byrne, D.; Goodall, H.; Wearing, S.; Cadzow, A. 2006: Enchanted parklands. *Australian Geographer* 37(1): 103–115.**

[This paper presents the findings of a long-term study of cultural diversity and the use of parklands along the Georges River in southwest Sydney. It includes the perspectives on the meanings attached to natural park recreation by different ethnic, non-indigenous groups, as well as perspectives from indigenous peoples. The religious meanings associated with nature are analysed, and the authors explore the fact that migrants to Australia from places such as Vietnam and Arabic-speaking countries, as well as Anglo-Celtic, long-term migrants, associate nature with temples for spiritual practices. The experience and value of participating in nature-based activities, therefore, can be as spiritual for these groups as it is for indigenous communities.]

Keywords: ethnic minorities, indigenous, migrants, New South Wales, qualitative research, rivers

## C

**58. Carlsen, J.; Wood, D. 2004: Assessment of the economic value of recreation and tourism in Western Australia's national parks, marine parks and forests. *Technical Report Series. CRC for Sustainable Tourism, Gold Coast. 29 p.***

[This report presents the results of a study of the economic value of two protected areas in Western Australia. Expenditure surveys of visitors to the Southern Forest Region (SFR;  $n = 446$ ) and the Gascoyne Coast Region (GCR;  $n = 373$ ) provided detailed information about visitation characteristics and visitor profile. Both regions attracted predominantly local visitors who were travelling with friends and/or family or with a partner, and who stayed for longer in the GCR than in the SFR. Purposes of the visit to the SFR were to enjoy the natural environment, to visit the Tree Top Walk/Gloucester Tree and to visit the forests. Snorkelling/diving, visiting the Ningaloo Marine Park and experiencing the natural environment were the main reasons for visiting the GCR. Sightseeing, the Tree Top Walk/Gloucester Tree and bushwalking were the main activities undertaken by visitors to the SFR, whereas snorkelling from the shore, swimming with whale sharks and diving from a boat were the main activities undertaken by visitors to the GCR.]

Keywords: expenditure, forests, marine parks, national parks, visitor profile, visitor survey, Western Australia

**59. Carmody, J.; Prideaux, B. 2008: Community attitudes, knowledge, perceptions and use of the Wet Tropics of Queensland World Heritage Area in 2007. Report to the Marine and Tropical Sciences Research Facility. Reef and Rainforest Research Centre, Cairns. 120 p.**

[This report presents the findings of a community survey ( $n = 853$ ) conducted in 2007 to monitor the attitudes towards, perceptions of, knowledge about and use of the Wet Tropics World Heritage Area (WTWHA) by community members. A questionnaire survey was randomly distributed to residents of the Wet Tropics bioregion through private post office boxes in rural and regional areas or by delivering and collecting the survey from residents at their homes. Slightly more females completed the questionnaire than males, the average age of respondents was 49 years, and the majority of respondents had been living in the area for more than 10 years. Almost all respondents had visited the WTWHA at least once; half of all survey participants

said that they visited the WTWHA up to four times a year and that their main reason for visiting was recreation. The benefits of 'just knowing that the WHA exists' and that it is 'contributing to the community's quality of life' were still perceived as the main personal benefits of living in the bioregion.]

Keywords: attitudes, community survey, forests, non-visitors, perceptions, Queensland, World Heritage Area

**60. Carmody, J.; Prideaux, B. 2008: Visitation and recreation in the Wet Tropics World Heritage Area: a comparison of urban and regional residents. Pp. 8–11 in Taylor, R.; Long, S. (Comps): Proceedings of the 2008 Marine and Tropical Sciences Research Facility Annual Conference, 28 April–1 May 2008, Cairns.**

[A paper presenting the results of a comprehensive survey distributed to 4142 households in the Wet Tropics bioregion in 2007. A 20.6% response rate was attained, with an over-representation of older respondents and female respondents. Most respondents were from suburban and semi-urban areas, and had spent an average of 24 years in North Queensland. Differences in use and visitation patterns between suburban and rural residents were not considered significant. Respondents indicated that they were dissatisfied with increasing tourist numbers and their reasons for not enjoying certain sites related mostly to issues of access, rules and regulations, and the inability to walk family dogs within protected areas.]

Keywords: accessibility, attitudes, community survey, constraints, non-visitors, perceptions, Queensland, World Heritage Area

**61. Carson, D.; Prideaux, B.; Coghlan, A.; Taylor, A. 2009: Heritage as a motivation for four-wheel-drive tourism in desert Australia. *Journal of Heritage Tourism* 4(3): 217–225.**

[This paper discusses the role of heritage (natural and built) as a motivation for four-wheel-drive tourism in desert Australia, and assessed the visitor expenditure that could be attributed to heritage tourism in these settings. The study used data drawn from the 2003 and 2004 Northern Territory Travel Monitor, which included information about four-wheel-drive use, motivations to visit the Northern Territory, destinations visited, length of stay in individual destinations, expenditure and activities undertaken. The direct spend method was adapted to estimate the role of heritage in travel motivation. Of the total number of visitors surveyed in the Travel Monitor, 37% qualified as desert four-wheel-drive tourists. Of those, 38% used their own four-wheel-drive and spent an average of 9 nights in central Australia. Almost 75% of travel parties had engaged in at least one nominated heritage activity or attraction, the most common being Aboriginal art/culture and historic sites. Although nearly one-third of all respondents indicated that visiting historic/heritage sites was a reason for visiting the Northern Territory, no respondents identified this variable as their only reason for visiting the region. It is estimated that 34.5% of the total visitor expenditure in the region might be attributable to heritage tourism.]

Keywords: Aboriginal tourism, cultural tourism, economic impacts, expenditure, four-wheel-drive, heritage, motivations, Northern Territory, visitor profile, visitor survey

**62. Carson, D.; Schmallegger, D. 2009: Fishing the 'big rivers' in Australia's Northern Territory: market diversification for the Daly River. Pp. 131–146 in Prideaux, B.; Cooper, M. (Eds): *River tourism*. CABI, Oxford.**

[This book chapter examines the fishing assets of the Northern Territory. It investigates the trip patterns of recreational fishers and the industry response to that market in terms of marketing strategies of one of the big-river fishing destinations in the region, the Daly River. Data from the Northern Territory Travel Monitor (2000–04) were used to describe trip patterns. The findings indicated a diversity, or potential for diversity, within the fishing tourism market to the Northern Territory, with a large number of visitors to the Daly River falling into the 'casual' fishers

segment. Businesses, however, seemed to promote their services to a more specialised segment, and promotion seemed to assume that fishing was the main motivation for visiting the Daly River. Camping and caravanning were the most popular types of accommodation for visitors in the Daly River, and couples were the most common travel party.]

Keywords: fishing, motivations, Northern Territory, visitor profile, visitor segmentation, visitor survey

**63. Carson, D.; Taylor, A. 2008: Sustaining four wheel drive tourism in desert Australia: exploring the evidence from a demand perspective. *The Rangeland Journal* 30: 77–83.**

[This paper discusses the potential for expansion of four-wheel-drive tourism in desert Australia by examining the potential competitiveness, innovation and manageability of the Northern Territory desert as a destination for four-wheel-drivers. The study used two existing datasets (Australia's International Visitor Survey (IVS) and the Northern Territory Travel Monitor) and four primary data collections (surveys of domestic four-wheel-drive owners and enthusiasts conducted at four four-wheel-drive consumer shows in Brisbane, Sydney, Adelaide and Wandin). Although the datasets and survey data differed in scope and coverage, together they provided insights into components of the sustainability framework presented. The results of the study suggested that the four-wheel-drive market has remained stable through the first few years of the 21st century and may account for up to 40% of tourists to desert destinations in the Northern Territory. The main market identified in this study was older travellers, who were more likely to take long, self-drive trips. Notwithstanding these results, desert destinations were less preferred than other environments for four-wheel-drive tourism and there was a significant group of respondents who stated that they did not want to travel there. The findings also indicated a great diversity in the market, a promising result for the industry.]

Keywords: four-wheel-drive, IVS, non-visitors, Northern Territory, tourism potential, visitor demand, visitor segmentation, visitor survey

**64. Catlin, J.; Jones, R. 2006: Evolution of the whale shark tourism market. Pp. 85–95 in *Getting real about wildlife tourism. Proceedings of the Second National Wildlife Tourism Conference, 13–15 August 2006, Freemantle, Western Australia.***

[Abstract edited:]

This paper examines the changing profile of consumers of the whale shark tour experience at Ningaloo Marine Park, Western Australia. A comparison was made between survey data collected in 2005 and that collected a decade earlier. It was determined that there had been a noticeable change in the type of people participating and the expectations of those people. Specifically, in 2006, there was a greater range of age groups participating, there were more domestic tourists, there was a greater focus on the service elements of the tour, and participants had a higher tolerance to crowding. Although whale shark tours would still be viewed as being a specialised tourist activity, the results from this research suggest it has shifted towards the mainstream tourism market.

Keywords: marine parks, visitor profile, visitor survey, Western Australia, wildlife

**65. Catlin, J.; Jones, R. 2010: Whale shark tourism at Ningaloo Marine Park: a longitudinal study of wildlife tourism. *Tourism Management* 31(3): 386–394.**

[This paper provides a review of wildlife tourism, with particular emphasis on wildlife tourism in Australia. It also discusses the results of a survey ( $n = 562$ ) of wildlife tourists (i.e. clients of whale shark tourism operations) in 2005, and compares them to results of a similar survey administered in 1995. Gender and age composition of tourists were very similar in both samples (more female

participants, and most participants were aged 30–35 years), although the 2005 sample had a greater distribution of ages and a higher percentage of visitors under 20 years of age. Origins of tourists changed dramatically from 1995 to 2005. In the first sample, the Japanese market was the most represented one, whereas in 2005, domestic tourists made up more than half of the sample population. Visitor specialisation (indicated by scuba-diving qualifications) also differed: in the first survey, 80% of respondents had a qualification while in 2005, just over half the participants held a scuba-diving certificate. The authors concluded that despite still being an adventurous activity, whale shark tourism at Ningaloo Marine Park has shifted towards the mainstream over the last decade.]

Keywords: longitudinal, marine parks, visitor profile, visitor survey, Western Australia, wildlife

**66. Cegielski, M.; Janeczko, B.; Mules, T.; Wells, J. 2001: Economic value of tourism to places of cultural heritage significance: a case study of three towns with mining heritage. University of Canberra, Canberra. 103 p.**

[This report presents the findings of a study of tourism at three heritage mining towns in Australia (Burra, Maldon and Charters Towers), each with well-recognised heritage value and established tourist attractiveness. Face-to-face interviews ( $n = 1591$ ) were conducted in each town, to gain information on visitor characteristics, behaviour, expenditure, attitudes and level of satisfaction. The most important attributes of heritage mining areas were that they provided opportunities for 'seeing well-preserved, old buildings', 'seeing an aspect of Australia's heritage' and 'experiencing a different environment'. Peace and quiet, well-maintained attractions, good amenities and visitor information were rated as highly important aspects of the visitor experience. Group size was consistent between all three sites, with most visitors being accompanied by one other person. Burra visitors had an older visitor profile, while Maldon had a younger profile of visitors. For all three sites, there were more female than male visitors. Charter Towers attracted the most international visitors, whereas the other two towns seemed to attract mostly visitors from major urban centres located in relatively close proximity to the sites. Country drives, going to a restaurant and visiting heritage buildings were the preferred visitor activities. Seeing the heritage sites was, however, the main reason for visiting the towns.]

Keywords: expenditure, heritage, mining, Queensland, South Australia, Victoria, visitor profile, visitor survey

**67. Chapman, D.M. 1995: Ecotourism in state forests of NSW: who visits and why? State Forests of New South Wales and University of Sydney, Sydney. 91 p.**

[This report presents the findings of a three-phase project that aimed at: improving understanding of outdoor recreation in bushland in eastern Australia; examining the activities undertaken by, motivations of, and appraisals of amenity provision, of visitors to state forests in New South Wales (NSW); and understanding the nature of ecotourism in the state forests of NSW. Each of these objectives was addressed separately, employing different data collection techniques. In the first phase, questionnaires were mailed to residents of the three eastern states ( $n = 3198$ ); and the second and third phases used on-site, interviewer-based questionnaires at several NSW state forests ( $n = 1191$ ) and at state forests of the Central Region ( $n = 507$ ), respectively. The report presents a detailed profile of each of the segments identified: the bushland users (developed from the first survey), the forest visitors (second survey) and the forest ecotourists (third survey). Sub-groupings are presented from each of the studies based on visitors' motivations. Also, each study's results on favoured and least favoured experiences and activities are presented and discussed.]

Keywords: community survey, ecotourism, forest parks, forests, motivations, New South Wales, visitor profile, visitor segmentation, visitor survey

**68. Coghlan, A. 2009: Australians and overseas reef visitors: are there any differences? Pp. 104–105 in Hogan, S.; Long, S. (Comps): Proceedings of the 2009 Marine and Tropical Sciences Research Facility Annual Conference, 28–30 April 2009, Townsville.**

[This short paper reports on the results of a visitor survey ( $n = 5077$ ) identifying differences in socio-demographic characteristics, travel behaviour and reef experiences between Australian and international visitors to the Great Barrier Reef (GBR). Domestic visitors tended to visit the region in greater numbers during the winter months and visited the southern region of the GBR more than did international tourists. Domestic tourists were slightly older, more likely to be self-employed or professional, less likely to be students and more likely to travel in family groups or with their partner than were international visitors. More than 50% of domestic tourists had previously visited the GBR, compared to only 17% of international tourists being repeat visitors. International tourists were more likely to go diving and had a satisfaction score slightly higher than domestic visitors. The authors conclude that the Japanese market in this region is in decline.]

Keywords: marine parks, Queensland, visitor profile, visitor survey

**69. Coghlan, A.; McNamara, K.; Prideaux, B. 2008: The importance of the Great Barrier Reef as an attraction in Tropical North Queensland. Pp. 189–190 in Taylor, R.; Long, S. (Comps): Proceedings of the 2008 Marine and Tropical Sciences Research Facility Annual Conference, 28 April–1 May 2008, Cairns.**

[This short paper reports on selected results of a larger project investigating recreational and tourism use and impact on the Great Barrier Reef. The paper compares the travel behaviour of visitors to the reef with other nature-based tourists visiting the Wet Tropics World Heritage Area (WTWHA) and with more general visitors to the region. Overall, 80% of visitors to the region had visited the WTWHA and 70% had visited the reef. Domestic visitors indicated that they did not have enough time to visit the reef or had been there before and, therefore, were not interested in visiting again.]

Keywords: marine parks, nature-based tourism, non-visitors, Queensland, visitor behaviour, World Heritage Area

**70. Coghlan, A.; Prideaux, B. 2008: Encounters with wildlife in Cairns, Australia: where, what, who...? *Journal of Ecotourism* 7(1): 68–76.**

[A research note that presents results from a survey of 287 international tourists who visited Cairns during the winter season of 2005. The main aim of the study was to understand visitor preferences and to determine the actual experiences and satisfaction levels of visitors to the Tropical North Queensland region, particularly as they relate to wildlife viewing. The majority of visitors had not been in the region before and over half of all respondents were from the UK or Ireland. Many respondents were travelling with friends and/or family and were staying less than a week in the region. Half of all participants were interested in wildlife viewing, with men and younger respondents less likely to be interested. Wildlife viewing was preferred in a controlled setting (e.g. zoos, wildlife parks), although results from the actual visitor experience indicated that wildlife viewing occurred mainly in national parks, state forests and the World Heritage Rainforest Area. Less than half of the respondents had visited a formal wildlife attraction during their visit to the region.]

Keywords: forests, Queensland, visitor behaviour, visitor profile, visitor survey, wildlife

**71. Coghlan, A.; Prideaux, B. 2008: Matching motivations and activities for 4WD club members and the implications for developing desert 4WD tourism. In Richardson, S.; Redline, L.; Patiar, A.; Ternel, M. (Eds): CAUTHE 2008: Where the bloody hell are we? Proceedings of the Eighteenth Australian Tourism and Hospitality Research Conference.**

[Refer to entry no. 73]

Keywords: four-wheel-drive, motivations, visitor profile, visitor survey

**72. Coghlan, A.; Prideaux, B. 2008: Reef tourism first yearly report. Quarterly patterns of reef tourism on the Great Barrier Reef—Northern, Central and Whitsunday Areas. Report to the Marine and Tropical Sciences Research Facility. Reef and Rainforest Research Centre, Cairns. 45 p.**

[An annual report that is part of a series addressing the sustainable use and management of the marine resources of the Great Barrier Reef. A total of 2408 completed surveys collected from 2006 to 2007 form the dataset of the report. Data on visitor socio-demographic characteristics, travel patterns, motivations, activities, alternative destinations considered and levels of satisfaction were collected on a monthly basis in four locations across the Great Barrier Reef. A large proportion of respondents were domestic visitors, with Queenslanders making up the largest group within this market. In general, respondents were mostly employed in professional careers; the international market presented a higher percentage of student and retirees than the domestic group. Most respondents were travelling as couples, however, international respondents were more likely to travel alone than domestic visitors. Enjoying the natural environment was a major motivation for visitors of both markets. The most common activities undertaken during the trip were snorkelling, swimming and viewing marine animals.]

Keywords: marine parks, motivations, Queensland, visitor behaviour, visitor profile, visitor survey

**73. Coghlan, A.; Prideaux, B. 2009: 4WD desert tourism—an examination of attitudes, motivations and perceptions. DKCRC Working Paper. Desert Knowledge CRC, Alice Springs (unpublished). 22 p.**

[This report presents findings of the first phase of a larger project profiling four-wheel-drive tourists in desert Australia. Four-wheel-drive club members and their socio-demographic characteristics are described, as are the activities that this group engages in, their trip planning, their travel motivations and how their experiences might be improved. A focus-group interview was conducted with 15 members of Four Wheel Drive Victoria in 2006. The results of the focus group session were used to develop a survey that was distributed to 208 members of four-wheel-drive clubs in Victoria, South Australia, Queensland and Western Australia. Most respondents were male, aged between 30–59 years and employed. A high percentage were living with a partner and/or spouse, or with a partner and/or spouse and children. The average number of four-wheel-drive trips undertaken in the last year was five, with younger respondents tending to stay away from home for longer. Desert environments did not rank highly as preferred destinations for four-wheel-drive tourism. Three major groups of motivators were found: social, heritage and learning motivators.]

Keywords: four-wheel-drive, attitudes, desert tourism, focus groups, heritage, motivations, perceptions, visitor profile, visitor survey

**74. Coghlan, A.; Prideaux, B. 2009: Reef tourism: an analysis of the competitiveness of the Great Barrier Reef tourism destination and a comparison with other reef tourism destinations. Report to the Marine and Tropical Sciences Research Facility. Reef and Rainforest Research Centre Limited, Cairns. 47 p.**

[A report that examines the competitiveness of the Great Barrier Reef in the Tropical North Queensland region. The report firstly reviews the concept of competitiveness and its applicability

in tourism research, and then provides the results of an analysis of primary (visitor surveys and content analysis of diving/travel magazines and websites) and secondary (e.g. reports and articles) data. One significant aspect of destination competitiveness emerged: the importance of the composition of visitor flows, as the destination needs to satisfy the existing segments that constitute its market and attract the new segments that emerge. Another significant aspect was how the destination fitted visitor motivations, together with the comparative ranking of the destination in relation to other similar ones previously visited.]

Keywords: competitiveness, marine parks, Queensland, visitor segmentation, visitor survey

**75. Coghlan, A.; Prideaux, B. 2009: Responding to stakeholder research needs using a visitor monitoring survey: the case of the Great Barrier Reef tourism industry. *Tourism in Marine Environments* 5(2-3): 175-185.**

[This article describes a visitor monitoring programme in use in the Great Barrier Reef (GBR) Marine Park and discusses its applications. The programme includes the collection of data on visitor trends in the marine park. Surveys were distributed monthly by 11 boat operators in four different regions of the marine park. The article specifically presents the results of the first 5 months of data collection ( $n = 1000$ ). The findings indicate that there has been little change in the socio-demographics of visitors to the GBR since data have been first compiled, and highlight the high use of the area by domestic visitors. In regards to destination image, snorkelling seems to be more recognised as a major attraction than diving. The paper also provides recommendations for agencies managing protected areas.]

Keywords: marine parks, protected area agencies, Queensland, visitor monitoring, visitor profile, visitor survey

**76. Connell, J. 2009: Birdwatching, twitching and tourism: towards an Australian perspective. *Australian Geographer* 40(2): 203-217.**

[A conceptual paper that discusses birdwatching in general and more specifically its development in Australia as a significant wildlife tourism activity. The author segments birdwatchers into three distinct categories: cerebral, competitive and collaborative. Birdwatchers were found to be generally well educated, with good awareness of environmental issues. The diverse birdwatcher market is a niche one that could help to develop remote and marginal areas (e.g. islands where rare migratory birds can be found), and expand tourist seasons (birdwatching often occurs 'out of season'). The author argues also that birdwatching is a sustainable form of ecotourism, as negative environmental impacts are not likely to result from it. On the contrary, the activity has the potential to help to protect and conserve areas and animal species.]

Keywords: birdwatching, visitor profile, visitor segmentation, wildlife

**77. Crilley, G.; van Ruth, F.; Howat, G. 2004: Campers' service quality (CSQ) in Australian protected areas. P. 10 in Cooper, C.; Arcodia, C.; Solnet, D.; Whitford, M. (Comps): CAUTHE 2004: Creating tourism knowledge. Proceedings of the Fourteenth Australian Tourism and Hospitality Research Conference, 10-13 February 2004, Brisbane.**

[Abstract edited:]

Researchers and practitioners grapple with questions concerning campers in protected areas. One critical question concerns the relationship between service quality and behavioural outcomes such as the intention of campers to return to a site or to recommend the site to others. Any such relationship is particularly important considering that the impacts of campers on the environment may be up to six times more than those of day tourists. The focus of this study was to identify a suite of attributes of camper service (for Australian protected areas), their underlying dimensions and their use as predictors of campers' behavioural intentions.

Keywords: camping, service quality, visitor behaviour

**78. Croy, G.; Glover, P. 2009: Barriers and incentives to urban park use: Melbourne-based second generation Australians who generally speak a language other than English at home. CRC for Sustainable Tourism, Gold Coast. 29 p.**

[A report focussed on the constraints on using, and incentives to use, urban parks (natural or semi-natural public spaces with built-up areas) experienced by second-generation Australians who generally use a language other than English at home. Interviews were conducted with ethnic group representatives of Melbourne's five largest English-as-a-second-language ethnic groups to provide a cultural context for understanding leisure practices and attitudes, park use and non-use of ethnic populations. A survey was attempted but a very low response rate invalidated its results. Further interviews were carried with 13 second-generation Australians who generally did not speak English at home. The results indicated that social interaction was the main motivation for leisure activities undertaken by these groups, and that the activities and visitor profiles appeared to have changed for younger members of the family as acculturation occurred. Urban parks were generally considered different from their home countries but were highly praised by second-generation Australians. The main barriers for visiting parks were time and weather conditions. Access, facilities and organising family groups to get to parks were also ranked as important constraints for visitation.]

Keywords: accessibility, constraints, ethnicity, participation, qualitative research, urban parks, Victoria

## D

**79. Darcy, S.; Griffin, T.; Craig, M.; Moore, S.; Crilley, G. 2007: Protected area visitor data collection and management: emerging issues and gaps in current Australian practices. In McDonnell, I.; Grabowski, S.; March, R. (Comps): CAUTHE 2007: Tourism—past achievements, future challenges. Proceedings of the Seventeenth Australian Tourism and Hospitality Research Conference, 11–14 February, Sydney.**

[This paper presents the results of the first stage of a research project reviewing the collection of data on visitor use of protected areas to develop a nationally consistent set of guidelines for protected area agencies. After a literature review of approaches to visitor use data collection in Australia, the authors outline the research approach employed in this study, i.e. participative action research (participants collaborating as co-researchers). Data needs of 13 participating protected area agencies were identified. The results indicated that there were some significant problems associated with the management, collection and use of visitor data by agencies, and the problems were grouped into five main themes: measurement (e.g. unreliable and inconsistent methods for counting the number of visits to protected areas); use of data (e.g. poor integration of data into managing and planning processes); knowledge management (e.g. research being conducted in an unsystematic way without an overall framework to enable effective use of information gathered); communication (e.g. lack of communication between staff within the same organisation but from different levels in the agency's hierarchy—i.e. field staff and agency managers); staff training and capability (e.g. staff not being properly trained to conduct the collection, analysis and interpretation of data).]

Keywords: management, participative action research, protected area agencies, visitor monitoring

**80. Darcy, S.; Griffin, T.; Crilley, G.; Schweinsberg, S. 2010: Helping park managers use their visitor information. CRC for Sustainable Tourism, Gold Coast. 35 p.**

[This report is part of a broader national project and discusses potential software-based solutions for the collection and management of data on park use and park-based activities for the 14

agencies managing protected areas in Australia. The report presents the basic elements of a park visitor survey based on the data variables that can be used by agencies throughout the country. Questions for the visitor included those yielding data on demographics, visitor characteristics, importance of and satisfaction with different park attributes, and overall satisfaction with the park experience. The Statistical Package for Social Sciences (SPSS®) is suggested as software to help managers to interpret the data collected by the basic survey and mock data are used to illustrate the protocols for establishing a working SPSS file. The report concludes with a discussion of technical issues identified with the development and use of a generic park survey.]

Keywords: management, protected area agencies, visitor monitoring, visitor survey

**81. Davis, D.; Tisdell, C. 1995: Recreational scuba-diving and carrying capacity in marine protected areas. *Ocean & Coastal Management* 26(1): 19–40.**

[A general review paper on carrying capacity issues related to recreational scuba-diving in marine protected areas. It reviews significant literature from Australia and the USA in particular. The major reasons for participation in recreational scuba-diving were reported to be: a desire for a wilderness experience; a general interest in marine ecology; to practice a 'different' or 'special' sport; an interest in particular underwater features or marine life; simply to experience an activity (mainly through resort dives); and a desire for an adventure. The paper concludes that overcrowding was a major factor affecting recreational divers' experiences, a factor that leads also to environmental degradation.]

Keywords: carrying capacity, crowding, diving, marine parks, motivations, participation, review study

**82. Department of Environment Water Heritage and the Arts 2001: Summary of main results from visitor survey program 2000–2001, Kakadu National Park (unpublished). Canberra. 11 p.**

[This report presents a summary of results from a visitor survey (in the form of a self-complete questionnaire) conducted at Kakadu National Park in 2000/01. Four quarterly questionnaires were distributed covering peak, off-peak and shoulder seasons, by park staff to vehicles passing through the two entry stations and on request to visitors at the visitor centre. During the 12 months, 3410 surveys were completed, representing 8167 visitors to the park. Just over half of the respondents were from overseas (51%) and only 5% from the Northern Territory (where the national park is located). However, overseas visitors made up more than three-quarters of visitors to the park during the off-peak season and just over one-third during the peak season. Almost 70% of visitors were independent travellers and the majority were on their first visit to the park. The main activities undertaken by respondents were photography, walking, wildlife viewing and boat cruise.]

Keywords: national parks, Northern Territory, visitor profile, visitor survey

**83. Dickson, T.; Dolnicar, S. 2006: Ascending Mount Kosciuszko: an exploration of motivational patterns. Pp. 1030–1043 in Whitelaw, P.A.; O'Mahony, G.B. (Eds): CAUTHE 2006: To the city and beyond. Proceedings of the Fifteenth International Research Conference of the Council for Australian University Tourism and Hospitality Education, February 2006, Melbourne.**

[This paper reports on a follow-up study that examined the different market segments visiting Mt Kosciuszko. The original research presented a profile of visitors and their motivations to climb the mountain, as well as a discussion of their wilderness perceptions and experiences. The paper summarised here reviews the findings of the first study and analyses market segmentation using those results and findings of a visitor survey conducted over Easter 2005. A total of 542 visitors were surveyed on the summit of Mt Kosciuszko, evenly distributed between males and females. Six segments of visitors were identified that differed not only in their motivations to climb

Mt Kosciuszko, but also in other additional characteristics. Segment 1 was labelled 'the outdoor lovers' and its members' main motivation to climb Mt Kosciuszko was to enjoy the outdoors. 'Along for the ride' visitors were also motivated to enjoy the outdoors but were more likely to wish to get away and relax than any other group. The 'unmotivated' group had lower than average responses in all items. Segment 4, the 'passionate soloists', were motivated by being in solitude and the 'hedonists' placed 'to climb Mt Kosciuszko' as a main motivation more often than the average respondent. The last segment was labelled 'personal achievers' and their main motivation was to achieve personal goals.]

Keywords: alpine tourism, New South Wales, tracks/trails, visitor profile, visitor segmentation, visitor survey, walking

**84. Dolnicar, S.; Fluker, M. 2004: The symptomatic nature of past destination choice among surf tourists. P. 13 in Cooper, C.; Arcodia, C.; Solnet, D.; Whitford, M. (Comps): CAUTHE 2004: Creating tourism knowledge. Proceedings of the Fourteenth Australian Tourism and Hospitality Research Conference, 10–13 February 2004, Brisbane.**

[Abstract in full:]

Surfing has developed to become a major industry, both within the leisure and the tourism sector. While surfers themselves can be viewed as a homogeneous segment characterised by their common interest for the sport, there clearly exists a wide variety of surfers with very different demographic characteristics, lifestyles or even motives for surfing. The aims of this paper are (1) to review past attempts to profile the surfer segment in general and to determine the existence and describe the nature of surfer segments and, (2) to suggest a novel approach of segmenting the surfer market, by analysing the pattern of past destination choices, where so far pure profiling was conducted.

Keywords: destination choice, past destination, surfing, visitor segmentation

**85. Dowling, R.; Charters, T. 1999: Ecotourism in Queensland. Pp. 262–275 in Molloy, J.; Davies, J. (Comps): CAUTHE 1999: Tourism and hospitality—delighting the senses. Proceedings of the Ninth Australian Tourism and Hospitality Research Conference, Adelaide, South Australia.**

[This paper presents a general overview of ecotourism demand, and planning for it, in Queensland. Queensland is considered the most popular state for tourism in Australia and its attraction lies primarily in its natural resources. Australia's top three ecotourism destinations are in Queensland and, therefore, ecotourists are an significant market share of the region. The authors indicated that there was an over-concentration of supply and of demand in two main regions, the Wet Tropics and the South East regions, respectively. In regards to the visitor profile, the Asian market seems less interested in nature-based activities than the North American and European markets, which dominate the ecotourism visitor segment in Queensland. However, the Japanese, Hong Kong and Taiwanese markets have been steadily increasing their participation in nature-based tourism activities in this region.]

Keywords: ecotourism, tourism planning, Queensland, visitor demand

**86. Driml, S. 2002: Travel cost analysis of recreation value in the Wet Tropics World Heritage Area. *Economic Analysis & Policy* 32(2): 11–26.**

[This article presents the results of a travel cost study that estimated the consumer surplus for visitors to the Wet Tropics World Heritage Area (WTWHA) of Queensland. Consumer surplus is what visitors are willing to pay in addition to what they have to pay to gain the personal benefits of visiting a national park or protected area. Domestic visitors to the WTWHA, travelling by private or hired car, were surveyed during the winter months of 1994 ( $n = 496$ ) at several recreation sites in the area. Most domestic visitors visited the site on day trips, but almost 40%

of respondents were on a commercial tour. The estimated mean consumer surplus was \$49 per visitor day, which falls within the range of estimates in other Australian travel cost studies. The total surplus generated by annual visits of domestic tourists was estimated at between \$100 and \$200 million, at 2002 prices.]

Keywords: economic impacts, Queensland, travel cost method, World Heritage Area

## E

### **87. Enhance Management 2000: NEAP consumer survey. Report to Tourism Queensland, Brisbane (unpublished). 34 p.**

[A report produced for Tourism Queensland that provides a profile of visitors to ecotourism operations and identifies their motivations for selecting a particular operator. Forty-three ecotourism operators distributed 800 surveys among their clients and 264 completed questionnaires were returned. The sample comprised 40% international tourists, 28% visitors from Queensland and 32% other domestic visitors. The average respondent was 25–54 years old, had a university education, was employed in a professional and/or managerial position and had a high level of environmental awareness. Most visitors were on an independent holiday with a partner or as a family group. Brochures on the region were the most-utilised source of information for planning the trip and respondents' main motivation for choosing the ecotourism operation was for themselves or their children to learn about the environment. Queensland visitors showed particular desire for a child-friendly environment and/or provider, and international tourists were more likely to choose their operators because their travel agent had recommended it.]

Keywords: accreditation, ecotourism, Queensland, visitor preference, visitor profile, visitor segmentation, visitor survey

## F

### **88. Faulks, P.; Ritchie, B.; Fluker, M. 2007: Cycle tourism in Australia: an investigation into its size and scope. CRC for Sustainable Tourism, Gold Coast. 40 p.**

[A report on a literature scan of cycle tourism in Australia: its size and scope. It is included in this bibliography as several cycling trails in Australia are located in natural or protected areas, with over 80 of them being rail trails. The authors divided the cycle tourism segment into six activity types: 'day touring', 'cycle hirers', 'pre-planned cycle touring', 'DIY touring holidays', 'centred holidays' and 'cycling events' and indicated that the largest potential segment was the 'DIY touring holidays'. This segment comprised independent travellers, who were more experienced, aged 15–44 years and organised in couples or adult groups. Cycle tourists were also more likely to camp or stay with friends and relatives than to use other types of accommodation, and appeared to be more familiar with their destinations than other types of tourists investigated. Cycle tourists were a diverse group and participate in a range of activities, from enjoying rest and relaxation (55%) to fishing and hunting (14%). The authors concluded that there was still little known about the size and scope of cycle tourism in Australia, particularly because there was a lack of consistency in the definitions used among departmental agencies and research bodies.]

Keywords: cycling, review study, visitor segmentation

**89. Fernandez, A. 2007: Tasmanian parks and wildlife service community monitor. Report to the Tasmanian Parks and Wildlife Service by Colmar Brunton Research Services. Parks and Wildlife Service, Hobart (unpublished). 71 p.**

[A report presenting the results of a computer-assisted telephone interview ( $n = 604$ ) on the awareness, usage and value of Tasmanian national parks for residents of Tasmania. The results were compared with findings from a similar survey conducted in 2004. The recent findings indicated that awareness of Tasmanian national parks was high, a result consistent with 2004 responses. Visits to protected areas, on the other hand, were increasing, as was the average frequency of visits. Short walks, day walks, picnicking and/or barbecues and fishing were the preferred activities undertaken during visits to national parks. The more adventurous activities received lower participation and most national parks seem to be used for a day out and for their aesthetic value. There was also a significant increase in visitation intent since 2004, with 72% of participants indicating they would be likely to visit a national park in the next 12 months. Similarly to 2004, major barriers to visitation were lack of time and entry fees. The value of Tasmanian national parks, public understanding of the role and responsibilities of the Parks and Wildlife Service (PWS), and levels of satisfaction with the performance of the PWS have all increased since 2004.]

Keywords: awareness, computer-assisted telephone interview, constraints, national parks, non-visitors, Tasmania, visitor demand, visitor use

**90. Fernbach, M. 2008: A review of recreational activities undertaken in the Great Barrier Reef Marine Park: recreation review stage 1. Research Publication No. 93. Great Barrier Reef Marine Park Authority, Townsville. 35 p.**

[A review of the literature on recreation in the Great Barrier Reef Marine Park, focussing on existing knowledge about independent recreational activities in the marine park. The report also identifies specific knowledge gaps and proposes research questions to address these gaps. Most research on the marine park has concentrated on boating and fishing, and a decrease in the number of recreational fishers has been identified. Conflicts over the use of the marine park by different stakeholders, the varying levels of regulation for different park users and the provision of infrastructure were identified as the major areas of tension raised and/or discussed in past research. The gaps of information identified included the need for: profiling independent recreational visitors and to establish their knowledge about the park, motivation for visiting it and their expectations; determining the geographic dispersion of recreational activities in and around the park; and determining the changing use of boats/recreational vessels.]

Keywords: marine parks, Queensland, review study, visitor use

**91. Fleming, C.M.; Cook, A. 2008: The recreational value of Lake McKenzie, Fraser Island: an application of the travel cost method. *Tourism Management* 29: 1197–1205.**

[The authors review the travel cost method and apply it to a destination on Fraser Island—Lake McKenzie. Independent vehicle-based tourists on the island were surveyed in 2006. Only Australian residents were used in the analysis presented in this paper ( $n = 349$ ). The majority of domestic visitors to the island resided in Queensland, were slightly older than the Australian population average, were highly educated and were comparatively wealthy. The annual recreational value of Fraser Island for Australian-resident, independent visitors was found to be \$115.3–\$267.4 million per year, whereas for Lake McKenzie alone the recreational value was \$19.2–\$44.4 million per year. These findings indicate a significant recreational value for both Fraser Island and Lake McKenzie and suggest that caution is needed before decisions are made to restrict access to this site.]

Keywords: Queensland, travel cost method, value, visitor use, visitor survey

**92. Franklin, A.; Sheen, J. 2002: Trout tourism: investigating the growth potential for international and national trout tourists to Tasmania. *Wildlife Tourism Research Report Series No. 24*. CRC for Sustainable Tourism, Gold Coast. 89 p.**

[A research report on an investigation of New Zealand and Tasmanian trout fisheries and their tourism development. It presents a comparison between the two locations and aims at providing better indicators for fly-fishing development in Tasmania. The report presents a brief summary of the profile of the angling visitor to Tasmania and to New Zealand and compares the two markets. The key markets for both locations were very similar (Australia, North America, Japan and the UK), but the preferred type of fishing differed: lakes for Tasmania, and rivers and streams for New Zealand. The report also presented a pilot study of the attractiveness of Tasmanian fly-fishing tourism to the UK market. The author conducted two focus-group sessions at selected sites in 2000. The results indicated that Tasmania's appeal as a fly-fishing tourism destination had decreased in recent years and participants expressed interest in visiting Tasmania if more information was available.]

Keywords: fishing, focus groups, review study, Tasmania, visitor demand, visitor profile

**93. Fredline, L. 2007: An analysis of the domestic wildlife tourism market in Australia. *Technical Report Series*. CRC for Sustainable Tourism, Gold Coast. 38 p.**

[The report presents findings of a computer-assisted telephone interview (CATI) of Australian residents. A total of 1356 people were successfully interviewed and, of those, almost one-third had taken a trip in the past 12 months that involved an encounter with wildlife. By contrast, 71.1% of international visitors to Australia have been reported to encounter wildlife during their travels in the country. Queensland was indicated as the place where most of these encounters had occurred, and the birds and members of the kangaroo family were the animals most frequently sighted and enjoyed. In comparison with non-wildlife tourists, wildlife tourists were more likely to have higher education qualifications and less likely to be single. Domestic wildlife tourists seem to have a much broader spread of ages than their international counterparts, with a larger proportion being over 65 years old. Domestic tourists were more likely to encounter wildlife in national parks and other natural settings than were international visitors, who were more likely to see them as captives in exhibits. No significant differences were found in the demographic and trip characteristics between domestic tourists who had had an encounter with free-roaming wildlife and those who had had an encounter with captive wildlife.]

Keywords: computer-assisted telephone interview, domestic visitors, visitor profile, visitor segmentation, wildlife

## G

**94. Galletly, A. 2002: Understanding Great Barrier Reef visitors: dissatisfied visitors—who are they and why are they dissatisfied. Report to CRC Reef Research Centre, Townsville (unpublished). 4 p.**

[This report is from a wider study that aims at understanding tourist use of the Great Barrier Reef World Heritage Area (GBRWHA). Of 2215 passengers (on several different reef operations) surveyed in 2001, 113 (5%) were identified as dissatisfied visitors. Analysis of this segment's characteristics and reasons for dissatisfaction revealed that these visitors were more likely to be Asian or local residents. They were also likely to indicate that there had been too few built facilities on their trip, too few activities available and too few wildlife encounters. Dissatisfied visitors gave lower importance to being able to snorkel when choosing a trip in the GBRWHA,

and were less motivated to seek excitement, to experience an undeveloped environment or to develop their diving/snorkelling skills. They were also less likely to go swimming, snorkelling or on an introductory scuba-dive, and seemed to be less interested in nature and learning.]

Keywords: marine parks, Queensland, visitor profile, visitor satisfaction, visitor segmentation, visitor survey, World Heritage Area

**95. Galletly, A.; Hildebrandt, A. 2002: Understanding Great Barrier Reef visitors: profiling ecotourists who visit the Great Barrier Reef. Report to CRC Reef Research Centre, Townsville (unpublished). 12 p.**

[This report is from a wider study that aims at understanding tourist use of the Great Barrier Reef World Heritage Area (GBRWHA). Of 2215 passengers (on several different reef operations) surveyed in 2001, 809 visitors were identified as ecotourists. Analysis of this segment's characteristics revealed that these visitors were more likely to be: international tourists visiting the region for the first time, travelling with a spouse or partner, or in a family group; and planning to stay 5-7 days in the region. They were also more likely to have snorkelled or to have been swimming. A small but significant percentage of ecotourists (20%) thought that there were too many other people in the reef and that there were too few wildlife encounters. Almost 30% of ecotourists thought there was not enough information about the reef. The most important factors in their choice reef tour were the opportunity to see marine wildlife and the opportunity to snorkel.]

Keywords: marine parks, Queensland, visitor profile, visitor satisfaction, visitor segmentation, visitor survey, World Heritage Area

**96. Galletly, A.; Moscardo, G. 2001: Understanding visitor-wildlife interactions: preliminary results. Report to the Reef Research Centre Tourism Program, Townsville (unpublished). 9 p.**

[A report presenting the preliminary results of a wider study that aimed to collect visitor data about wildlife tourism experiences in Queensland, including the visitor profile and the characteristics of visitors' trips. The survey reported here ( $n = 744$ ) was conducted on seven day-trip operations in the Cairns and Whitsunday regions. Most respondents were international visitors from North America, the UK or Ireland, or other European countries. Most visitors were travelling in groups of 2-4 people, and visiting the region for the first time. Compared to previously studied visitors to Queensland, respondents were more likely to rate the opportunities to see wildlife higher, identifying these opportunities as either the main, or an important, factor in their destination choices. Snorkelling and opportunities to see marine wildlife were major factors influencing visitors' choice of a reef trip. Respondents indicated a great desire to see coral in natural surrounds, spend time in a natural setting, see marine life and get close to nature.]

Keywords: marine parks, Queensland, visitor profile, visitor survey, wildlife

**97. Gardner, T. 1996: Case studies in visitor research and monitoring: Tasmania's state forests and Kakadu National Park. Pp. 135-144 in Hall, C.M.; McArthur, S. (Eds): Heritage management in Australia and New Zealand: the human dimension. Oxford University Press, Oxford.**

[This book chapter analyses the strategies for monitoring visitors that have been implemented in Tasmania's state forests and in Kakadu National Park in the Northern Territory. The paper also presents directions for the future and the benefits of adopting a strategic approach to park planning and management. Findings from visitor research indicated a consistent growth in visitation to specific sites in Tasmania's state forests, particularly those sites receiving more

marketing efforts by the tourism sector. The research also identified various visitor groups with different motivations, expectations and satisfaction levels. Other important findings include: a shift from local recreationists to more independent travellers using the parks; limited effectiveness of visitor information produced for and targeted at visitors; and large variations in visitation between seasons. There was a much longer history of conducting visitor surveys at Kakadu National Park, and park managers had an established understanding of visitor expectations, motivations and satisfaction levels. Managers' focus is, therefore, on advancing their research strategy by providing more administrative resources to analyse, report and distribute results.]

Keywords: forests, management, national parks, Northern Territory, Tasmania, visitor monitoring

**98. Goeft, U.; Alder, J. 2000: Mountain bike rider preferences and perceptions in the south-west of Western Australia. *CALM Science* 3(2): 261–275.**

[Refer to entry no. 99]

Keywords: mountain biking, perceptions, tracks/trails, visitor profile, visitor survey, Western Australia

**99. Goeft, U.; Alder, J. 2001: Sustainable mountain biking: a case study from the southwest of Western Australia. *Journal of Sustainable Tourism* 9(3): 193–211.**

[This paper presents findings from two studies on mountain biking in Western Australia. The first study assessed the physical impacts of mountain biking under recreation use and cross-country racing conditions, whereas the second study investigated rider needs and perceptions. The latter study distributed a survey to mountain bikers ( $n = 183$ ) through retail outlets. Demographically, respondents were mostly male, aged 15–39 years and living in Perth. The main motivations for mountain biking were: fun, health, challenge and social activity. Most respondents went on rides longer than 10 km and went mountain biking at least two or three times a week. All of the top destinations for mountain bikers were located in natural settings and the stated preferred settings were single tracks and native bush/forest. Encountering wildlife was also indicated as a desirable feature of the destination. The preferred trail features were different types of down hills, long curves, tight curves, steep slopes and jumps. Drinking water and route markers were the most preferred trail facilities.]

Keywords: mountain biking, tracks/trails, visitor profile, visitor survey, Western Australia

**100. Goh, E. 2010: Understanding the heritage tourist market segment. *International Journal of Leisure and Tourism Marketing* 1(10): 257–270.**

[This research paper addresses issues of visitor segmentation in the Australian heritage tourism market and the influence of brand imagery and destination marketing on visitors' heritage perceptions and motivations for visiting heritage sites. The research, which initially explores the many concepts of heritage tourism, is based upon a mixed methods approach, comprising a literature review, visitor survey data ( $n = 50$ ), interviews ( $n = 14$ ) and a focus-group interview ( $n = 5$ ). The research found that for positive motivations, education, recommendations and site reputation were the most frequently mentioned variables. Reasons for not visiting included already having visited, not interested and poor supporting facilities. One of the key findings was that word-of-mouth, largely via the medium of online discussion boards, plays an important role in influencing visitors' decisions to visit heritage sites.]

Keywords: focus groups, heritage, motivations, non-visitors, qualitative research, visitor segmentation, visitor survey

**101. Goodall, H.; Wearing, S.; Byrne, D.; Kijas, J. 2004: Recognising cultural diversity: the Georges River project in south-west Sydney. Pp. 159–185 in Katz, E.; Cheney, H. (Comps): CSIRO 2004. Sustainability and Social Science Round Table Proceedings. Institute for Sustainable Futures and CSIRO Minerals, Sydney and Melbourne.**

[Research conducted in the Georges River, southwestern Sydney, that explored whether different ethnic or cultural communities had different views and use of (natural and semi-natural) urban parks. The results reported in this paper were exploratory and preliminary. Individual and group interviews were conducted with members of four different ethnic communities (Anglo-Celtic, Arabic-speaking, Vietnamese and indigenous communities), and settings varied from participants' homes and workplaces to the riverbank itself. Interviewees were asked, among other questions, to map their movements between and within the parks that they visited to provide information about the ways people move around parks and riverbanks. Participants were also asked to photograph what they saw as positive and negative in parks and to explain their choices to the researcher. The results will be later plotted into a Geographic Information System (GIS) to integrate these cultural data into available biological and visitor survey data. There were differences among the ethnic groups in three main areas of perceptions and park use: the time of the day in which users wanted to access the park; the use of water and its conservation; and fishing and its technologies.]

Keywords: community, ethnicity, GIS, indigenous, migrants, New South Wales, rivers, urban parks, visitor behaviour, visitor preferences

**102. Green, D. 1997: The development and evaluation of activity schedules for tourists on one-day commercial reef trips. *Technical Report No. 18*. CRC Reef Research Centre, Townsville. 29 p.**

[This study addressed tourists' demand for activity schedules, the development of schedules for 1-day commercial reef trips, and levels of satisfaction with the schedule and other elements of the tourist experience. A survey was distributed to visitors on a commercial boat trip ( $n = 152$ ) that asked visitors about their satisfaction levels, the aspects of the trip that had the greatest influence on their satisfaction levels and which activities they had participated in. The next stage of the study provided visitors ( $n = 190$ ) with an activity schedule and assessed their level of satisfaction with the schedule and other aspects of their trip. The results indicated that visitors can be clustered according to activity for the development of activity schedules, and also that activity schedules increased satisfaction across a number of trip elements. The latter finding suggested that there was a positive correlation between high satisfaction levels and high scores for whether respondents thought the trip was full of activities.]

Keywords: activity schedule, marine parks, Queensland, visitor satisfaction, visitor segmentation, visitor survey

**103. Green, D.; Moscardo, G.; Greenwood, T.; Pearce, P.; Arthur, M.; Clark, A.; Woods, B. 1999: Understanding public perceptions of the Great Barrier Reef and its management. *Technical Report No. 29*. CRC Reef Research Centre, Townsville. 64 p.**

[This report presents the results of the first of a series of studies that aimed to provide the Great Barrier Reef Marine Park Authority with information about public perceptions, and use, of the park. A randomised telephone survey ( $n = 1003$ ) was conducted with Australian residents in Melbourne, Sydney, Brisbane, Canberra and in areas adjacent to the marine park in northern Queensland. Of those surveyed, 40% had not been to the marine park before, and the main

reasons for not visiting were that respondents felt: that the Great Barrier Reef was too expensive, that they were too old to go and that the marine park was not appealing. The main activities undertaken by those who had visited before were snorkelling, swimming, fishing and scuba-diving, with the latter being the preferred activity for Sydney residents. Respondents who had visited the marine park were more likely to describe it as splendid than were non-visitors.]

Keywords: community survey, marine parks, non-visitors, perceptions, Queensland, telephone survey, visitor preferences

**104. Green, R.J.; Jones, D.N. 2010: Practices, needs and attitudes of bird-watching tourists in Australia. CRC for Sustainable Tourism, Gold Coast. 60 p.**

[A report about the practices and perspectives of birdwatching tourists in Australia. A survey yielded 256 respondents and the resulting data were combined with responses from questionnaires given to 11 nature guides. Most survey respondents were Australians and middle-aged or elderly. Birdwatching tourists were considered a diverse group, but they tended to dislike hunting, to have a general interest in wildlife other than birds, to expect to go birdwatching in their next travels, and to have a willingness to join a commercial bird tour to access difficult places. The preferred features of a birdwatching walk were: identifying birds, watching what birds are doing and enjoying social contact. Camping was the preferred accommodation option for the 'dedicated birders' group. Respondents indicated a high level of dissatisfaction with the availability of information on where to see birds, particularly in information centres and tourist outlets. Nature guides reported few problems but indicated that there was enough potential to justify wide dissemination of useful guidelines.]

Keywords: birdwatching, visitor preference, visitor survey, wildlife

**105. Greenwood, T. 2000: Asian coastal and marine tourists: a market of opportunities. In Chon, K. (Ed.): Proceedings of the Fourth International Conference, Tourism in Southeast Asia and Indo-China, June 2000, Chiang Mai, Thailand.**

[Abstract edited:]

This paper presents a comparative analysis of the motivations and profiles of three different Asian markets travelling to Australia's Great Barrier Reef region. The study examined motives for travel in general as well as motives for visiting a specific marine environment. The data for the study were collected from a large sample of Japanese-, Korean- and Chinese-speaking visitors to the Great Barrier Reef region. Owing to the nature of the tourism setting and the type of tourism product available in this region, the results provided some valuable insights into cross-cultural differences among Asian marine tourists for managers of protected areas, and marine tourism operators and marketers in Southeast Asia.

Keywords: Asian market, marine parks, motivations, Queensland, visitor profile, visitor survey

**106. Greenwood, T. 2001: A tough audience: the influence of previous coral reef experiences on visitors to Australia's Great Barrier Reef. Pp. 117–131 in Pforr, C.; Janeczko, B. (Comps): CAUTHE 2001: Capitalising on research. Proceedings of the Eleventh Australian Tourism and Hospitality Research Conference, 7–10 February 2001, Canberra.**

[This paper presents the findings of a visitor survey conducted at the Great Barrier Reef (GBR) over the period 1994–99 ( $n = 6903$ ). It provides a profile of visitors with varying degrees of experience in coral reef environments. Four categories of past experience were identified: 'multiple reef experienced', 'GBR experienced', 'other coral reef experienced' and 'non-experienced'. The first group was, on average, the oldest, travelling with a spouse or partner, and residing in Queensland. The 'coral reef experienced' group comprised mainly

international tourists, as did the 'non-experienced' group, which also included a high number of interstate visitors. The 'multiple reef experienced' and the 'GBR experienced' groups were more likely to seek relaxation and/or escape and to be with family and friends. The 'other coral reef experienced' group was motivated by cultural factors, such as 'learning new things' and 'increasing my knowledge'. Word-of-mouth from friends, family and/or other travellers was the most important source of destination information provided by all groups.]

Keywords: marine parks, motivations, Queensland, visitor profile, visitor segmentation, visitor survey

**107. Greenwood, T.; Moscardo, G. 1999: Australian and North American coastal and marine tourists: what do they want? Pp. 253–260 in Saxena, N. (Ed.): Recent advances in marine science and technology. Korea Ocean Research Development Institute, Seoul.**

[This research investigated the motivations for travel, particularly the motivations of North American and Australian tourists for visiting a specific marine environment. This visitor segment was extracted from a larger survey of domestic and international visitors to the North and Far North Queensland regions. There were 1298 survey participants, 28% being North American and 72% Australian. The mean ages of both groups were similar, 38 and 41 years, respectively. Domestic visitors were more likely to travel with a spouse or partner and with children under 12 years. North Americans, on the other hand, were more likely to be travelling in an organised group or club. North Americans were more likely to consider the cultural experience as a significant motivator whereas Australians were more likely to consider relaxation and/or escape, and being with friends and/or family, as more important. More North American visitors indicated that 'seeing the beauty of the Great Barrier Reef' and 'to gain a learning/educational experience' were very important reef-specific motivations. Also, a significantly higher percentage of North American respondents participated in snorkelling, marine life viewing, scuba-diving and overnight cruises.]

Keywords: motivations, Queensland, visitor profile, visitor segmentation, visitor survey

**108. Greenwood, T.; Moscardo, G.; Woods, B.; Johnstone, S.; Richards, F.; Pearce, P. 2000: Flinders Chase National Park: the visitor experience. James Cook University, Townsville (unpublished).**

[Document not accessible]

Keywords: national parks, South Australia, visitor experience, visitor survey

**109. Greenwood, T.; Richards, R. 2000: Repeat visitation to Australia's Great Barrier Reef: a new perspective. In: Proceedings from the Asia Pacific Tourism Association Sixth Annual Conference, June 2000, Phuket, Thailand.**

[Abstract edited:]

Reports on a survey of over 6000 visitors to the Great Barrier Reef (GBR). The results identified four groups of visitors, based on past experience of the reef environment: visitors who had previously visited both the GBR and another coral reef destination; visitors who had previously visited the GBR only; visitors who had previously visited another coral reef destination only; and visitors who had no previous experience in a reef environment. The four groups were compared, with particular emphasis on the differences between those visitors who had previously visited only the GBR and those who had previously visited only other coral reefs. The findings revealed several similarities between the two groups, notably the benefits they associated with visiting the GBR. In comparing satisfaction levels, however, some differences became apparent. The group who were familiar only with another coral reef environment were less satisfied with their GBR

trip overall and with particular features of the trip, including the amount and quality of education provided. Other differences found between the two groups included sources used for obtaining information about the GBR and various socio-demographic characteristics.

Keywords: marine parks, repeat visitation, Queensland, visitor benefits, visitor profile, visitor segmentation, visitor survey

**110. Griffin, T.; Archer, D. 2001: Management application and implications of visitor satisfaction data. P. 36 in Buckley, R. (Comp.): Nature tourism and the environment: Fenner Conference 2001. Abstracts, 3–6 September 2001, Canberra.**

[Abstract edited:]

This paper focusses on visitor satisfaction: how to measure it, and how to use the data for management. It reports on surveys undertaken in 1999/2000 in seven national parks in northern New South Wales. The parks reflect a range of usage patterns and visitor types. Over 1600 visitors provided information on: visitor characteristics, activities engaged in, frequency of national park use, factors affecting the quality of their experiences, levels of visitor satisfaction overall and with specific park features, and visitor preferences with respect to certain types of facilities. Understanding the features most important to visitors allows managers to prioritise the allocation of resources, particularly in forward planning. Combining importance data with that on levels of satisfaction with specific features and facilities can identify where improvements are most urgent. Understanding visitor preferences for particular facilities helps set an appropriate level of provision. However, questions remain about how to interpret and utilise these data.

Keywords: management, national parks, New South Wales, visitor monitoring, visitor satisfaction, visitor survey

**111. Griffin, T.; Archer, D. 2005: Visitor study 1999–2000—northern New South Wales national parks. *Technical Report Series*. CRC for Sustainable Tourism, Gold Coast. 76 p.**

[This report presents the results of visitor surveys conducted in seven national parks in northeastern New South Wales in 1999/2000. On-site interviewer-completed questionnaires ( $n = 1615$ ) and self-complete mail-back questionnaires ( $n = 618$ ) were utilised. Respondents from the seven parks were broadly similar, and the visitor profile was similar to those from other visitor studies in similar contexts. Although there were significant differences between parks in terms of the levels of repeat visitation, most respondents were first-time visitors. The parks attract a diversity of group types and the two most common reasons for visiting were ‘to enjoy being in a natural environment’ and ‘to undertake recreational activities’. Relaxing and getting away from it all were the most popular activities.]

Keywords: national parks, New South Wales, visitor profile, visitor survey

**112. Griffin, T.; Darcy, S.; Moore, S.; Crilley, G. 2009: Visitor data needs of protected area agencies. Pp. 146–148 in Garven, I. (Comp.): Protected areas in the century of change. Proceedings of the Australian Protected Areas Congress, 2008. 24–28 November 2008, Twin Waters.**

[This paper reports on selected results of a larger project that involves reviewing current practices relating to the collection, management and use of visitor data by Australian protected area agencies. A participative action approach was used (participants collaborating as co-researchers), involving park managers, heads of agencies and other staff of protected area agencies. Approximately 120 agency staff were interviewed. The core data needs identified by participants were: 1) aggregate number of visitors, or visits, state or territory wide; 2) frequency (and/or regularity) of use; 3) visitor profiles; 4) levels of visitor satisfaction, overall and with

specific attributes; 5) determinants of satisfaction with, or the quality of, the experience; 6) community attitudes, values and perceptions; 7) economic value; 8) trends affecting protected areas, reported so as to enable interpretation by all relevant levels within agencies; and 9) visitor safety.]

Keywords: management, participative action research, protected area agencies, visitor monitoring

**113. Griffin, T.; Moore, S.; Crilley, G.; Darcy, S.; Schweinsberg, S. 2010: Protected area management: collection and use of visitor data. Volume 1: Summary and recommendations. *Technical Report Series*. CRC for Sustainable Tourism, Gold Coast. 48 p.**

[A nationwide project aimed at developing a nationally consistent approach for collecting and managing visitor data. The study used participative action research (which involves the collaboration of participants as co-researchers), involving park managers, heads of agencies and other staff of protected area agencies. Approximately 120 agency staff were interviewed. This volume (the first of two) presents the main issues, gaps and strengths identified in the collection, management and use of visitor data. It also presents recommendations regarding the types of data collected, the use of data and the storage and management of data.]

Keywords: management, participative action research, visitor monitoring

**114. Griffin, T.; Moore, S.; Crilley, G.; Darcy, S.; Schweinsberg, S. 2010: Protected area management: collection and use of visitor data. Volume 2: State agency overviews. *Technical Report Series*. CRC for Sustainable Tourism, Gold Coast. 191 p.**

[This volume (the second of two) provides a time-specific record of the practices used by 11 Australian protected area agencies to collect visitor data for parks: systems to monitor visitor data; types of visitor data collected; data collection methods and techniques; data analysis protocols; uses of visitor data; storage and reporting practices for visitor data; and evaluation and limitations of current practice.]

Keywords: management, visitor monitoring

**115. Griffin, T.; Vacaflares, M. 2004: A natural partnership: making national parks a tourism priority. Project paper 1: the visitor experience. CRC for Sustainable Tourism, Gold Coast.**

[Document not accessible]

Keywords: national parks, visitor experience

**116. Griffin, T.; Wearing, S.; Archer, D. 2004: Valuing our national parks: understanding the perspectives of infrequent park users from different socio-economic and cultural groups. P. 17 in Cooper, C.; Arcodia, C.; Solnet, D.; Whitford, M. (Comps): CAUTHE 2004: Creating tourism knowledge. Proceedings of the Fourteenth Australian Tourism and Hospitality Research Conference, 10–13 February 2004, Brisbane.**

[Abstract edited:]

This paper reports findings from a study exploring the perceptions and attitudes of infrequent and non-users of national parks. A particular focus was on identifying factors that inhibited use, which included personal factors, such as a lack of time or incompatibility with current lifestyle, along with negative perceptions of national parks as dangerous and expensive places to visit. A general lack of knowledge and awareness of national parks and their key attractive factors also emerged as highly significant.

Keywords: constraints, national parks, non-visitors

**117. Grubert, D.A.; Kriwoken, L.K. 2002: Characteristics of interstate and overseas bushwalkers in the Arthur Ranges, south-west Tasmania. *Research Report Series. CRC for Sustainable Tourism, Gold Coast. 71 p.***

[This report presents a study that assessed the characteristics of interstate and overseas bushwalkers who visit low-use walking destinations within the Tasmanian Wilderness World Heritage Area (TWWHA). Bushwalkers ( $n = 100$ ) were surveyed during the 2000/01 summer season. The majority of respondents were interstate visitors, coming mainly from New South Wales, Victoria and Queensland. Respondents were profiled as predominantly male, aged 15-39 years and employed in professional positions or as students. Respondents were highly experienced and most had bushwalked in Tasmania at least once before. The main contributing factors for site selection were: 'to be inspired', 'to escape everyday life', 'to see mountain scenery', 'to experience wilderness' and 'to go somewhere they hadn't been before'. Respondents were very knowledgeable about the bushwalking opportunities available within the TWWHA and almost one-third had completed other bushwalks during this trip.]

Keywords: bushwalking, Tasmania, visitor profile, visitor segmentation, visitor survey, World Heritage Area

**118. Gurung, H.B. 2010: Trends in protected areas. *Technical Report Series. CRC for Sustainable Tourism, Gold Coast. 28 p.***

[This report identifies visitor and management trends in national parks and other protected areas in Australia. The study was a review of previous research conducted by the Sustainable Tourism CRC and also provided a brief review of international studies in the field. Nationally, iconic parks such as Kakadu and Uluru-Kata Tjuta National Parks and the Great Barrier Reef Marine Park (GBRMP) receive the biggest share of visitors, although visits to GBRMP have been relatively stable, while those to Kakadu National Park have declined since a peak in 1999. Visits to Uluru-Kata Tjuta National Park, however, have nearly doubled in the past 15 years. International visitation to Australian parks has declined slightly, as have domestic overnight trips to parks. However, anecdotal information from park managers suggests that most parks were experiencing increased visitation numbers. European, North American and northeast Asian visitors have a greater tendency to visit national parks than visitors from other countries, particularly southeast Asian peoples. Wildlife tourism plays an important role in the Australian domestic market.]

Keywords: national parks, protected areas, review study, trends, visitor monitoring

## H

**119. Hadwen, W.; Arthington, A. 2008: Where do they go? Predicting visitation intensity at focal tourist sites within protected areas. *Technical Report Series. CRC for Sustainable Tourism, Gold Coast. 28 p.***

[This report presents the results of a study that aimed to develop and test a predictive model of visitor numbers at key sites within a protected area, the tourist pressure index (TPI). This model was developed for use in protected areas for which visitor data are not collected, to provide a means of identifying sites that are likely to receive high visitor numbers. The main findings of the study were: that TPI scores can be used to develop thresholds for management activities that help identify priorities and optimise monitoring and other management strategies; that, depending on the protected area, additional factors should be built into the TPI model; and that demographic aspects may inform future developments of the TPI model, especially for protected areas with gender- and age-biased visitation.]

Keywords: management, protected areas, tourist pressure index, visitor monitoring

**120. Hadwen, W.; Arthington, A.; Boon, p. I.; Lepesteur, M.; McComb, A. 2006: Rivers, streams, lakes and estuaries: hot spots for cool recreation and tourism in Australia. *Technical Report Series. CRC for Sustainable Tourism, Gold Coast. 62 p.***

[This report presents the findings from a study assessing the importance of aquatic ecosystems to tourism and recreation, and the impacts of tourism and recreation on these ecosystems. Protected area managers, local councils and river tour operators were surveyed and 140 completed questionnaires were returned to the researchers. The results indicated that aquatic ecosystems were very important for tourism and recreation in Australia. Protected area managers and tour operators indicated that natural values were more important for visitors' decision-making process than was the built infrastructure, whereas local council respondents indicated the opposite view. The different respondent groups agreed that the main activities undertaken by visitors to aquatic ecosystems were birdwatching, relaxing, picnicking, bushwalking and swimming. Water quality and accessibility to water were considered very important for visitor satisfaction.]

Keywords: protected areas, rivers, water-based recreation

**121. Hardiman, N.; Burgin, S. 2010: Adventure recreation in Australia: a case study that investigated the profile of recreational canyoneers, their impact attitudes, and response to potential management options. *Journal of Ecotourism 9(1): 36–44.***

[This article presents the findings from a study investigating trends in canyoning's popularity and participants' profiles. Postal surveys were distributed to members of recreational activity clubs with similar participant profiles. A total of 901 questionnaires were distributed in the Sydney basin, and 23.1% were returned. Of the respondents, 79.3% were experienced canyoneers (having made five or more canyoning trips) and were included in the analysis. The majority of respondents were male and were highly educated; the average age was 36 years. Most respondents went canyoning with family and/or friends or as part of a club activity, trips predominantly happening during weekends. The physical attributes of the canyon were the most significant reasons given for choice of canyon (e.g. access, grade, scenic beauty). The reason given for decreased visitation to specific sites (where this occurred) was because the site was 'too busy/crowds/loss of wilderness' and that given for increased visitation was 'easy grade/safe for novices'. Reasons provided for undertaking fewer canyoning trips were reduced interest and/or competition from other recreational activities.]

Keywords: adventure, canyoning, national parks, New South Wales, perceptions, visitor survey

**122. Henry, G.W.; Lyle, J.M. 2003: The national recreational and indigenous fishing survey. FRDC Project No. 99/158. *FAP report. Australian Government Department of Agriculture, Fisheries and Forestry, Canberra. 188 p.***

[This report presents the findings of a large project collecting nationally relevant fishery statistics for the non-commercial components of Australian fisheries. It provides information on the number of fishers, their demographic profile and expenditure associated with fishing in 2002, among other data. Telephone/diary surveys were administered to 29 837 households throughout the country and on-site surveys to indigenous fishers in northern Australia (909 dwellings). The ongoing visitor surveys carried out by the Bureau of Tourism Research provided information on overseas visiting fishers. It was estimated that 19.5% of Australia's total resident population fished at least once in the past 12 months, with New South Wales being the home state of most recreational fishers. Most fishers in the country were male, aged 30–44 years and were not affiliated to fishing clubs. Fishing effort occurred predominantly in coastal waters, followed by estuarine waters. Freshwater fishing was popular, accounting for almost 20% of all fishing effort. More than half of fishing activities occurred from the shore, and of the boat-based efforts,

less than 7% were conducted from charter vessels or hire boats. The most important reasons for fishing were 'to relax and unwind', 'fishing for sport', 'to be with family' and 'to be outdoors'.]

Keywords: community survey, fishing, indigenous, telephone survey, visitor profile, visitor survey

**123. Higginbottom, K.; Buckley, R. 2004: Terrestrial wildlife viewing in Australia. *Wildlife Tourism Report Series No. 9: Status Assessment of Wildlife Tourism in Australia*. CRC for Sustainable Tourism, Gold Coast. 84 p.**

[This report presents a review of the status of terrestrial wildlife viewing in Australia at the time, as well as recommendations for action and future research endeavours. The authors concluded that wildlife viewing was a significant motivation for almost 20% of international visitors to Australia. 'Seeing wildlife in their natural surroundings' was among the top preferred activities for visitors from Japan, Korea, England and Germany, and around one-third of domestic tourists indicated that seeing wild animals was a significant factor in their choice of holiday destination. Previous studies suggest that visitors prefer encountering wildlife in the natural environment as opposed to as captives in parks.]

Keywords: review study, wildlife

**124. Higginbottom, K.; Carter, R.W.B.; Moore, S.; Rodger, K.; Narayanan, Y. 2010: Current practices in monitoring and reporting on sustainability of visitor use of protected areas. *Technical Report Series*. CRC for Sustainable Tourism, Gold Coast. 184 p.**

[This report presents a review of the monitoring and evaluation practices of Australia's protected area agencies with regards to visitor use. The findings indicate some level of congruency between different agencies' practices, particularly in the use of quantitative monitoring in high-visitation parks and of satisfaction surveys to evaluate outcomes. However, agencies use a considerable number of visitor use indicators that are related to issues specific to individual parks and agencies. The report concludes with recommendations that address monitoring and reporting generally, and for visitor use of protected areas specifically.]

Keywords: management, protected area agencies, visitor monitoring

**125. Higginbottom, K.; Rodger, K.; Moore, S.; Douglass, S.; Hall, D.; Narayanan, Y. 2009: Current practices for monitoring, evaluating and reporting on visitor use of Australian protected areas: a review and recommendations for the future. Pp. 223–225 in Garven, I. (Comp.): *Protected areas in the century of change. Proceedings of the Australian Protected Areas Congress 2008, 24–28 November 2008, Twin Waters*.**

[This paper reports on a study of the current practices, needs, barriers and opportunities for protected area agencies with respect to monitoring, evaluating and reporting on visitor use. The study was based on a literature review and semi-structured interviews with agency staff ( $n = 38$ ). The results indicate that most agencies are currently in the process of developing more systematic and comprehensive approaches to visitor monitoring, although it also became apparent that a lack of resources hinders better and quicker developments in this direction. The results also indicate a variety of practices used by agencies, with a lack of cohesion and comparability between practices and results. The paper concludes with recommendations for the development of a more consistent monitoring system, nationwide.]

Keywords: management, protected area agencies, visitor monitoring

**126. Hildebrandt, A. 2002: Understanding Great Barrier Reef visitors: profiling backpackers who visit the Great Barrier Reef. Report to CRC Reef Research Centre, Townsville (unpublished). 11 p.**

[The research presented in this report is part of a wider project to improve understanding of Great Barrier Reef (GBR) tourism, and to describe its nature. The report summarised here was a response to an industry request for more specific information about backpackers who visited the GBR (204 were classed as international, 309 international youth, 169 young Australians and 1304 others, out of 2215 survey respondents). Visitors from the first three groups were generally aged 21–30 years, whereas the ‘other travellers’ group was slightly older (31–40 years). International travellers were likely to be on long-duration trips, travelling with friends. The most popular activities for all groups were swimming and snorkelling.]

Keywords: backpackers, marine parks, motivations, Queensland, visitor profile, visitor segmentation, visitor survey

**127. Hildebrandt, A. 2002: Understanding Great Barrier Reef visitors: profiling fully independent travellers who visit the Great Barrier Reef. Report to CRC Reef Research Centre, Townsville (unpublished). 10 p.**

[The research presented in this report is part of a wider project to improve understanding of Great Barrier Reef (GBR) tourism, and to describe its nature. The report summarised here was a response to an industry request for more specific information about fully independent travellers (1206 out of 2215 survey respondents). This segment was aged 21–30 years, predominantly from overseas and travelling with a spouse or partner. The two main factors influencing the independent traveller to choose to visit the reef catchment were opportunities to snorkel and opportunities to see marine wildlife. The main motivations for visiting the region included experiencing the beauty of nature, to experience something new and to be in a natural place. The majority of visitors went snorkelling and over half of the respondents went swimming while visiting the GBR.]

Keywords: independent traveller, marine parks, motivations, Queensland, visitor profile, visitor segmentation, visitor survey

**128. Hildebrandt, A. 2002: Understanding Great Barrier Reef visitors: profiling visitors from the United States/Canada, the United Kingdom/Ireland, Europe, Asia and New Zealand who visit the Great Barrier Reef. Report to CRC Reef Research Centre, Townsville (unpublished). 38 p.**

[The research presented in this report is part of a wider project to improve understanding of Great Barrier Reef (GBR) tourism, and to describe its nature. The report summarised here was a response to an industry request for more specific information about overseas visitors (331 were from North America, 337 the UK or Ireland, 214 Europe, 233 Asia and 75 New Zealand; out of 2215 survey respondents). North American and European visitors were mostly females, in their mid-thirties, travelling as a family group, staying away from home for 15–31 days and in the region for up to 7 days. Age and gender profiles were similar for the other three groups, but UK or Irish visitors were more likely to travel with a spouse or partner and stayed away from home and in the region longer, whereas Asian visitors were staying for shorter periods both away from home and in the region. New Zealanders had the oldest age profile (average age = 46 years) and were the most likely group to be travelling with a partner or spouse. The most common reasons for visiting the GBR were to experience the beauty of nature, to experience something new and different, to be in a natural place and to escape normal routine. Swimming and snorkelling were the most popular activities cited by most groups.]

Keywords: marine parks, motivations, Queensland, visitor profile, visitor segmentation, visitor survey

**129. Hildebrandt, A. 2002: Understanding tourist use of the Great Barrier Reef: profiling visitors who are residents of the Great Barrier Reef region. Report to CRC Reef Research Centre, Townsville (unpublished). 9 p.**

[The research presented in this report is part of a wider project to improve understanding of Great Barrier Reef (GBR) tourism, and to describe its nature. The report summarised here was a response to an industry request for more specific information about residents of the GBR region who go on reef trips (131 out of 2215 survey respondents). This segment was aged 21–30 years, evenly represented by males and females and travelling with friends and/or family. Most visitors were staying less than 7 days away from home on this trip. The main motivations for visiting the region included to be in a natural place, to experience the beauty of nature and to rest and/or relax. The majority of visitors went snorkelling and over half of the respondents went swimming while visiting the GBR. A significant percentage of respondents felt that there were too many people on the reef.]

Keywords: community, marine parks, motivations, Queensland, visitor profile, visitor segmentation, visitor survey

**130. Hildebrandt, A. 2002: Understanding visitors to the Daintree. CRC for Tropical Rainforest Ecology and Management, Townsville (unpublished).**

[Document not available]

Keywords: forests, motivations, Queensland, visitor profile, visitor segmentation, visitor survey

**131. Hildebrandt, A. 2003: Understanding tourist use of the Great Barrier Reef: the Whitsundays visitor. Report prepared for CRC Reef Research Centre, Townsville (unpublished). 13 p.**

[The research presented in this report is part of a wider project to improve understanding of Great Barrier Reef (GBR) tourism, and to describe its nature. The report summarised here was a response to an industry request for more specific information about visitors who travel to the GBR and its adjacent islands from the Whitsundays (557 out of 2215 survey respondents). This segment mostly comprised first-time visitors, in their mid-thirties, predominantly from overseas (particularly the UK or Ireland), and travelling with a spouse or partner, or in a family group. Most visitors were staying less than 7 days in the region and were likely to have snorkelled or been swimming. The two main factors influencing the independent traveller to choose to visit the reef catchment were opportunities to snorkel and opportunities to see marine wildlife. A significant percentage of visitors felt that there were too many other people in the reef and that there were too few wildlife encounters.]

Keywords: marine parks, motivations, Queensland, visitor profile, visitor segmentation, visitor survey

**132. Horneman, L.N.; Beeton, R.J.S.; Hockings, M.T. 2002: Monitoring visitors to natural areas: a manual with standard methodological guidelines. University of Queensland, Gatton. 156 p.**

[A comprehensive manual to guide the development, design and administration of visitor monitoring programmes, particularly those using quantitative survey instruments. Its purpose was to help park managers implement monitoring systems that are consistent and that address selective aspects of the visitor experience, such as socio-demographics characteristics, motivations, attitudes, behaviours and levels of satisfaction. It provides examples of survey questions and survey design, and provides detailed information about the entire research process.]

Keywords: management, visitor monitoring

**133. Hossain, A. 2004: International adventure tourism in Australia. *The Journal of Tourism Research Australia* 6(1): 1–16.**

[This article presents the international adventure travel market in Australia and the demographic and travel characteristics of the adventure segment. Data were extracted from the Bureau of Tourism Research's 2003 International Visitor Survey (IVS). Nearly 2.2 million overseas visitors were estimated to have engaged in adventure activities in Australia, and they accounted for 60% of total expenditure by all international travellers to the country, spending more per capita than non-adventure travellers. Men and women were evenly represented among international adventure travellers, and most of them were young visitors. The UK, Japan, the USA and New Zealand were the main sources of adventure travellers to Australia. The main reason for visiting Australia was for holiday purposes, and the majority of visitors went to national and state parks during their visits. Bushwalking and snorkelling were main activities pursued by this group.]

Keywords: adventure tourism, IVS, trends, visitor profile

**134. Hossain, A.; Heaney, L.; Carter, P. 2005: Cultural tourism in regions of Australia. *Tourism Research Australia, Canberra*. 87 p.**

[A broad-based report outlining the importance and value of cultural tourism to Australia in general, and to its regions. The research was based on data from the International Visitor Survey (IVS) and National Visitor Survey (NVS) and found that from 1999 to 2003, there were over 19.4 million cultural visitors in Australia per year, with Sydney, Melbourne and Perth being the top three destinations for cultural visits. During the period, the top cultural activity was visiting history and heritage sites, buildings and monuments. During 2002–03, cultural visitors spent an average of \$15.9 billion per year (25% of total visitor expenditure).]

Keywords: Aboriginal tourism, cultural tourism, heritage, IVS, NVS, visitor survey

**135. Howard, J. 1999: Mon Repos Conservation Park visitor survey. *Report No. 114. Johnstone Centre of Parks, Recreation and Heritage, Albury*. 22 p.**

[This study involved the administration of a pre- and post-visit survey to visitors to Mon Repos Conservation Park in 1997/98. The results indicated that most visitors were highly educated, aged 25–44 years, visiting the park with a partner or friend, or with family, and were Australia residents. Their main motivation was to learn and do something about conservation, and turtle viewing and/or encounters were expected by most visitors. More than one-third of visitors went to the region specifically to visit the park, and, on average, visitors travelled 128 km from point of origin to get to Mon Repos. Service provision by rangers received high satisfaction rates and the performance-importance index showed that there was, overall, a high quality of service.]

Keywords: conservation parks, performance-importance index, Queensland, service quality, visitor survey

**136. Hughes, M.; Morrison-Saunders, A. 2002: Repeat and first time visitation in an experience specific context: the Valley of the Giants Tree Top Walk. *The Journal of Tourism Studies* 13(1): 20–25.**

[This article discusses the results of a visitor survey ( $n = 385$ ) conducted in 1999 in the Valley of the Giants Tree Top Walk (TTW) to determine visitor types, and their expectations and attitudes regarding the site. The majority of respondents were first-time visitors. The findings indicated that first-time visitors were more interested in experiencing the natural aspects of the site, whereas most repeat visitors were females bringing friends and/or relatives who had never visited the site before. The most memorable impressions of the site were significantly different for the two groups, with repeat visitors indicating mainly natural aspects of the site and first-time visitors being evenly divided between the natural aspects of the site and the TTW structure.]

Keywords: bushwalking, tracks/trails, visitor profile, visitor survey, Western Australia

## I

**137. Ingram, C.B.; Hughes, M. 2009: Where people play: recreation in the Southern Darling Range. Report to the WA Department of Sport and Recreation. Resolve Global Pty, Perth. 62 p.**

[This report presents the findings of a study gathering information for the development of the Southern Darling Range Regional Recreation Strategy. It is intended to provide a better understanding of existing and potential sport and recreation activities in the region. Face-to-face interviews with recreation group representatives and government agencies, and desktop research, indicate that there are 13 main activities available in the region and that these activities occur over a wide area of the Range, although the areas most heavily used are within 1-2 hours' drive of major population centres. Recreation conflict was evident, particularly in relation to trail bikes. Restricted access to some areas has reduced the opportunities for recreation and the quality of recreational experiences.]

Keywords: management, qualitative research, Queensland, review study, tourism potential

**138. Innes, J.; Ormsby, J. 1999: A brief report on the assessment of the impacts from aircraft and other factors on visitor use and amenity at Whitehaven Beach, Whitsunday Island. Reef Research 9(3): 7-8.**

[Refer to entry no. 225]

Keywords: aircraft, Queensland, visitor profile, visitor survey, water-based recreation

**139. Inspiring Place 2008: Mountain biking tourism market profile for Tasmania. Report to Tourism Tasmania, Hobart (unpublished). 51 p.**

[This report is based on a literature review and initial consultations with stakeholders to determine existing and potential opportunities for mountain biking tourism in Tasmania. Previous research indicated that general cycling was the fourth-most popular physical activity in Australia and that 4.2% of Tasmanians have participated in off-road cycling or mountain biking. It is likely that participation in off-road cycling and mountain biking has significantly increased in Tasmania in the past 10 years. Mountain bikers tend to travel in small groups, to destinations within half a day to a day away from home, expect a high level of trail infrastructure and see features such as technical challenge, scenery, local culture and accessibility as crucial attributes for mountain biking destinations.]

Keywords: cycling, mountain biking, review study, Tasmania, visitor profile

**140. Ipsos-Eureka Social Research Institute 2009: Nature-based outdoor recreation demand and preferences—qualitative research findings. Report to Parks and Wildlife Group, NSW Department of Environment, Climate Change and Water. Sydney (unpublished). 55 p.**

[This report presents the findings from the exploratory, qualitative phase of a larger research project that investigates visitor preferences, motivations and barriers to participation in nature-based outdoor recreation in New South Wales. The findings indicate that older participants and those with children tend to engage more in outing-based recreation rather than individual, fitness-based activities. The main motivations to participate in outdoor recreation were the desire to have some 'time out' from regular life, to escape stresses and obligations, and to relax, refresh and rejuvenate in the fresh air. National parks were perceived as being located further away, limiting their attractiveness as a destination. There was an apparent lack of information about opportunities (location and activities) and this is considered an important barrier to participation. Accessibility was also frequently cited as a major barrier to participation. Families with children also mentioned the lack of adequate facilities and play areas for children as constraints.]

Keywords: constraints, families, motivations, national parks, New South Wales, outdoor recreation, qualitative research

**141. Ipsos-Eureka Social Research Institute 2010: Nature-based outdoor recreation demand and preferences—quantitative research findings Greater Sydney. Report to Parks and Wildlife Group, NSW Department of Environment, Climate Change and Water, Sydney (unpublished). 131 p.**

[Visitor surveys were conducted at different sites in New South Wales to assess visitor preferences, motivations and barriers to participation in nature-based outdoor recreation. This report presents the findings from the Greater Sydney region. A telephone survey of 800 residents was carried out in 2009. The main outdoor activities in which survey respondents had participated in the last 12 months were: picnicking; walking for recreation; visiting landmarks, lookouts and/or scenery; scenic driving with a car or motorcycle; and water sports. A significant percentage of respondents reported travelling to locations outside their local area to participate in outdoor activities. Time was the main barrier for participation, followed by lack of local opportunities and lack of awareness of local opportunities. The highest-rated motivations for outdoor recreation participation were 'I like to get outdoors for the health benefits, like breathing the fresh air', 'I enjoy getting outdoors to spend time with my family or friends' and 'I like to spend time outdoors to get a break from my day-to-day routine'.]

Keywords: community survey, national parks, New South Wales, non-visitors, outdoor recreation, telephone survey, visitor profile

**142. Ipsos-Eureka Social Research Institute 2010: Nature-based outdoor recreation demand and preferences—quantitative research findings North Coast. Report to Parks and Wildlife Group, NSW Department of Environment, Climate Change and Water, Sydney (unpublished). 126 p.**

[Visitor surveys were conducted at different sites in New South Wales to assess visitor preferences, motivations and barriers to participation in nature-based outdoor recreation. This report presents the findings from the North Coast region. A telephone survey of 400 residents was carried out in 2009. The main outdoor activities in which survey respondents participated in the last 12 months were: picnicking; visiting landmarks, lookouts and/or scenery; scenic driving with a car or motorcycle; walking for recreation; and water sports. A significant percentage of respondents reported travelling to locations outside their local area to participate in outdoor activities. Time was the main barrier for participation, followed by lack of local opportunities and lack of awareness of local opportunities. The highest-rated motivations for outdoor recreation participation were 'I enjoy getting outdoors to spend time with my family or friends', 'I like to get outdoors for the health benefits, like breathing the fresh air' and 'I prefer to exercise outdoors rather than inside'.]

Keywords: community survey, national parks, New South Wales, non-visitors, outdoor recreation, telephone survey, visitor profile

**143. Ipsos-Eureka Social Research Institute 2010: Nature-based outdoor recreation demand and preferences—quantitative research findings North Tablelands. Report to Parks and Wildlife Group, NSW Department of Environment, Climate Change and Water, Sydney (unpublished). 125 p.**

[Visitor surveys were conducted at different sites in New South Wales to assess visitor preferences, motivations and barriers to participation in nature-based outdoor recreation. This report presents the findings from the North Tablelands region. A telephone survey of 400 residents was carried out in 2009. The main outdoor activities in which survey respondents participated in the last 12 months were: picnicking; visiting landmarks, lookouts and/or scenery; walking for recreation; scenic driving with a car or motorcycle; and bushwalking. A significant percentage of respondents reported travelling to locations outside their local area to participate in outdoor activities. Time was the main barrier for participation, followed by lack of local opportunities. A lack of awareness of local opportunities was reported by only less than 10% of

respondents. The highest-rated motivations for outdoor recreation participation were 'I enjoy getting outdoors to spend time with my family or friends', 'I like to get outdoors for the health benefits, like breathing the fresh air' and 'I like the outdoors for the peace and quiet'.]

Keywords: community survey, national parks, New South Wales, non-visitors, outdoor recreation, telephone survey, visitor profile

**144. Ipsos-Eureka Social Research Institute 2010: Nature-based outdoor recreation demand and preferences—quantitative research findings South Coast. Report to Parks and Wildlife Group, NSW Department of Environment, Climate Change and Water, Sydney (unpublished). 127 p.**

[Visitor surveys were conducted at different sites in New South Wales to assess visitor preferences, motivations and barriers to participation in nature-based outdoor recreation. This report presents the findings from the South Coast region. A telephone survey of 400 residents was carried out in 2009. The main outdoor activities in which survey respondents participated in the last 12 months were: picnicking; walking for recreation; visiting landmarks, lookouts and/or scenery; scenic driving with a car or motorcycle; and water sports. A significant percentage of respondents reported travelling to locations outside their local area to participate in outdoor activities. Time was the main barrier for participation, followed by lack of local opportunities. A lack of awareness of local opportunities was reported by only less than 15% of respondents. The highest-rated motivations for outdoor recreation participation were 'I enjoy getting outdoors to spend time with my family or friends', 'I like to get outdoors for the health benefits, like breathing the fresh air' and 'I like to spend time outdoors to get a break from my day-to-day routine'.]

Keywords: community survey, national parks, New South Wales, non-visitors, outdoor recreation, telephone survey, visitor profile

**145. Ipsos-Eureka Social Research Institute 2010: Nature-based outdoor recreation demand and preferences—quantitative research findings South Tablelands. Report to Parks and Wildlife Group, NSW Department of Environment, Climate Change and Water, Sydney (unpublished). 125 p.**

[Visitor surveys were conducted at different sites in New South Wales to assess visitor preferences, motivations and barriers to participation in nature-based outdoor recreation. This report presents the findings from the South Tablelands region. A telephone survey of 400 residents was carried out in 2009. The main outdoor activities in which survey respondents participated in the last 12 months were: picnicking; walking for recreation; visiting landmarks, lookouts and/or scenery; scenic driving with a car or motorcycle; and bushwalking. A significant percentage of respondents reported travelling to locations outside their local area to participate in outdoor activities. Time was the main barrier for participation, followed by lack of local opportunities. A lack of awareness of local opportunities was reported by only less than 15% of respondents. The highest-rated motivations for outdoor recreation participation were 'I like to get outdoors for the health benefits, like breathing the fresh air', 'I enjoy getting outdoors to spend time with my family or friends' and 'I like to spend time outdoors to get a break from my day-to-day routine'.]

Keywords: community survey, national parks, New South Wales, non-visitors, outdoor recreation, telephone survey, visitor profile

**146. Ipsos-Eureka Social Research Institute 2010: Nature-based outdoor recreation demand and preferences—quantitative research findings Western NSW. Report to Parks and Wildlife Group, NSW Department of Environment, Climate Change and Water, Sydney (unpublished). 126 p.**

[Visitor surveys were conducted at different sites in New South Wales to assess visitor preferences, motivations and barriers to participation in nature-based outdoor recreation. This report presents the findings from the Western New South Wales region. A telephone survey of

400 residents was carried out in 2009. The main outdoor activities in which survey respondents participated in the last 12 months were: picnicking; visiting landmarks, lookouts and/or scenery; walking for recreation; scenic driving with a car or motorcycle; and bushwalking. A significant percentage of respondents reported travelling to locations outside their local area to participate in outdoor activities. Time was the main barrier for participation, followed by lack of local opportunities and lack of awareness of local opportunities. The highest-rated motivations for outdoor recreation participation were 'I enjoy getting outdoors to spend time with my family or friends', 'I like to get outdoors for the peace and quiet' and 'I like to get outdoors for the health benefits, like breathing the fresh air'.]

Keywords: community survey, national parks, New South Wales, non-visitors, outdoor recreation, telephone survey, visitor profile

## J

**147. Jennings, G. 1998: Recreational usage patterns of Shoalwater Bay and adjacent waters. *Research Publication No. 50*. Great Barrier Reef Marine Park Authority, Townsville. 141 p.**

[A report on a visitor survey conducted with the aim of determining the recreational marine usage of the Shoalwater Bay area. The survey was administered in 1995/96 and four types of user surveys were used: mail surveys with local recreational users (identified through boat registration records;  $n = 400$ ); club surveys distributed at club meetings ( $n = 40$ ); self-selection surveys at selected sites ( $n = 39$ ); and mail surveys of commercial operators ( $n = 6$ ). The quality of fish stocks, amenity of the area and accessibility were the main reasons for choosing the area. Almost all respondents were fishers. Other popular activities were boating, camping and sightseeing. Weekends and holiday periods were the busiest times for recreating in the area and most respondents visited the area at least three times per year. Recreational fishers in the Shoalwater Bay area were mostly males visiting the area with friends and/or family, and were mostly aged 35-49 years.]

Keywords: fishing, motivations, Queensland, visitor profile, visitor survey, water-based recreation

**148. Jessop, M.; David, B. 2001: Research summary: attitudes of users towards the Mundaring recreation trails. *Sport and Recreation WA*, Perth. 16 p.**

[This report presents the summary of research on the use and attitudes of users of recreational trails in Mundaring Shire. Four methods were used to collect data: a telephone survey of 401 Mundaring residents; a survey of 311 trail users on site and through the Western Australia Mountain Biking Association and local equestrian groups' members list; a survey of Perth residents ( $n = 297$  households); and a small survey of Mundaring businesses. The study estimated that 90% of Mundaring trails users came from outside Mundaring, and most users indicated that their main reason for using the trails was for exercise and fitness. Almost half of the respondents indicated that they had used one of the trails in the past month and that the most common activity on the trails was walking, followed by cycling. Middle-aged and older groups used the trails more frequently and for longer sessions than other age groups.]

Keywords: community survey, cycling, mountain biking, telephone survey, tracks/trails, visitor profile, visitor survey, walking, Western Australia

**149. Johnston, S.; Pickering, C. 2001: Visitor monitoring and social expectations for track planning: a case study of the Kosciuszko Alpine Area. Pp. 167–172 in Proceedings of the Mountain Walking Track Management Conference, March 2001, Canberra.**

[Document not accessible]

Keywords: alpine tourism, New South Wales, visitor monitoring

**150. Johnston, S.W.; Arkle, P.; Growcock, A. 2000: Australia's highest tourist destination: summer visitors to the Alpine Area of Kosciuszko National Park. *Factsheet*. Cooperative Research Centre for Sustainable Tourism and Griffith University, Gold Coast.**

[Refer to entry no. 151]

Keywords: alpine tourism, national parks, New South Wales, visitor profile

**151. Johnston, S.W.; Growcock, A.J. 2000: Visitor monitoring in the Alpine Area of the Kosciuszko National Park. In: Second Annual Meeting of the Australian Institute of Alpine Studies, December 2001, Canberra.**

[Abstract edited:]

Surveys of visitors to the Alpine Area of Kosciuszko National Park were completed over the summers of 1998/99 and 1999/2000. Estimates from these data suggest that 64 000 visitors participated in activities in the Alpine Area. This figure is more than triple what was recorded 22 years ago. A wide range of activities were undertaken in the area, however day walking was the most popular (average of 81.1% of visitors). Other activities in the area included sightseeing (10.2%), cycling (2.7%) and camping (2.0%), with the remaining 3.9% of respondents participating in other activities such as running, late-season snow-patch skiing, photography, painting, abseiling and fishing.

Keywords: alpine tourism, national parks, New South Wales, visitor profile

**152. Johnston, S.W.; Growcock, A.J. 2005: Visiting the Kosciusko Alpine Area: visitor numbers, characteristics and activities. *Technical Report Series*. CRC for Sustainable Tourism, Gold Coast. 37 p.**

[This report presents the findings of a visitor survey ( $n = 1126$ ) carried out in Kosciuszko National Park, during the 1999/2000 summer. The findings indicated a 10% increase in the number of visitors undertaking trips of half a day or more in length compared to figures from 1993. Visitors usually travelled to the park in small groups, predominantly with a spouse or partner, although children below the age of 15 were a significant proportion of visitors also. The average age of visitors was 20–49 years, and most visitors participated in some sort of walking (long or short walks) during their visit to the park. Sightseeing, camping and cycling were also popular activities. The area's natural values were the main motivation for visiting the alpine area during summer.]

Keywords: alpine tourism, national parks, New South Wales, visitor profile

**153. Jones, T.; Hughes, M.; Wood, D.; Lewis, A.; Chandler, P. 2009: Ningaloo coast region visitor statistics: collected for the Ningaloo destination modelling project. *Technical Report Series*. CRC for Sustainable Tourism, Gold Coast. 61 p.**

[This report presents the findings of a visitor survey ( $n = 1574$ ) distributed in 2007 and 2008 at selected sites of the Ningaloo Coastal Region. The survey focussed on demographic, motivational and behavioural characteristics of visitors and is part of a wider research programme that aims to develop a destination model for the region. Despite Ningaloo's remote location, a large number of interstate and international tourists visit the region, attracted predominantly by its natural

environment, particularly the Ningaloo Reef. Typical visitor behaviours were identified for particular groups: 'the comfortable visit' attracted mostly interstate visitors who stayed for short periods in the region, who enjoyed sightseeing and expected a high level of infrastructure; 'the nature lover experience' attracted the non-consumptive, nature-based tourist who also tended to stay for short periods on the Ningaloo coast; 'the fishing escape experience' involved mainly fishing activities and attracted the visitor who wished to escape daily routine, staying for longer periods but also spending less per day.]

Keywords: nature-based tourism, visitor profile, visitor segmentation, visitor survey, Western Australia, water-based recreation

**154. Jones, T.; Wood, D.; Catlin, J.; Norman, B. 2009: Expenditure and ecotourism: predictors of expenditure for whale shark tour participants. *Journal of Ecotourism* 8(1): 32–50.**

[This article explores the expenditure of nature-based tourists in one particular activity: whale shark tourism. It discusses predictors of visitor expenditure and tests several variables to establish whether they influence expenditure (e.g. income, age, duration of stay, group size). Surveys ( $n = 806$ ) were administered to participants in whale shark tours during or after their experience over the 2006 season. The findings indicate that demographic characteristics of participants in whale shark tourism have changed substantially over the past decade. There were fewer international visitors compared to a survey conducted in 1995, although they still formed more than half of the sample. Most participants stayed for less than 7 days in the region and stayed in campsites or caravan parks. More than one-third of all respondents indicated that they would not have visited the region if not for the opportunity to swim with whale sharks. Participants spent, on average, \$186.04 per day and \$984.28 per trip. The largest cost was the whale shark tour followed by accommodation. Duration of stay and age were positively correlated with daily expenditure.]

Keywords: expenditure, marine parks, visitor profile, visitor survey, Western Australia

## K

**155. Kern, C.L. 2006: Demarketing as a tool for managing visitor demand in national parks—an Australian case study. Unpublished MA in Tourism thesis, University of Canberra, Canberra. 157 p.**

[This thesis examines factors that contribute to high visitor demand to investigate the use of demarketing (i.e. marketing to reduce demand or consumption of a product or service) in Australian national parks that face excess visitor demand. A Delphi method was applied to define the case-study site, Blue Mountains National Park. Ten interviews were undertaken with park managers to identify the major contributors to the high visitor demand to the Blue Mountains. The six main contributing factors identified were: the general attractiveness of the park (e.g. aesthetic value, wilderness value, wildlife), its location (i.e. closeness to Sydney), that it is considered a renowned destination (e.g. iconic status), the World Heritage status of the area, effective marketing, and its long tradition in tourism.]

Keywords: marketing, national parks, New South Wales, qualitative research, visitor demand

**156. Kim, E. 1998: Korean tourists' attitudes towards natural environments in the north Queensland region: reef experience. P. 143 Faulkner, W.; Tidswell, C.; Weaver, D. (Comps): in CAUTHE 1998: Progress in tourism and hospitality research. Eighth Australian Tourism and Hospitality Research Conference, February 1998, Gold Coast.**

[Abstract edited:]

The aims of this study were: to examine Korean tourists' attitudes towards, knowledge of and behaviour regarding the natural environment, with a focus on the Great Barrier Reef; to determine the importance of the Great Barrier Reef in holiday choice; and to elicit opinions on reef-related issues. A total of 335 Korean tourists were surveyed as to the factors in, or motivation for, taking a trip to Australia and in particular to Great Barrier Reef. It was found that: the best features of the Great Barrier Reef listed by respondents were reef activities and learning about reef ecology; information sources used by respondents were travel agents, word-of-mouth via friends and relatives, and indirect sources (newspapers and magazines); 90.6% of respondents were first-time visitors to Australia; 83.7% stayed in Australia for less than 1 week; and 71% of respondents were on package tours.

Keywords: Asian market, marine parks, Queensland, visitor profile, visitor survey

**157. Kim, E. 1999: Asian coastal and marine tourists: who are they? Pp. 261–268 in Saxena, N. (Comp.): Recent advances in marine science and technology 98. Korea Ocean Research Development Institute, Seoul, Korea.**

[This paper discusses cross-cultural differences in visitor profiles and participation in coastal and marine tourism, and is based on a survey that focussed on Japanese-, Korean- and Chinese-speaking visitors to the Great Barrier Reef region. Data from other international visitors were also included in the analysis. The findings indicated that Asian visitors accessed the reef using mainly big tourism operators and arrived in the region as package-tour visitors. Chinese visitors were more likely to be in the 41–50-year-old age bracket, whereas Japanese visitors were mostly under 30 years of age. Members of all four visitor segments were travelling mostly as a couple. Chinese visitors were significantly more likely to be repeat visitors to the region, and other international visitors were more likely to spend more days in the region than all other Asian visitors. The majority of Japanese visitors had visited other coral reefs before. In general, Asian visitors were less satisfied with their reef experiences than other international tourists.]

Keywords: Asian market, marine parks, Queensland, visitor profile, visitor segmentation, visitor survey

**158. Kim, E.; Lee, D. 2000: Japanese tourists' experience of the natural environments in North QLD region—Great Barrier Reef experience. *Journal of Travel and Tourism Marketing* 9(1&2): 93–113.**

[This paper investigated the Japanese tourist market to the Great Barrier Reef, Queensland. Its main focus was on developing an understanding of the Japanese tourists' experiences of the natural environment but it also compares the activities and behaviour of Japanese visitors with those of English-speaking visitors who took part in a similar survey in 1996. Surveys were distributed to Japanese tourists on big boat trips in 1997 ( $n = 272$ ). Japanese tourists seemed to be attracted to the adventurous image of Australia, their major motivators to visit the country being the opportunity to experience a unique and different culture as well as the opportunity to get involved in adventure activities. The results indicated that 'experiencing nature' in a natural and unstructured way was the most important factor for choosing the Great Barrier Reef as a destination. Japanese tourists were travelling predominantly with a partner or spouse and less than 5% were accompanied by children, a result similar to the English-speaking visitor survey conducted in the previous year. Also like the English-speaking tourists, most Japanese visitors were first-time visitors to the region and engaged with snorkelling and swimming during this visit to the reef.]

Keywords: Asian market, marine parks, Queensland, visitor profile, visitor segmentation, visitor survey

**159. Kim, E.; Lee-Burnstein, P.; Scott, N. 1999: Understanding international tourist satisfaction: Japan and Hong Kong markets in North Queensland region. P. 57 in Molloy, J.; Davies, J. (Comps): CAUTHE 1999: Tourism and hospitality—delighting the senses. Proceedings of the Ninth Australian Tourism and Hospitality Research Conference, Adelaide, South Australia.**

[Abstract edited:]

The study is focussed on two major Asian markets in the North Queensland region: Japan and Hong Kong. The primary aim of this research was to determine factors responsible for international tourists' satisfaction with North Queensland trips. The study was designed to measure two components of levels of satisfaction: the demographic and psychological profiles of international tourists, and tourists' perception of their travel experiences. Particular emphasis was placed on obtaining cross-cultural evaluations of North Queensland trips. The results provide both insights into cross-cultural differences in different tourist markets and examples of how information about tourists can be used to guide management decisions about evaluating quality, developing destination images and promotion.

Keywords: Asian market, culture, Queensland, visitor satisfaction, visitor segmentation

**160. King Island Council 2007: King Island visitor survey: annual report June 2006/May 2007. King Island (unpublished). 29 p.**

[A report that presents the results of a site-specific visitor survey conducted on King Island in 2006/07 ( $n = 906$ ). The purpose of the study was to provide managers with accurate information about: the demographic profile of visitors to the island, the experiences of visitors and the differences between visitors' expectations and the actual delivery of tourism products on the island. Most respondents were 36–65 years old, were travelling with a partner or spouse, and came predominantly from Victoria or Tasmania (there was a very low percentage of international visitors: 3%). Holiday and business were the two main purposes of travelling for the respondents, and the average length of stay on the island was 5 nights. The natural attractions of the island were not considered as popular to visit as were the cultural and heritage sites, and comments indicating visitor dissatisfaction with the poor directional signage and poor roads leading to some natural attractions may suggest the reasons for non-visitation. Notwithstanding these results, visiting beaches, going on recreational walks and visiting ship-wreck trails/sites were considered to be the most popular activities undertaken by visitors to the island.]

Keywords: heritage, Tasmania, visitor profile, visitor survey

**161. Knowles, B. 2010: Cradle Mountain visitor survey 2009—draft report. Report to Parks and Wildlife Service Tasmania, Hobart, (unpublished). 65 p.**

[This report presents the findings of a visitor survey ( $n = 612$ ) conducted in 2009 with visitors to Cradle Mountain. Findings were compared with a similar survey conducted in 2004 and it was concluded that visitor characteristics and behaviour had not changed significantly since then. Visitors to Cradle Mountain mostly came from other Australian states, but with the lowest percentage coming from Tasmania. Of all respondents, 73% were on their first trip to Cradle Mountain. Walking and sightseeing were the two most popular activity choices and most visitors had used the Transit Terminal or the Visitor Centre for information about the area. Visitors from the 2009 survey were more likely to visit the Parks and Wildlife Services' website to retrieve information about Cradle Mountain than were respondents from the 2004 survey.]

Keywords: Tasmania, visitor profile, visitor survey

**162. Knowles, B. 2010: Freycinet National Park visitor survey 2008—draft report. Report to Parks and Wildlife Service Tasmania, Hobart, (unpublished). 37 p.**

[This report presents the findings of a visitor survey ( $n = 584$ ) conducted in 2008 with visitors to Freycinet National Park (FNP). Visitors were mostly from other Australian states but a significant percentage (20%) was from overseas. More than 90% of respondents were on a day trip that was

part of a longer trip away from home. In addition, 69% of respondents were on their first trip to FNP but the majority of Tasmanian residents indicated that they were regular visitors or had visited the park at least once before. Walking to the Wineglass Bay lookout was the most popular activity undertaken by respondents, followed closely by a visit to Cape Tourville, and going on different walks. Only a small minority of visitors had used the Parks and Wildlife Service website when planning the visit to FNP; the majority had used the Visitor Centre. Suggested improvements centred around the need for better information, particularly about the tracks (e.g. distance markers, direction, steepness gradients).]

Keywords: national parks, Tasmania, visitor profile, visitor survey

**163. Knowles, B. 2010: Mount Field National Park visitor survey 2008—draft report. Report to Parks and Wildlife Service Tasmania, Hobart (unpublished). 41 p.**

[This report presents the findings of a visitor survey ( $n = 320$ ) conducted in 2008 with visitors to Mount Field National Park (MFNP). Visitors were mostly from other Australian states but a significant percentage (23%) was from overseas. Two-thirds of respondents were on a day trip that was part of a longer trip away from home. Of respondents, 64% were on their first trip to MFNP but the majority of Tasmanian residents indicated they were regular visitors or had visited the park at least once before. Over one-third of survey participants had already visited or intended to visit one or more natural attractions in the region. Walking to Russell Falls was the most popular activity undertaken by respondents, followed by sightseeing, going on the Tall Trees walk, picnicking, wildlife viewing and the going on the Lady Barron Falls walk. Only a small minority of visitors had used the Parks and Wildlife Service website when planning the visit to MFNP; the majority had used the Visitor Centre.]

Keywords: national parks, Tasmania, visitor profile, visitor survey

## L

**164. Larson, S.; Herr, A. 2008: Sustainable tourism development in remote regions? Questions arising from research in the North Kimberley, Australia. *Regional Environmental Change* 8(1): 1–13.**

[This paper compares visitor profile data available from secondary sources (predominantly from nationwide or state-wide studies) with visitor ( $n = 202$ ) and resident ( $n = 25$  properties) surveys conducted in 2004 in North Kimberley, Western Australia. The survey results differed significantly from those of other sources. Firstly, a higher percentage of respondents to the 2004 North Kimberley survey was interstate visitors compared to other visitor data. Almost all survey respondents were travelling for holiday purposes, a finding that also differed significantly from previous surveys. Local attractions were completely dismissed by current survey visitors, whereas previous surveys indicated that, on average, almost one-third of visitors engaged in visits to local attractions. Active, outdoor activities were the most important activities for survey participants. The natural features of North Kimberley (gorges, waterfalls and scenery), four-wheel-drive experiences, the remoteness of the location and the adventure involved in the visit were reported as being the main reasons for visiting North Kimberley.]

Keywords: desert tourism, visitor profile, visitor survey, Western Australia

**165. Law, K. 2000: Ecotourists... who are they? Ecotourism market segmentation. Pp. 107–131 in Charters, T.; Law, K. (Eds): Best practice ecotourism in Queensland. Tourism Queensland, Brisbane.**

[This chapter reports on a study conducted by Tourism Queensland that employed telephone interviews with 780 households across Australia. Previous research conducted by the same agency established the four categories of ecotourists within the broader consumer market

used for this study: 'definite ecotourists', 'probable ecotourists', 'possible ecotourists' and 'non-ecotourists'. Demographic profiles of the four groups indicated some variation between the groups but no major patterns. Levels of commitment/interest in ecotourism seem to be negatively related to the importance given by tourists to relaxing and doing nothing and using urban facilities and activities. An important finding of this project was that the values and motivations associated with ecotourism are only some of several reasons for taking a holiday and as such there is scope for linking ecotourism within a broader destination package.]

Keywords: community survey, ecotourism, Queensland, telephone survey, visitor profile, visitor segmentation

**166. Lawrence, K.; van Putten, I.; Fernbach, M. 2010: Profiles of recreation use of the Great Barrier Reef Marine Park. *Research Publication No. 101*. Great Barrier Reef Marine Park Authority, Townsville. 12 p.**

[This report presents findings from two similar surveys administered in 2003 ( $n = 1369$ ) and 2008 ( $n = 1139$ ) that investigated recreational use of the Great Barrier Reef (GBR). Telephone interviews in 2003 yielded data from residents of the regions immediately adjacent to the GBR (within 50 km), while those in 2008 sampled a wider range of areas. Both surveys generated demographic, psychological, behavioural and spatial characteristics of independent recreational visitors to the GBR. This report focussed on respondents residing within the 50-km limit. The findings indicate a possible increase in resident visitation to the park and a definite increase in vessel-based visits. The results from both surveys suggest that more than 50% of locals visit the park more than seven times per year. Swimming, fishing and motorised boating were the most popular activities undertaken by local visitors to the park, and the majority of visits were day trips. Overcrowding was not perceived as a problem and visitors tended to return to sites they had visited before within the park's boundaries.]

Keywords: community survey, marine parks, Queensland, telephone survey, visitor profile, visitor survey

**167. Lindberg, K.; Denstadli, J. M. 2004: Impact of national park visitation on rural economies and government revenue in Queensland: examples of Girraween, Eungella, Daintree and Carnarvon. *Technical Report Series*. CRC for Sustainable Tourism, Gold Coast. 83 p.**

[This report provides estimates of the contribution made by nature-based tourism to the rural communities adjacent to four national parks in Queensland, and presents information on visitor characteristics, experiences and preferences. A survey of visitors ( $n = 1145$ ) to each of the four parks was undertaken in 2001/02. Daintree was the only park where there was a predominance of international visitors; the other three parks attracted mostly locals and domestic tourists. Girraween, for instance, was extremely popular with locals, whereas Carnarvon received a similar number of domestic and local visitors. Most socio-demographic characteristics varied significantly among the parks. Girraween attracted more family groups with children, Carnarvon and Eungella had larger proportions of elderly visitors and Daintree visitors were often young and independent. Daintree visitors seemed to have higher incomes, but educational levels were similar across the parks. Girraween attracted a high percentage of repeat visitors, whereas the other three parks seemed to be more visited by first-timers. Parks facilities and services were generally widely used by visitors. The economic impact analysis indicated that government funding of national parks in Queensland was modest relative to the economic benefits these parks provide to rural and regional areas.]

Keywords: economic impacts, national parks, Queensland, visitor profile, visitor survey

## M

**168. Mackay, J.; Virtanen, S. 2001: Australian Alps recreation strategy. Report produced by Janet Mackay & Associates for the Australian Alps Liaison Committee. Australian Alps Liaison Committee, Berridale (unpublished). 46 p.**

[This document is part of the project of the Australian Alps Liaison Committee to develop a model for recreation planning for use across national parks in the Australian Alps. It provides a general overview of recreation in the area, including results from previous surveys identifying characteristics and common user groups of the Alps. The main groups identified were: commercial horse riders; large horse-riding groups; self-reliant, small horse-riding groups; lake anglers; stream anglers; vehicle-based tourers, car-based campers; remote users; thrill seekers; and illegal users. Visitors to the Kosciuszko and Namadgi National Parks were reported to be predominantly repeat visitors. The quiet and peaceful atmosphere and scenic qualities were identified as the most important park qualities, with the former being particularly important to campers in Namadgi, and to campers, fishers and horse riders in Kosciuszko National Park. The scenic qualities were particularly important to car tourers and sightseers.]

Keywords: alpine tourism, management, national parks, New South Wales, Victoria, visitor profile, visitor segmentation

**169. McCoy, A. 2003: Understanding Great Barrier Reef visitors: comparing visitors of 2001 and 2002. Report to CRC Reef Research Centre, Townsville (unpublished). 15 p.**

[The report compares results from visitor surveys of passengers on reef tourism operations in the Great Barrier Reef (GBR) conducted in 2001 with results from a 2002 survey. In 2002, visitors were more likely to be Australians, to have children in their travel party and to be repeat visitors. By contrast, 2001 visitors were more likely to be on package tours and to stay more days away from home. In terms of most important reasons for visiting the GBR, the desire to experience an undeveloped environment and to learn more about nature were ranked significantly higher by 2001 visitors than by 2002 visitors. To rest and relax, to experience some solitude, to develop skills like snorkelling and diving, to escape normal routine and to be physically active were significantly more important for 2002 visitors. Both samples presented a high percentage (c. 40%) of visitors who had been to other coral reefs in the past.]

Keywords: marine parks, Queensland, visitor profile, visitor survey

**170. McGregor Tan Research 2007: Community survey—final report. Report to the Department for Environment and Heritage, South Australia, Frewville (unpublished). 183 p.**

[This report presents the findings of one qualitative component of a research project that aims to better understand the needs of specific community groups as they relate to visiting the South Australia's national parks. Three focus-group interviews were conducted in Port Lincoln and in Adelaide with different community groups, including people who regularly visit national parks, people who do so occasionally or less often than they used to, and lapsed users and non-users. The findings indicated that there was a high level of awareness about, and expectations of, national parks among the South Australian community. Peace and/or tranquillity, a place to escape and/or relax, a stress-free experience, a uniquely Australian experience and the natural beauty of parks were the most important features of protected areas for these participants.]

Keywords: awareness, community survey, focus groups, national parks, participation, South Australia

**171. McGregor Tan Research 2008: National parks—social inclusion research report. Report to the Department for Environment and Heritage, South Australia, Frewville (unpublished). 106 p.**

[This report presents the findings of one qualitative component of a research project that aims to better understand the needs of specific community groups as they relate to visiting South Australia's national parks. Six focus groups were assembled in 2008 with a mix of different community groups, including international students, recently arrived skilled migrants, refugees, members of Middle Eastern communities, first-generation Vietnamese, and first-generation Italians, Greeks and Germans. An extra focus-group session was conducted with people with various disabilities. The findings indicate that these groups all have a positive perception of national and state parks, and that getting away from it all, enjoying the beauties of the natural environment, breathing the fresh air of open space and appreciating the flora and fauna in the parks and the bush were long-time interests associated with outdoor recreation. Financial constraints were commonly experienced by these groups.]

Keywords: awareness, community, ethnic minorities, focus groups, migrants, national parks, participation, South Australia

**172. McGregor Tan Research 2010: Parks visitation and satisfaction measurements. Report to the Department for Environment and Heritage, South Australia, Frewville (unpublished). 158 p.**

[This report presents the findings of computer-assisted telephone interviews conducted in 2010 with 1000 South Australian residents to investigate their awareness of, patterns of visitation to, and levels of satisfaction with national parks across the state. More than half of the residents surveyed had visited a national park in South Australia in the past 12 months, with an average visitation of 9.5 times in the previous year. This average had increased from the previous year's results (6.4 in 2009). Almost nine out of ten respondents who had visited a national park in the previous year indicated that they were satisfied with their experience.]

Keywords: awareness, community survey, computer-assisted telephone interview, national parks, participation, South Australia, visitor satisfaction

**173. McIntyre, N.; Boag, A. 1995: The measurement of crowding in nature-based tourism venues: Uluru National Park. *Tourism Recreation Research* 20(1): 37–42.**

[The aim of this article was to investigate the relationship between visitor density and perceptions of crowding at Uluru National Park and how perceptions of crowding affect levels of visitor satisfaction. English-speaking visitors were surveyed ( $n = 1139$ ) at ten different sites during the peak visitation period. Analysis of respondents' profiles indicated that the majority of visitors were Australia residents, in their 40s, on an independent trip, and had not visited the park previously. The number of visitors at Malaku Wilytja and at the Uluru Climb exceeded the expectations of most respondents. Visitation at times of high use in all but one site resulted in perceptions of overcrowding, however, the actual influence of such perception on satisfaction levels varied according to other variables.]

Keywords: crowding, national parks, Northern Territory, perceptions, visitor survey

**174. McNamara, K.; Coghlan, A.; Prideaux, B. 2008: The non nature-based tourists in the Tropical North. Pp. 264–270 in Yeong-Hyeon, H. (Ed.): *Tourism and hospitality in Asia Pacific. Proceedings of the Fourteenth Asia Pacific Tourism Association (APTA) Annual Conference, 9–12 July 2008, Bangkok, Thailand.***

[This paper investigates the reasons for non-visitation to iconic World Heritage Areas (WHAs). A total of 1451 international and domestic tourists were surveyed at Cairns airport in 2007. Respondents were mostly travelling as couples and aged 20–39, and a large proportion were first-time visitors to the region. Australian residents formed the largest group by place of origin. Less

than one-third of respondents had not visited the Wet Tropics rainforest and/or the Great Barrier Reef (GBR). Lack of time was the main reason for not visiting both sites, followed by having visited before. International visitors were significantly more likely to visit the WHAs, particularly the GBR. Those travelling alone and on a repeat visit were more likely not to visit both sites. Resting and/or relaxing was a common motivation for visitors to the Tropical North who were not visiting the two WHAs.]

Keywords: motivations, nature-based tourism, non-visitors, Queensland, visitor survey, World Heritage Area

**175. McNamara, K.; Prideaux, B. 2007: Visitors' interests in walking trails and self-drive trips within the Wet Tropics of Queensland World Heritage Area: summary of visitor survey results for 2007. Report to the Reef and Rainforest Research Centre, Cairns (unpublished). 3 p.**

[This factsheet summarises the results of visitor surveys conducted in the Wet Tropics World Heritage Area (WTWHA). The focus was on walking trails and self-drive tourism within the boundaries of the World Heritage Area and questionnaires were distributed at different locations of the WTWHA. Short walks and self-drive along rainforest roads were the preferred activities within the 'walking trails' and 'self-drive tourism' categories. International tourists were more interested in longer hikes than were domestic tourists. New Zealand visitors were significantly more interested in self-driving along forest roads than any other visitor group, whereas North Americans were more interested than others in short rainforest walks. Males were more likely to be interested in unguided hikes, middle-aged visitors in self-drives along forest roads and older visitors in short rainforest walks.]

Keywords: Queensland, tracks/trails, visitor profile, visitor survey, walking, World Heritage Area

**176. McNamara, K.; Prideaux, B. 2008: Just a bunch of pretty trees? Rainforest tourism in the Wet Tropics World Heritage Area. Pp. 71–74 in Taylor, R.; Long, S. (Comps): Proceedings of the 2008 Marine and Tropical Sciences Research Facility Annual Conference, 28 April–1 May 2008, Cairns.**

[This paper presents the results of surveys ( $n = 1408$ ) conducted throughout 2007 with visitors to Tropical North Queensland. Surveys were distributed at several tourist sites across the region and through tour operators. This paper focusses on how important visiting the rainforest is to visitors, as well as visitors' activity interests and the significance of World Heritage branding. More than 80% of Australians were aware of the World Heritage status of the Wet Tropics rainforest, whereas less than half of overseas visitors knew previously about the status. Only a small percentage of respondents (11.4%) indicated that they would probably not have visited the area if it did not have the listing. Walking the short tracks was the preferred activity in the rainforest, with longer rainforest hikes being preferred by younger, European travellers.]

Keywords: forests, Queensland, visitor profile, visitor survey, World Heritage Area

**177. McNamara, K.; Prideaux, B. 2008: Rainforest tourism first annual report: January–December 2007. Annual and quarterly patterns of rainforest tourism in the Wet Tropics World Heritage Area, North Queensland. Report to the Marine and Tropical Sciences Research Facility. Reef and Rainforest Research Centre Limited, Cairns. 44 p.**

[This report presents the results of surveys ( $n = 1408$ ) conducted throughout 2007 with visitors to Tropical North Queensland. Surveys were distributed at several tourist sites across the region and through tour operators. This summary focusses on annual figures, but also compares quarters. Just over 40% of all respondents were international tourists, who were more likely to be surveyed in the Cairns/Kuranda region. Most visitors were either employed in professional jobs or were retired or semi-retired. Most visitors were aged 20–39 years, with international visitors more likely to be younger than domestic visitors. Most travel parties were couples,

and the average length of stay was 8 or 9 nights. Visiting the two World Heritage Areas of the region were the two primary reasons for visiting Tropical North Queensland, particularly for international tourists.]

Keywords: forests, marine parks, Queensland, visitor profile, visitor survey, World Heritage Area

**178. McNamara, K.; Prideaux, B. 2008: Tourist exit survey first annual report: January–December 2007. Annual and quarterly patterns of reef and rainforest tourism in North Queensland from exit surveys conducted at Cairns Domestic Airport. Report to the Marine and Tropical Sciences Research Facility. Reef and Rainforest Research Centre Limited, Cairns. 43 p.**

[This report presents the results of surveys ( $n = 1451$ ) conducted throughout 2007 with visitors at the Cairns Domestic Airport who were leaving the North Queensland region. The summary focusses on annual figures, but also compares quarters. Females were 57% of survey respondents, a pattern consistent throughout the year. Almost 60% of all respondents were international tourists and most visitors were either employed in professional jobs or were retired or semi-retired. Most visitors were aged 20–39 years, with international visitors more likely to be younger than domestic visitors. Most travel parties were couples, and the average length of stay was 8 nights. More than 67% of respondents were first-time visitors to North Queensland. Visiting the two World Heritage Areas of the region were the two primary reasons for visiting North Queensland, particularly for international tourists.]

Keywords: forests, marine parks, Queensland, visitor profile, visitor survey, World Heritage Area

**179. McNamara, K.; Prideaux, B. 2009: One with ‘nature’? Visitor knowledge, attitudes and behaviours in the rainforest. P. 129 in Hogan, S.; Long, S. (Comps): Proceedings of the 2009 Marine and Tropical Sciences Research Facility Annual Conference, 28–30 April 2009, Townsville.**

[Abstract edited:]

This paper draws on over 1000 surveys conducted with domestic and international visitors in various sites in the rainforest throughout 2008. In addition, this paper compares the broad environmental practices visitors undertook in their day-to-day life with their knowledge of, attitudes towards and behaviours in the rainforest while holidaying in Tropical North Queensland. Broad trends emerged that illustrated visitors’ limited knowledge of the rainforest before visiting it, with only 61.9% of respondents being aware of its World Heritage status. Once on site, however, visitors tended to learn greatly from the environmental and cultural information relevant to these rainforest sites. In terms of activities, visitors participated in a range of passive and active rainforest activities, the most popular of which included walking, viewing scenery and viewing wildlife.

Keywords: forests, Queensland, visitor behaviour, visitor survey, World Heritage Area

**180. McNamara, K.; Prideaux, B. 2009: Rainforest tourism second annual report: January–December 2008. Annual and quarterly patterns of rainforest tourism in the Wet Tropics World Heritage Area, North Queensland. Report to the Marine and Tropical Sciences Research Facility. Reef and Rainforest Research Centre Limited and James Cook University, Cairns. 37 p.**

[This report presents the results of surveys ( $n = 1010$ ) conducted throughout 2008 with visitors to Tropical North Queensland. Surveys were distributed at several tourist sites across the region and through tour operators. The summary focusses on annual figures, but also compares quarters and 2008 results with those from the 2007 survey. Less than 40% of all respondents were international tourists, who were more likely to be surveyed in the Cairns/Kuranda region. Most visitors were either employed in professional jobs or were retired or semi-retired. Most visitors were aged 20–39 years, with international visitors more likely to be younger than domestic visitors. Most travel parties were couples, and the average length of stay was 8 or 9 nights.

Visiting the two World Heritage Areas of the region were the two primary reasons for visiting Tropical North Queensland, particularly for international tourists. The results are, for most part, significantly consistent with results from the 2007 visitor survey.]

Keywords: forests, Queensland, visitor profile, visitor survey, World Heritage Area

**181. McNamara, K.; Prideaux, B. 2009: Tourist exit survey second annual report: January–December 2008. Annual and quarterly patterns of reef and rainforest tourism in North Queensland from exit surveys conducted at Cairns Domestic Airport. Report to the Marine and Tropical Sciences Research Facility. Reef and Rainforest Research Centre Limited, Cairns. 31 p.**

[This report presents the results of surveys ( $n = 1510$ ) conducted throughout 2008 with visitors at the Cairns Domestic Airport who were leaving the North Queensland region. The summary focusses on annual figures, but also compares quarters and 2008 results with those from the 2007 survey. Just over 60% of all respondents were international tourists and most visitors were employed in professional jobs, were retired or semi-retired, or were students. Most visitors were aged 20–39 years, with international visitors more likely to be younger than domestic visitors. Most travel parties were couples, and the average length of stay was 7 nights. Almost 66% of respondents were first-time visitors to North Queensland. Visiting the two World Heritage Areas of the region were the two main reasons for visiting North Queensland, particularly for international tourists, although seeing the natural environment, wildlife and relaxation were also highly regarded. The findings were only slightly different from those of the previous year.]

Keywords: forests, marine parks, Queensland, visitor profile, visitor survey, World Heritage Area

**182. McNamara, K.E.; Prideaux, B. 2011: Experiencing ‘natural’ heritage. *Current Issues in Tourism* 14: 47–55.**

[This paper presents a discussion about visitors’ attitudes and behaviours in the rainforest. It is based on findings provided in entries numbered 179 and 180.]

Keywords: Queensland, visitor profile, visitor survey, World Heritage Area

**183. Mohsin, A.; Ryan, C. 2003: Backpackers in the Northern Territory of Australia—motives, behaviours and satisfactions. *International Journal of Tourism Research* 5: 113–131.**

[This paper explores backpackers’ behaviours, motivations and satisfaction levels while travelling in the Northern Territory. It is based on a survey of 475 backpackers conducted in 2001 in Darwin, Alice Springs and Yulara. The majority of respondents were aged 20–29 years, but more than 10% were older than 40, indicating the presence of an older backpacker market in the country. A large percentage was solo travellers, followed by couples, and Australians formed over 17% of the sample. The majority of respondents agreed that ‘to broaden knowledge about the world’ was a primary factor influencing travel to the Northern Territory. The natural features of the state were rated high as a key attraction to the region, whereas Aboriginal culture was among the least important attractions, which contradicted common assumptions.]

Keywords: backpackers, cultural tourism, motivations, Northern Territory, visitor survey

**184. Moore, S.; Crilley, G.; Darcy, S.; Griffin, T.; Taplin, R.; Tonge, J.; Wegner, A.; Smith, A. 2009: Designing and testing a park-based visitor survey. *Research Report Series*. CRC for Sustainable Tourism, Gold Coast. 39 p.**

[A technical report providing information on visitor survey design and implementation that will help to develop a systematic programme for the collection and use of data on visitors to protected areas. The project involved the participation of protected area management staff, who provided feedback on the efficacy of the survey instrument (questionnaire). It concludes by presenting recommendations.]

Keywords: management, protected areas, visitor monitoring

**185. Morrison, A.; Pearce, P.; O’Leary, J.; Nadkarni, N.; Moscardo, G. 1995: Activity-based segmentation of the holiday market in Queensland. An analysis of the Queensland visitor survey 1993–94. Queensland Tourist and Travel Corporation.**

[Document not accessible]

Keywords: Queensland, visitor segmentation, visitor survey

**186. Moscardo, G. 1996: An activities based segmentation of visitors to far north Queensland. Pp. 379–395 in Prosser, G. (Comp.): CAUTHE 1996: Tourism and hospitality research—Australian and international perspectives. Proceedings from the Australian Tourism and Hospitality Research Conference, February 1996, Coffs Harbour.**

[This paper discusses the value of a particular approach to segmenting tourists to the rainforest region of Far North Queensland—by activity participation. It was based on an intercept-interview study conducted at Cardwell with 549 travellers. Visitors were clustered into five groups: low activity, beach and sightseeing (33% of sample); high-activity touring (23%); sightseeing, beach and developed activities (18%); outdoor reef activities (17%); and nightlife and entertainment (9%). Characteristics of each segment were presented, providing a useful and practical approach for tourism marketing and nature-based tourism management.]

Keywords: Queensland, visitor segmentation, visitor survey

**187. Moscardo, G. 1996: Understanding patterns of travel in the Great Barrier Reef region: implications for management of coastal and marine tourism. [pages?] in Miller, M.L.; Auyong, A. (Eds): Proceedings of the 1996 World Congress on Coastal and Marine Tourism, 19–22 June 1996, Honolulu.**

[Abstract edited:]

The aims of the study were to investigate overall patterns of use of the Great Barrier Reef, and to investigate the relationships between patterns of use and visitor characteristics. The study involved surveying 1331 tourists to the central region of the Great Barrier Reef: 36% were international tourists, 23% interstate, 33% from Great Barrier Reef coastal regions and 9% from other parts of the region. The visitors were segmented on their travel behaviours. ‘Had not been and would not go’ were older; were more likely to be travelling with children; were more likely to be travelling in a private vehicle, to be staying for a short time, and to be interstate or local visitors. They also had low rates of participation for all activities. ‘Been once but not again’ tourists used mostly large catamarans and reef pontoons for their one and only visit and they placed a high value on the social benefits of their visit; 74% would visit again on another trip. ‘Been once or more than once’ visitors were evenly spread across all types of operations; were more likely to be international visitors and to take longer trips; had a high participation rate in strenuous activities and in nature-based activities; and placed a high value on learning and excitement. Of this segment, 87% would visit again on their next trip.

Keywords: marine parks, Queensland, visitor behaviour, visitor demand, visitor segmentation, visitor survey

**188. Moscardo, G. 1997: Birdwatching as a tourist activity in the Great Barrier Reef region. Research summary based on data collected for CRC Reef Research Project 2.2.1. CRC Reef Research Centre, Cairns (unpublished). 1 p.**

[Abstract edited:]

This study used findings of three surveys to estimate levels of interest in birdwatching as an activity in the Great Barrier Reef region. The surveys involved a different segment: day-trip visitors to Cairns and Port Douglas; tourists travelling through Bowen to Mission Beach regions; and travellers passing through Cardwell. Just over 20% of all visitors surveyed had gone, or

intended to go, birdwatching while on holiday in the region. There was some evidence that birdwatchers had stronger conservation attitudes because they were significantly more likely to see the Great Barrier Reef as a fragile environment. It was concluded that managers need to limit the time visitors spent in fragile bird-nesting areas by providing a range of wildlife viewing opportunities in a package, and also that it was likely that intensive, high-quality interpretation could be a substitute for on-site visits to places where birds are nesting.

Keywords: birdwatching, Queensland, visitor profile, visitor survey

**189. Moscardo, G. 1998: Understanding patterns of travel in the Great Barrier Reef region: implications for management of coastal and marine tourism. Pp. 173–178 in Millar, M.L.; Auyong, J. (Comps): Proceedings of the 1996 World Congress on Coastal and Marine Tourism, Seattle, Washington. Washington Sea Grant Program and School of Marine Affairs, University of Washington and Oregon Sea Grant College Program, Oregon State University.**

[This paper presents findings from a visitor survey ( $n = 1664$ ) conducted in the Great Barrier Reef (GBR) region. One-third of visitors were residents from communities adjacent to the GBR and 36% were overseas visitors. The average age of respondents was 37 years and the average length of stay in the region was 25 days. Four segments were formed based on travel characteristics: visitors who had not been, and were not going, to the reef during the current trip to the region; visitors who had not been to the reef but intended to go while on the current trip; visitors who had been once and intended to go again during their stay; and visitors who had been to the reef more than once during their stay in the region. Visitors in the first group were older and were more likely to be: travelling with children, using their own vehicle, staying for shorter periods and interstate visitors. Repeat visitors to the reef (the third and last groups) were more likely to be international visitors and to be staying for much longer away from home.]

Keywords: Queensland, visitor profile, visitor segmentation, visitor survey

**190. Moscardo, G. 1999: Supporting ecologically sustainable tourism on the Great Barrier Reef: the importance of visitor research. Pp. 236–253 in Molloy, J.; Davies, J. (Comps): CAUTHE 1999: Tourism and hospitality—delighting the senses. Proceedings of the Ninth Australian Tourism and Hospitality Research Conference, Adelaide, South Australia.**

[This paper reviews regional planning models for tourism and the literature on conservation areas, and provides a research agenda based on the analysis of this material. The value of the research agenda was assessed by applying it to the results of a large survey of visitors ( $n = 3087$ ) to the Great Barrier Reef, and identifying subsequent management implications. The author provided six main research topics: resources; patterns of tourism; host communities; tourists; impacts; and management. For each of these topics, details were provided on what type of information should be sought. When presenting the results of the survey, the author notes the implications for management of the findings of each category analysed (e.g. travel behaviours, patterns of travel, activity participation, motivations and levels of satisfaction). The paper concluded by stating that systematic and detailed profiles of tourists were a valuable resource for protected area managers and should be collected regularly.]

Keywords: management, Queensland, visitor monitoring, visitor profile, visitor survey

**191. Moscardo, G. 2000: Understanding wildlife tourism market segments: an Australian marine study. *Human Dimensions of Wildlife* 5(2): 36–53.**

[This paper presents results of a visitor survey ( $n = 2260$ ) administered on the Great Barrier Reef. It identifies and profiles different groups of wildlife tourists based on how important wildlife viewing opportunities were in their destination choices. More than one-third of respondents said that ‘chances to see wildlife/birds I don’t normally see’ was very important in their decisions

about where to take a holiday. The three groups identified were 'wildlife not important', 'wildlife somewhat important' and 'wildlife very important'. International visitors were more likely to be in the third group, but no differences were found for age or sex. The last group gave significantly greater importance to experiencing nature, culture and the sun and sea, to being physically active, and to learning opportunities than did the other two groups. It was concluded that a high percentage of visitors to the region engaged in wildlife viewing, but a much smaller percentage actually rated the opportunity as very important in their destination choice.]

Keywords: destination choice, marine parks, Queensland, visitor profile, visitor survey, wildlife

**192. Moscardo, G. 2001: An experience based market segmentation of Great Barrier Reef visitors. CRC Reef Research Centre and James Cook University, Townsville (unpublished). 10 p.**

[This report presents the results of a survey of reef-tour passengers and visitors at major transport nodes along the coast adjacent to the Great Barrier Reef (GBR), and identifies and profiles types of GBR tourists. A total of 2985 reef visitors participated in the survey. Seven market segments were identified: nature-oriented backpackers (23%); nature-oriented families (16%); fun-in-the-sun seekers (15%); relaxation-oriented families (14%); luxury/resort visitors (13%); active enthusiasts (9%); and low-involvement visitors (9%). The report presents detailed characteristics of each of the seven visitor segments.]

Keywords: marine parks, Queensland, visitor segmentation, visitor survey

**193. Moscardo, G. 2001: Rainforest visitor profiles data summary report. Cooperative Research Centre for Tropical Rainforest Ecology and Management, Townsville (unpublished).**

[Document not accessible]

Keywords: forests, Queensland, visitor profile, visitor survey

**194. Moscardo, G. 2001: Understanding visitor-wildlife interactions: profiling markets. Summary data report. Cooperative Research Centre for the Great Barrier Reef World Heritage Area, Townsville (unpublished). 5 p.**

[This report summarises results of a survey of 744 visitors to the Great Barrier Reef (GBR), to relate respondents to the different market segments for GBR wildlife encounters. Two-thirds of the respondents indicated that opportunities to see wildlife were either a factor, or the most important factor, in their choice of holiday destination. Three segments were identified: the generalists (32%), the enthusiasts (50%) and the specialists (17%). It was found that the first group participated in significantly fewer tours and visited fewer sites than the other two groups of visitors. The first group also placed greater importance on wildlife being easy to see and feeling safe. The enthusiasts placed high importance on opportunities to dive and/or snorkel and were especially interested in swimming with wildlife. The specialists were more likely to be from the UK or Ireland and Asia, and to be less concerned about safety and physical comfort.]

Keywords: marine parks, Queensland, visitor segmentation, visitor survey, wildlife

**195. Moscardo, G. 2002: Mindful travellers: a knowledge-based analysis of youth travel to the Great Barrier Reef. In West, B. (Ed.): Going it alone: the independent travel and backpacking phenomenon. University of Queensland Press, Brisbane.**

[Document not accessible]

Keywords: backpackers, marine parks, Queensland, visitor segmentation, young travellers

**196. Moscardo, G. 2004: Escaping the jungle: an exploration of the relationships between lifestyle market segments and satisfaction with a nature based tourism experience. *Journal of Quality Assurance in Hospitality and Tourism* 5(2/3/4): 75–94.**

[This article identifies and analyses the different types of visitors to the Wet Tropics World Heritage Area (WTWHA), particularly in regards to levels of visitor satisfaction. It reviews previous studies of visitor segmentation and presents results from a survey ( $n = 1258$ ) administered to visitors in the departure lounges of Cairns Domestic Airport and on buses departing Cairns, and given to motorists and bus passengers at Cardwell. Four visitor groups were identified: the 'escape to nature' group, the 'scenic nature tourers' group, the 'just passing through' group and the 'wilderness adventurers' group. An analysis of the satisfaction levels with eight features of the experience revealed that there were significant differences between the four types of visitors.]

Keywords: Queensland, visitor satisfaction, visitor segmentation, visitor survey, World Heritage Area

**197. Moscardo, G. 2006: Backpackers and other younger travellers to the Great Barrier Reef: an exploration of changes in characteristics and behaviours over time. *Tourism Recreation Research* 31: 29–37.**

[This paper analyses results from three sets of surveys conducted in 1996, 2001 and 2002 along the Great Barrier Reef coast (accumulated  $n = 6431$ ). The travel characteristics and behaviours of backpackers were compared with those of other young travellers. Backpackers differed significantly from other young travellers in several ways, mostly unchanged over time. In particular, backpackers were more interested in experiencing novelty and excitement whereas other young travellers were more interested in 'escaping normal routine', 'being close to family or friends' and 'resting and relaxing'. Also, comparisons suggest that behaviour is changing for both segments, with other young travellers becoming more similar to backpackers over the years.]

Keywords: backpackers, marine parks, Queensland, trends, visitor profile, visitor segmentation, visitor survey, young travellers

**198. Moscardo, G. 2006: Is near enough good enough? Understanding and managing customer satisfaction with wildlife-based tourism experiences. Pp. 38–53 in Prideaux, B.; Moscardo, G.; Laws, E. (Eds): *Managing tourism and hospitality services: theory and international applications*. CABI, Wallingford.**

[This book chapter analyses levels of visitor satisfaction with wildlife tourism experiences offered at eight destinations across Australia (e.g. Flinders Chase National Park, Wet Tropics Rainforest, Seaworld, Atherton Tablelands). Respondents varied greatly in age, gender, type or size of travel party, usual place of residence, previous wildlife-based tourism experiences and interest in viewing wildlife while on holiday. Most respondents indicated that wildlife viewing was not the primary motivation for their travel, although many respondents indicated that they had participated in wildlife viewing in the past 12 months, particularly in captive settings. The level of interest in seeing wildlife and culture, through the indication of country of residence, was also found to impact significantly on overall satisfaction with wildlife viewing experiences.]

Keywords: visitor profile, visitor satisfaction, visitor survey, wildlife

**199. Moscardo, G.; Green, D. 1999: Age and activity participation on the Great Barrier Reef. *Tourism Recreation Research* 24(1): 57–68.**

[This paper presents and analyses the results of a visitor survey ( $n = 2945$ ) conducted at the Great Barrier Reef (GBR), with a specific focus on visitor age and activity participation. Local visitors were more likely to be younger than international visitors, and the younger group of respondents was more likely to be travelling with friends. Travel behaviour differed significantly among

age groups, particularly for those aged under 30 years and those older than 30. In regards to motivation, the results suggested that increasing age was associated with decreasing interest in activity on the GBR and with seeking excitement. Also, the group aged 65 years and over was less interested in relaxation and/or escape than the group aged 20–40 years. The article concludes by suggesting that, although there was an overall decline in activity participation associated with increasing age, particularly outdoor physical nature-based and active marine pursuits, the oldest groups were the most satisfied with their GBR experiences.]

Keywords: age, marine parks, participation, Queensland, visitor segmentation, visitor survey

**200. Moscardo, G.; Ormsby, J. 2004: A social indicators monitoring system for tourist and recreational use of the Great Barrier Reef. *Research Publication No. 80*. Great Barrier Reef Marine Park Authority, Townsville. 44 p.**

[This report reviews the literature on tourist and recreational use of the Great Barrier Reef (GBR) and identifies variables that can influence visitor levels of satisfaction and behaviour. It also presents the development of a system for monitoring social indicators. Patterns of commercial visitor use indicated that: the majority of North American and European visitors to the GBR went snorkelling (70% and 69%, respectively); that domestic tourists were more likely to go on a glass-bottom boat tour; and that local residents are more likely to go fishing than any other group. Seeing the beauty of the GBR and the coral in its natural surroundings were the top two benefits expected from a commercial reef trip. Independent visitation patterns suggested that more than one-third of regional residents had not visited the GBR in the last 12 months and that fishing was their most common activity when visiting the reef. The literature review indicated that levels of experience with coral reef settings, place of residence, type of experience sought or expected, tour staff ability and friendliness, and quality of interpretation and/or information available were the factors that most impacted on visitors' overall levels of satisfaction.]

Keywords: marine parks, review study, Queensland, visitor behaviour, visitor satisfaction, visitor use

**201. Moscardo, G.; Pearce, P.; Morrison, A. 1996: Evaluating different bases for market segmentation: a comparison of geographic origin versus activity participation for generating tourist market segments. Pp. 242–252 in Opperman, M. (Comp.): *Proceedings from the Pacific Rim Tourism 2000 Conference—Issues, interpretations, inhibitors, Rotorua*.**

[Refer to entry no. 203]

Keywords: participation, Queensland, visitor segmentation

**202. Moscardo, G.; Pearce, P.L.; Haxton, P. 1998: Understanding rainforest tourist expectations and experiences. Pp. 295–308 in Faulkner, W.; Tidswell, C.; Weaver, D. (Comps): *CAUTHE 1998: Progress in tourism and hospitality research, 1998, Part 1. Proceedings of the Eighth Australian Tourism and Hospitality Research Conference, Gold Coast*.**

[This paper presents the findings of a survey of 549 visitors to the Wet Tropics World Heritage Area at Cardwell, a popular stopover location south of the most heavily visited sites along the coast of the World Heritage Area. The major visitor groups were identified based on their motivation: the 'nature experience and appreciation' group (24%); the 'get away/relax with nature' group (66%); and the 'novelty seekers' (10%). The first group was more likely to be from overseas, first-time visitors, travelling as a couple, aged between 41–60 years, and seeking information from friends, tourist offices, travel agents and books. The 'get away/relax with nature' group was more likely to be locals, be repeat visitors, be using a private vehicle and be travelling with a partner or with family. The last group was characterised by a broad mix of visitors, using a private vehicle, staying longer in the region, likely to be under 21 years old, and travelling alone or with a

partner. The most active group was the 'nature experience' group, being the most likely group to go on long bushwalks. The largest market, the 'get away/relax' group, was highly likely to go on rainforest walks and to drive around the area for sightseeing.]

Keywords: forests, Queensland, visitor behaviour, visitor profile, visitor segmentation, visitor survey, World Heritage Area

**203. Moscardo, G.; Pearce, P.L.; Morrison, A. 2001: Evaluating different bases for market segmentation: a comparison on geographic origin versus activity participation for generating tourist market segments. *Journal of Travel and Tourism Marketing* 10(1): 29–49.**

[This paper assesses a geographic and an activity approach to segmentation using the eight criteria proposed by Morrison (1996) for evaluating the success of a segmentation (homogeneity, measurable, substantial, accessible, defensible, competitive, compatible and durable). It identifies the strengths and issues of each approach. A visitor survey conducted in the Wet Tropics region was used to build the comparison. The authors suggest that the activity segmentation approach better fulfils the eight criteria, particularly in regards to judgments of substance, competitiveness and compatibility—which were easier to make using the activity segment profiles. The geographic segmentation approach was successful in its performance on two criteria, the accuracy of measurement and accessibility. However, as the two segments were also significantly related to each other, the authors concluded that a multi-stage methodology might be a more effective approach to market segmentation.]

Keywords: participation, visitor segmentation, Queensland

**204. Moscardo, G.; Saltzer, R. 2004: Understanding wildlife tourism markets. Pp. 167–185 in Higginbottom, K. (Ed.): *Wildlife tourism: impacts, management and planning*. Common Ground and CRC for Sustainable Tourism, Altona and Gold Coast.**

[Refer to entry no. 205]

Keywords: review study, tourism markets, wildlife

**205. Moscardo, G.; Saltzer, R. 2005: Understanding tourism wildlife interaction: visitor market analysis. *Technical Report Series*. CRC for Sustainable Tourism, Gold Coast. 28 p.**

[This report presents the findings of visitor surveys conducted between October 2000 and December 2002, involving 4915 visitors participating in wildlife tourism experiences in Australia and New Zealand. It reports on the profile of the wildlife tourist, the motivations and participation levels of visitors to wildlife tourism settings and their satisfaction levels. The results indicated that seeing wildlife in its natural environment, seeing wildlife behaving naturally and seeing rare, unique or unusual wildlife were the three most important features sought in a wildlife tourism experience, while being able to touch and/or handle wildlife was the least important feature. A strong correlation was found between visitor satisfaction and interpretation and information available about animals. Charismatic mega-fauna were preferred by most visitors. Wildlife tourists in Australia and New Zealand were characterised as being more likely to be travelling in a family group and to rate wildlife interactions as an 'add on' to their experience but not a major travel motivator, and were less likely to be first-time visitors to the setting or attraction.]

Keywords: New Zealand, tourism markets, visitor segmentation, visitor survey, wildlife

**206. Moscardo, G.; Saltzer, R.; Galletly, A.; Burke, A.; Hildebrandt, A. 2003: Changing patterns of reef tourism. *CRC Reef Research Centre Technical Report No. 49*. CRC Reef Research Centre, Townsville. 63 p.**

[This report's purpose was to provide a better understanding of changing patterns of use in the Great Barrier Reef (GBR). Five potential issues influencing reef visitation patterns were identified: changes in the markets coming to the GBR regions; changes in patterns of travel

within GBR regions; changes in competition from non-reef tourism operations within the GBR; changes in competition within the GBR tourism sector; and problems with the quality of either the reef destinations or reef operations, resulting in poor recommendations and loss of business. A review of previous research indicated that local, repeat and family groups were less likely to visit the reef, and that cost and gaps in information provision were potential barriers to reef visitation. Other information sources indicated that international visitors and backpacker numbers were increasing in the Whitsunday region, and that greater numbers of younger, independent travellers were found in the Far North Queensland region. A survey of non-visitors to the Cairns region in 2002 ( $n = 289$ ) confirmed that non-reef visitors were older, more likely to be domestic tourists with lower household incomes and more interested in visiting friends and/or relatives. Barriers for visitation were lack of time, poor weather and having been before.]

Keywords: marine parks, non-visitors, Queensland, trends, visitor survey

**207. Moscardo, G.; Saltzer, R.; Norris, A.; McCoy, A. 2004: Changing patterns of regional tourism: implications for tourism on the Great Barrier Reef. *The Journal of Tourism Studies* 15(1): 34–50.**

[Refer to entry no. 206]

Keywords: marine parks, non-visitors, Queensland, trends, visitor survey

**208. Moscardo, G.; Woods, B. 1998: Travel patterns of coastal and marine tourists: an Australian case. Pp. 269–276 in: *The role of tourism: national and regional perspectives. Proceedings of the Fourth Asia Pacific Tourism Association Conference, Series B, Pusan, Korea. Asia Pacific Tourism Association, Pusan.***

[Refer to entry no. 187]

Keywords: marine parks, Queensland, visitor behaviour, visitor demand, visitor segmentation

**209. Moscardo, G.; Woods, B.; Greenwood, T. 1999: The wildlife tourism visitor. James Cook University, Townsville (unpublished).**

[Document not accessible]

Keywords: wildlife

**210. Moscardo, G.; Woods, B.; Greenwood, T. 2001: Understanding visitor perspectives on wildlife tourism. *Wildlife Tourism Research Report Series No. 2. CRC for Sustainable Tourism, Gold Coast. 57 p.***

[A report identifying and describing key features of wildlife tourism situations that influence visitor behaviour, levels of satisfaction and attitudes. It is based on several visitor surveys previously conducted in the North Queensland region, an extensive literature review on nature-based and wildlife tourism, and interviews with key informants in state tourism marketing organisations, natural resource agencies, tour operators and tourism associations. The main issues identified by stakeholders were: whether or not current experiences were satisfying visitor expectations; ongoing tensions between public and private sector managers and operators; handling and feeding wildlife; confusion over demand for wildlife tourism experiences; and concerns over the quality and quantity of available interpretation. The findings indicated that wildlife viewing was not the sole reason for visitors choosing a destination; it was one factor among others in travel decision-making or was considered an added bonus. Attendance levels at many captive attractions were steady or in decline. Little was known about visitor characteristics but evidence suggested that specialisation may be a useful basis for segmentation.]

Keywords: Queensland, visitor profile, visitor satisfaction, visitor segmentation, wildlife

**211. Moyle, B.D.; Croy, G. 2007: Crowding and visitor satisfaction during the off-season: Port Campbell National Park. *Annals of Leisure Research* 10(3/4): 518–531.**

[This article presents the findings of a visitor survey ( $n = 178$ ) conducted in Port Campbell National Park in 2005. The aim of the survey was to assess perceptions of crowding during the off-peak season, when park users who were most sensitive to overcrowding were more likely to be at the location. Respondents were profiled as young visitors, coming from an urban area, with higher educational qualifications, travelling as a couple and currently employed full-time. Satisfaction levels were high, perceptions of crowding ranged from slightly to moderately crowded and responses to the influence of perceived crowding on their overall satisfaction indicated that there was a moderate effect. The paper concluded that crowding was a significant perceptual impact and influences visitor satisfaction during the off-season.]

Keywords: crowding, national parks, off-season, Victoria, visitor satisfaction, visitor survey

**212. Mules, T.; Faulks, P.; Stoeckl, N.; Cegielski, M. 2005: The economic value of tourism in the Australian Alps. *Technical Report Series. CRC for Sustainable Tourism, Gold Coast. 51 p.***

[This report presents information on the economic and recreation use values of tourism in the Australian Alps, as well as visitor demographic and behavioural data. Surveys were distributed to visitors to the Australian Alps national parks in Australian Capital Territory (ACT), New South Wales and Victoria in 2001/02 ( $n = 4791$ ). In general, visitors to the parks were domestic tourists coming from within the same state or territory. The ACT Alps attracted the higher percentage of regular visitors. Visitors to all parks investigated tended to be professionals aged 20–50 years, travelling in groups of 2–4 and staying 3 or 4 nights in the Alps. They undertook a wide range of activities, particularly snow-based sports during winter and bushwalking during summer.]

Keywords: alpine tourism, economic impacts, national parks, New South Wales, Victoria, visitor profile, visitor survey

**213. Muloin, S. 1996: Wildlife tourism: from whaling to whale watching. P. 253 in Opperman, M. (Comp.): *Proceedings from the Pacific Rim Tourism 2000 Conference—Issues, interpretations, inhibitors, Rotorua.***

[Abstract edited:]

This paper presents the findings of a visitor survey conducted during the 1995 whale-watching season in Hervey Bay, Queensland, Australia and in Haro Strait, Washington State, USA. The study involved surveying tourists participating in a number of different whale-watching boat trips as well as recording detailed observational field notes about the on-site factors that may have been affecting the overall visitor experience. The results include a market profile of tourists seeking wildlife encounters, an assessment of the various components of the experience and identification of the psychological benefits recognised from such encounters. These findings have implications for both visitor satisfaction and the management of human interactions with wildlife.

Keywords: Queensland, visitor profile, visitor satisfaction, visitor survey, wildlife

**214. Murphy, P.; McDonald, S.; Seiragaki, K. 2006: Regional visitation to Melbourne and its metropolitan parks, cultural assets and bays. *Technical Report Series. CRC for Sustainable Tourism, Gold Coast. 27 p.***

[This report presents the findings of a three-phase project that investigated the regional visitation to Melbourne metropolitan parks, cultural assets and bays, particularly in regards to constraints to visitation. The first phase of the project involved a literature review and re-examination of existing data from different national and regional sources. The second phase involved six focus-group interviews with residents of prominent regions from which visitors to Melbourne came. The last phase focussed on developing recommendations for agencies

managing parks. The findings suggest that socio-economic and demographic factors were among the strongest predictors of metropolitan park visitation. Available time and distance were also important predictors. Seasonality was also an important factor in outdoor recreation, as was a lack of awareness of metropolitan parks, the latter being more easily managed. Apart from the findings gathered through the literature review, focus-group participants also mentioned problems with transportation in the city as a significant deterrent to visiting Melbourne parks, as well as low interest.]

Keywords: community, constraints, focus groups, participation, urban parks, Victoria

## N

**215. Nakaya, S. 1999: Understanding behaviour, motivations and attitudes of spearfishers on the Great Barrier Reef through the multidimensional specialisation concept. Unpublished PhD thesis, James Cook University, Townsville, Australia. 219 p.**

[A thesis that addressed recreational spearfishing and the motivational, behavioural and attitudinal characteristics of participants. The specialisation concept was used as a framework to better understand this recreational group. A total of 205 spearfishers were surveyed in the Great Barrier Reef Marine Park. In addition, records from spearfishing competitions since the late 1970's were analysed and 1-year logbook records of fishing were kept by 47 spearfishers who then provided the material to the author for analysis. Analysis of all three data sources led to the identification of four specialisation factors: 'length of experience of spearfishing', 'participation in competitions and clubs', 'expenditure on fishing' and 'frequency of spearfishing'. Further analysis led to the development of four segments of spearfishers, one of which was less specialised than all the others, the 'casual fisher'. The other three were the 'competitors', the 'experienced', and 'frequent fishers'. Motivation for spearfishing differed across the four subgroups, but it became apparent that non-consumptive aspects of the experience (e.g. to be outdoors) were as important to all groups as consumptive aspects (e.g. to catch a fish to eat).]

Keywords: fishing, marine parks, motivations, recreation specialisation, Queensland, visitor profile, visitor survey

**216. National Tourism and Heritage Taskforce 2003: Going places: developing natural and cultural heritage tourism in Australia. Environment Protection and Heritage Council, Canberra. 76 p.**

[An issues paper prepared for the Environment Protection and Heritage Council to support the development of an integrated national heritage policy covering natural, indigenous and historic heritage. The paper is focussed on issues of sustainable heritage tourism and trend analysis, and was based on more than 130 heritage and tourism resource documents. The paper specifically aimed to present a national overview of the issues and opportunities for action in heritage tourism and discusses the demand for that type of tourism, the opportunities associated with it, issues with services and infrastructure, and issues of communication and of marketing heritage tourism. With regard to visitor demand for heritage tourism, the Taskforce's analysis suggested that there was continuing growth in tourism at destinations with products based on environmental and cultural themes: ecotourism, cultural tourism and heritage themes were becoming part of the mainstream industry and were less distinct as niche markets. However, the research indicated that 'true' ecotourists constituted a very small percentage of the market and that overall growth in demand for ecotourism was slowing despite strength in the luxury end of the market. The paper also identified that limited information existed on the demand for natural and cultural heritage tourism products for specific market segments such as backpackers, families and older travellers, and that only limited specific market research had been undertaken into visitor expectations and levels of satisfaction in indigenous tourism.]

Keywords: heritage, indigenous, review study, trends

**217. NCS Pearson 2001: Visitors to Cape York Peninsula. Report to Tourism Queensland, Brisbane (unpublished). 28 p.**

[A report that presents the findings of a 2001 survey of visitors ( $n = 174$ ) to Cape York Peninsula, Queensland. Most visitors surveyed were domestic tourists, aged 45–64 years, travelling with a partner or spouse, or friends and/or relatives for the first time to the Peninsula. The purpose of the trip to the site was a holiday and, on average, the entire trip lasted 8 weeks. Most visitors were camping in the region and were fully independent, using their own vehicles. Popular activities for these visitors were four-wheel-driving, visiting national parks, standing at the tip of Australia, visiting historical sites and fishing. Visitors collected information from maps, travel guides and books, friends and relatives, and travel brochures. Overall, information available on the site was not rated highly.]

Keywords: national parks, nature-based tourism, Queensland, visitor profile, visitor survey

**218. NCS Pearson 2002: Cape York Peninsula visitors survey July–October 2002. Report to Tourism Queensland, Brisbane. (unpublished). 31 p.**

[A report that presents the findings of a survey of visitors ( $n = 395$ ) to Cape York Peninsula, Queensland in 2002. This visitor survey is a follow-up to the study conducted in 2001 and summarised in the previous entry. Visitor demographics remained stable. The purpose of the respondents' trips to the site was, again, a holiday and, on average, the entire trip lasted 7 weeks. Most visitors were camping, staying in cabins or travelling in a motorhome. The main reasons for visiting the region were the desire to see the area (top of Australia), to experience the adventure and challenges presented by the area, and because the area had not been visited before. Activities undertaken by visitors were similar to the ones reported in the previous year. Information sources also were similar to those of the previous year, but there was a marked increase in internet usage. Overall, information available on the site was not rated highly.]

Keywords: Queensland, visitor profile, visitor survey

**219. Norris, A.; Moscardo, G.; McCoy, A. 2003: Recreational use of the Great Barrier Reef Marine Park. CRC Reef Research Centre and Tourism Program, James Cook University, Townsville (unpublished).**

[Document not accessible]

Keywords: marine parks, Queensland, visitor use

**220. Northcote, J.; Macbeth, J. 2008: Threshold of tolerability: the impact of management changes to recreational fishing in Ningaloo Marine Park. *Tourism Review* 63(1): 26–35.**

[This article presents the results of a survey ( $n = 347$ ) involving regular campers and fishers in the Ningaloo Marine Park to assess the impacts of management strategies on travel behaviour and recreational choices. The paper also provides some profile information on this market segment. Almost all campers went fishing during their stay in the park, and over 60% considered fishing extremely important to the enjoyment of their visit. Campers who were opposed to recent park zoning changes were more likely to be camped in areas closer to the sanctuary zone where changes had taken place. Visitors who were against the changes were more likely to report changes in activity participation, such as spending less time on their boats, reporting the decrease in children and novice participation in boat fishing, and changing camping sites to be closer to areas of open access to recreational fishing. Crowding was reported by visitors who were camping in these 'open access' areas.]

Keywords: camping, fishing, management, marine parks, visitor profile, Western Australia



**221. Office of National Tourism 1996: Projecting success: visitor management projects for sustainable tourism growth. Office of National Tourism, Canberra, ACT. 64 p.**

[A report that describes 21 projects that illustrate successful management of the increasing numbers of visitors to natural areas while maintaining conservation goals and the quality of the visitor experience. The introduction presents tourism trends in Australia's natural areas. In general, visitor numbers were on the increase, coming from both the domestic market and the international market. More specifically, nature-based tourism visitor numbers were not available for long-term comparisons but there was some indication from International Visitors Survey (IVS) data that numbers had increased significantly over the years. Swiss visitors had the highest propensity to visit natural areas, but in pure numbers, Japanese and other Asian tourists were the most common inbound visitors to national parks.]

Keywords: benchmarking, IVS, management, nature-based tourism

**222. Office of National Tourism 1997: Ecotourism snapshot: a focus on recent market research. Office of National Tourism, Canberra, ACT. 8 p.**

[A brief summary of a Bureau of Tourism Research study of motivations and satisfaction levels in the Australian ecotourism market. Research was conducted in 1995/96 in each of the seven states. Thirteen focus-group interviews, with ecotour participants, were conducted. Eco-tours varied significantly in terms of length of trip, activities and landscapes. Another three focus-group interviews were conducted with potential ecotourists in Sydney (two) and Melbourne (one). The findings suggested that there were three broad ecotourism market segments. The 'impulse' market was characterised by nature-based day trips outside main destinations, booked locally and partaken of by domestic and international tourists; the 'active' market, characterised by young professionals who generally booked in advance. This group was predominantly domestic tourists but there was seen to be high potential for the attraction of international tourists. The third group was the 'personalised' market, which was characterised by older professionals, including retired visitors, who expected a high quality of service. This market was composed of predominantly international tourists. Eco-tourists were profiled as active information seekers who appreciated personalised service.]

Keywords: community survey, ecotourism, focus groups, marketing, New South Wales, Victoria, visitor demand, visitor segmentation

**223. Ormsby, J. 2004: A review of social, motivational and experiential characteristics of recreational anglers from Queensland and the Great Barrier Reef region. Research Publication No. 78. Great Barrier Reef Marine Park Authority, Townsville. 102 p.**

[This report presents the findings of a questionnaire survey administered to recreational anglers from Queensland ( $n = 2061$ ). The majority of recreational anglers possessed at least 10 years' fishing experience, but regarded their fishing abilities as average. Anglers from other regions of the state reported similar specialisation levels. Most respondents from the Great Barrier Reef region were male, aged 20–49 years, had secondary school qualifications, had lived in the area for more than 10 years and earned more than moderate incomes. The strongest motivation overall for pursuing fishing activities were 'rest and relaxation', 'to be outdoors' and 'to enjoy nature'. Similarly, almost 70% of respondents indicated that 'a fishing trip could be successful even if no fish were caught' and 'were happy even if a fish wasn't caught on every trip, as long as they had the opportunity to catch a fish'. Most recreational anglers indicated that their last fishing trip was in salt water.]

Keywords: fishing, Queensland, visitor profile, visitor survey

**224. Ormsby, J.; Moscardo, G.; Pearce, P.; Foxlee, J. 2004: A review of research into tourist and recreational uses of protected natural areas. *Research Publication No. 79.* Great Barrier Reef Marine Park Authority, Townsville. 57 p.**

[This report reviewed management models and concepts used in programmes and strategies to manage visitors to protected areas. It also reviewed the state of knowledge regarding tourism and recreational use of protected areas. Topic areas for future studies of Great Barrier Reef tourist and recreation use are recommended at the report's conclusion. The report presents the common management steps suggested by contemporary management models (e.g. understand existing use and demand; establish setting for different use and experiences; etc.) and identifies key influences on visitor behaviour and satisfaction. These were: visitor motives and levels of experience; perceived quality (especially scenic beauty) of the physical environment; interactions with other people; effectiveness of interpretation programs; perceived quality of service provided by tour operators; perceived quality of the facilities and infrastructure on site. The authors suggested that two further issues be included in a comprehensive assessment system: the cultural background of the users and the measurement of outcomes beyond levels of satisfaction.]

Keywords: management, protected areas, review study, visitor behaviour, visitor satisfaction

**225. Ormsby, J.; Shafer, S. 2000: Visitor experiences, values and images of Whitehaven Bay: an assessment of perceived conditions. *Research Publication No. 62.* Great Barrier Reef Marine Park Authority, Townsville. 83 p.**

[A report on the results of a survey of visitors to Whitehaven Beach conducted to assess how visitors perceive its natural and social environment. Visitor surveys ( $n = 583$ ), on-site observations and surveys of local interest groups were used as data collection methods. Visitors were mostly aged 20–29 years and were evenly represented by males and females, and by domestic and international visitors. Only 10% of visitors had been to Whitehaven Beach previously. Presence of other people and their activities did not seem to negatively impact on visitors' experience, and aircraft presence, noise and distance disturbed only 10% of visitors. The most popular activities for visitors to Whitehaven Beach were swimming and snorkelling, followed by enjoying the beach and water, and relaxing and sunbathing. The area was not valued as a physically or socially active place but as natural and scenic.]

Keywords: aircraft, crowding, Queensland, visitor survey, water-based recreation

## P

**226. Parfitt, N. 1998: The profile, behaviour and needs of tourists in environmentally significant areas. Report to Tourism Queensland, Brisbane (unpublished). 55 p.**

[Report on research prepared for the Environmental Tourism Department of the Tourism Queensland. Interviews with executives and mini focus-group sessions were conducted with operators on Fraser Island, Inland Central Queensland, Coastal Central Queensland, Daintree/Cape Tribulation and Gold Coast Hinterland ( $n = 128$ ), and 446 self-completion questionnaires were collected from visitors to the same locations. The findings indicated that tourists had a low understanding of ecotourism and of its relationship to the vacation being undertaken and that tourists' claimed commitment to ecotourism was strongest among low-budget visitors (40%). The main reasons for choosing the destination were 'spending time with my partner or family', 'visiting somewhere different from home' and 'visiting somewhere I've heard a lot about', a finding that indicated a low commitment to ecotourism's goals. In general, 'spending time with my partner or family', 'being able to escape the pressures of home', 'getting close to nature' and 'being able to relax and do nothing' were the most important motivations for participants. Choice

of destination was greatly influenced by place of origin, with Queensland residents placing 'convenience and accessibility' as the most important factor and 'general reputation' being the preferred variable for international tourists.]

Keywords: focus groups, motivations, Queensland, visitor behaviour, visitor profile, visitor survey

**227. Parfitt, N. 1999: Nature-based tourism in Queensland. Report to Tourism Queensland, Brisbane (unpublished). 15 p.**

[Report of a self-completion questionnaire completed by 1090 visitors to 50 nature-based tourism locations across Queensland. The research focussed on four categories of nature-based activities: adventure activities, bushwalking, reef activities and built nature-based attractions (e.g. theme parks, zoos and sanctuaries). Surveys focussed on the domestic market but excluded regular local visitors. Most visitors were travelling with family, and were individuals employed in administrative and/or clerical positions, and with secondary or tertiary qualifications. The decision to visit the destination was made before leaving home but the attraction was incidental to the visit to the region. The main motivation was to see natural features, and to visit a unique attraction was rated 'very important' by most visitors. Bushwalking and viewing animals in the wild were the most commonly conducted activities followed by diving and/or snorkelling, camping and birdwatching.]

Keywords: adventure, bushwalking, Queensland, visitor profile, visitor satisfaction, visitor segmentation, visitor survey, water-based recreation

**228. Parks and Wildlife Service Tasmania 2008: Arthur-Pieman Conservation Area visitor survey 2009. Parks and Wildlife Service, Hobart (unpublished). 41 p.**

[This report presents the findings of a visitor survey ( $n = 211$ ) conducted in 2008 with visitors to the Arthur-Pieman Conservation Area (APCA). Visitors were mostly intrastate residents; and only 7% of visitors were from overseas. One-third of respondents was staying at least 1 night in the APCA and, of those, most were camping. Sightseeing was the most popular activity, followed by fishing, bushwalking, off-road driving, diving and surfing. Of respondents, 45% were on their first trip to the APCA and a quarter of respondents indicated that they were regular visitors (five or more previous visits). Almost one-third of visitors expressed a desire to be pre-warned about the rough nature of the roads, or information about which roads or tracks were open.]

Keywords: conservation area, Tasmania, visitor profile, visitor survey

**229. Parks and Wildlife Service Tasmania 2010: Maria Island visitor survey 2008/09. Parks and Wildlife Service, Hobart (unpublished). 38 p.**

[This report presents the findings of a visitor survey ( $n = 208$ ) conducted in 2008/09 with visitors to Maria Island, using online questionnaires. Visitors were mostly intrastate residents, with only 11% coming from overseas. Most respondents were travelling with a partner or as a couple, were aged, on average, 50 years, and were on their first trip to the island. Almost half of the respondents stayed overnight on the island and the most popular activities undertaken were photography, going on day walks, going to the beach, going on short walks and bike riding.]

Keywords: online survey, Tasmania, visitor profile, visitor survey

**230. Pearce, P.; Moscardo, G. 2001: 'Been already and done it before': understanding visitors repeating trips to the Great Barrier Reef. Pp. 268–280 in Pforr, C.; Janeczko, B. (Comps): CAUTHE 2001: Capitalising on research. Proceedings of the Eleventh Australian Tourism and Hospitality Research Conference, 7–10 February 2001, Canberra.**

[This paper presents the findings from a survey conducted over 1994–1999 with visitors ( $n = 6903$ ) to the Great Barrier Reef (GBR). Returning visitors ( $n = 1863$ ) were clustered into four different groups: returning for the same set of reef experiences in the same place (28%); returning for a

different set of reef experiences but in the same place (33%); returning for the same set of reef experiences but in a different place (13%); and returning for a different set of reef experiences in a different place (27%). Returning visitors who were seeking a different experience were more likely to be young, to have come from overseas and to be staying in the region for longer. Visitors who were residents of the GBR region were more likely to go to the same location. For all groups, experiencing the environment was one of the most important elements of their GBR trip, but particularly for those seeking variety in their experiences.]

Keywords: marine parks, Queensland, repeat visitation, visitor profile, visitor segmentation, visitor survey

**231. Pearce, P.; Moscardo, G. 2002: The Great Barrier Reef media monitoring project report 5: May–August 2001 supplementary report on internet users. CRC Reef Research Centre, Townsville (unpublished). 18 p.**

[This report presents an overview of the media coverage of the Great Barrier Reef, comparing findings with previous similar studies, and analyses the data on tourists and residents who used the internet for information about the Great Barrier Reef. International visitors were found to be proportionally higher users of the internet as a source of information about the reef. Non-internet users were more likely to be older visitors and less active in all areas compared to internet users. Internet users planned in advance more, and made less use of all other information sources. Travel motivations were similar between the two groups.]

Keywords: information, internet, marine parks, Queensland, visitor profile, visitor segmentation

**232. Perkins, H.; Grace, D.A. 2009: Ecotourism: supply of nature or tourist demand? *Journal of Ecotourism* 8(3): 223–236.**

[This research paper considers the evidence for visitors to ecotourism sites being a distinctly separate segment of the tourism market because of their preferences and motivations, and examines whether these were in turn influenced by an underlying pro-environmental orientation. The research was based on a literature review of research on ecotourism segmentation and a self-administered visitor survey of 255 visitors to two Gold Coast holiday destinations (Seaworld and O'Reilly's Rainforest Retreat). The survey offered six visitor destination choices, of which three were nature-based destinations and three mainstream holiday destinations. The research found that there was a distinct division between visitors choosing ecotourism destinations to experience nature and those wanting mainstream holidays (i.e. sun and beach holidays), where nature was the context rather than the focus of the holiday. Higher levels of expressed interest in environmental and cultural sustainability were discernible among visitors who preferred ecotourism-orientated destinations and lower in those preferring mainstream destinations.]

Keywords: ecotourism, Queensland, visitor preference, visitor segmentation, visitor survey

**233. Pickering, C. 2001: Visitor monitoring including social expectations for track planning. Pp. 162–168 in Janet Mackay and Associates (Comp.): Mountain walking track management and Australian Alps Best Practice Field Forum. Workshop Proceedings, 26–29 March 2001, Mount Buffalo and Dinner Plain.**

[This paper reports the findings of a visitor survey conducted at the Kosciuszko Alpine Area in 1998/99 and 1999/2000 that aimed at determining visitor characteristics and attitudes. In total, over 500 surveys were completed. The majority of visitors to the area went on day walks, and only 2% went camping. Bike riding, although still not common, was growing in popularity among park users. The main motivation for visiting the park was to climb the highest mountain in Australia, Mt Kosciuszko. Other important motivations were 'for walking', 'to visit an alpine environment and see the unique landscape features and flora', and to 'go somewhere special as a social event'. When participants were asked what they wanted in a walking track in the Kosciusko

Alpine Area, the most popular responses included: as natural as possible; comfortable walking surface; interesting scenery and destination points; reasonable walking grades—good design; and environmentally friendly.]

Keywords: alpine tourism, motivations, New South Wales, tracks/trails, visitor profile, visitor survey, walking

**234. Pickering, C.; Green, K.; Bridle, K. 2002: Research on Australia's high country 1999–2001. Mountain Tourism Research. CRC for Sustainable Tourism, Gold Coast. 129 p.**

[This report summarises social and biological/physical research on the Australian Alps, and provides a short history of the Australian Institute of Alpine Studies (AIAS), abstracts of talks presented at the first three annual workshops of the AIAS, a list of publications (1999–2001) relating to mountain research and a summary of recent research theses on Australian mountain areas. The relevant references listed in the report can be found elsewhere in this bibliography.]

Keywords: alpine tourism, bibliography, New South Wales, review study, Victoria

**235. Prayaga, P.; Rolfe, J.; Stoeckl, N. 2010: The value of recreational fishing in the Great Barrier Reef, Australia: a pooled revealed preference and contingent behaviour model. *Marine Policy* 34: 244–251.**

[This study used the travel cost method to estimate the value of recreational fishing on the Capricorn Coast, using data collected through a on-site visitor survey in 2007 ( $n = 311$ ). It also discussed the use of models for estimating contingent behaviour. It was estimated that recreational anglers have a per-year rate of participation of 12.98 trips, with an estimated spend of \$166.82 per person. The authors concluded that recreational anglers highly value the opportunity to fish in the region.]

Keywords: economic impacts, fishing, travel cost method, Queensland, visitor survey

**236. Preece, N.; Van Oosterzee, P.; James, D. 1995: Two way track. Chapter 4—markets for nature-based tourism and ecotourism. *Biodiversity Series, Paper No. 5*. Department of the Environment, Sport and Territories, Canberra. Available at: <http://www.environment.gov.au/biodiversity/publicationsseries/paper5/twoch4.html> (accessed 27 June 2011).**

[This chapter of a e-book presents a comprehensive review of the links between ecotourism and biodiversity conservation. Profiles of general tourists are compared with those of ecotourists. The chapter also provides: an overview of trends in general international tourism markets for Australia; key regions; an analysis of domestic and international visitors; and some empirical evidence of the value of natural areas based on previous economic studies. The review indicated that 45% of visitors to Australia visited a botanical garden or a park and 48% visited zoos and wildlife sanctuaries. Tourists visiting relatives or taking holidays accounted for the highest percentages of visitors to these attractions. Scuba-diving and/or snorkelling attracted 15% of all visitors to Australia in 1992 and 9% of overseas visitors to the country went bushwalking.]

Keywords: ecotourism, review study, trends

**237. Prideaux, B.; Crosswell, M. 2006: The value of visitor surveys: the case of Norfolk Island. *Journal of Vacation Marketing* 12: 359–370.**

[This article presents the socio-demographic profile of Australian tourists visiting Norfolk Island. The first phase of data collection was interviewing members of the island's tourism industry to identify the assumptions that they rely on for developing their visitor marketing strategies. The second phase involved a survey of Australian visitors ( $n = 354$ ) to determine whether members

of the tourism industry were accurate in their representation of the market. Seven major assumptions were identified and then tested against results: visitors were mostly elderly (only 35% were aged 60+ years); most visitors were repeat visitors (only 18% were repeat visitors); most visitors were retired couples (less than 32% were retired); most visitors were low-income earners (47% earned over \$40,000 per year); visitors were attracted by the environment of the island (confirmed); shopping was a major attraction (shopping ranked 11th as a motivating factor); visitors were attracted by the island's heritage reputation (results confirmed the importance of heritage for visitors).]

Keywords: heritage, marketing, visitor profile, visitor survey

**238. Prior, S.P.; Beckley, L.E. 2007: Characteristics of recreational anglers in the Blackwood Estuary, a popular tourist destination in Southwestern Australia. *Tourism in Marine Environments* 4(1): 15–28.**

[This paper presents the findings of a survey of recreational anglers in the Blackwood Estuary ( $n = 233$ ) and explores visitor demographics, patterns of use, expenditure, and attitudes to conservation and management. Families staying in caravan camps represented almost half of the angling groups interviewed. Most anglers were male, aged 31–45 years, and their main motivation for fishing was relaxation. Food and sport were also important motives. Locals were the predominant group of visitors to the area, and most fishing took place from boats rather than the shore. Boat anglers spent significantly more than shore anglers on bait per day and on tackle.]

Keywords: expenditure, families, fishing, visitor profile, visitor survey, Western Australia

**239. Priskin, J. 2003: Characteristics and perceptions of coastal and wildflower nature-based tourists in the Central Coast Region of Western Australia. *Journal of Sustainable Tourism* 11(6): 499–528.**

[This paper presents the findings of a visitor survey conducted in the Central Coast region of Western Australia ( $n = 702$ ). The aim of the research was to determine the levels of seasonal resource use as well as to identify visitor segments within the nature-based tourism sector. The findings indicated significant changes in visitor profile during the different seasons. During summer, visitors were more likely to be casual coastal nature tourists, concentrating along the coast and engaging in various forms of recreation. These visitors tended to be younger, travelling in larger groups and staying longer at the destination. The spring season attracted more wildflower tourists travelling to hinterland areas. These visitors were more focussed on nature appreciation activities and were more likely to require fewer facilities than casual coastal tourists.]

Keywords: perceptions, seasonality, visitor segmentation, visitor survey, Western Australia

## R

**240. Reid, M.; Wearing, S.; Croy, G. 2008: Marketing of protected areas as a tool to influence visitors' pre-visit decisions. *Technical Report Series. CRC for Sustainable Tourism, Gold Coast.* 74 p.**

[This report presents the findings of a large project that aimed to: review marketing practices employed by protected area agencies to influence pre-visit decision-making of prospective visitors; to evaluate the effectiveness of those practices; to examine visitor data being collected by these agencies to inform their marketing strategies; to develop a market segmentation matrix that can be used in pre-visit marketing strategies; and to provide practical monitoring guidance for park managers for monitoring marketing practices. Data for this project were collected from various sources: face-to-face interviews with protected area managers and marketers; desktop

study; a survey involving a range of organisations, including national park and protected area agencies, state and regional tourism organisations, visitor centres, and tourism operators ( $n = 125$ ); and three case studies of pre-visit communication practices for Australian parks. The report concludes with recommendations for the management of communication regarding protected areas.]

Keywords: decision-making process, management, marketing, protected area agencies, trends, visitor segmentation

**241. Revitt, M.; Sanders, D. 2001: Tourism and conservation on Lancelin Island: a report on visitor usage of Lancelin Island Reserve in Western Australia. Report to the Department for Conservation and Land Management (CALM), Western Australia. Murdoch University, Perth (unpublished). 13 p.**

[Refer to entry no. 242]

Keywords: families, visitor profile, visitor survey, Western Australia

**242. Revitt, M.; Sanders, D. 2002: Ecotourism on Lancelin Island, Western Australia. *Journal of Ecotourism* 1(2): 190–196.**

[This article discusses the findings from a interview survey of visitors to Lancelin Island ( $n = 39$ ) that focussed on their acceptance of a newly constructed hardwood boardwalk and viewing platform designed to minimise the disruption of flora and fauna caused by visitors. Interviews were conducted on site, and field observations were also included in the analysis. Most visitors had been to the island more than four times before, and 97% were visiting the island with family and friends who were local to the Lancelin area. Respondents' mean age was 40 years; however, it was noted that children were frequently members of visitor groups, indicating a high proportion of family groups. Almost all respondents had used the walkway and the remaining respondents indicated that they would use the walkway at some stage during their visit.]

Keywords: families, visitor profile, visitor survey, Western Australia

**243. Ross, G. 1995: Motivation and environmental preference among backpacker visitors. *People and the Physical Environment Research* 48: 3–12.**

[This paper presents the findings of a large visitor survey conducted in Cairns during the high tourist season ( $n = 600$ ). The primary aim of the survey was to identify backpackers' main motivations for visiting the region and their environmental preferences while on holiday. Two-thirds of the respondents had some tertiary education, were in their mid-20s and were first-time visitors to the region. Most respondents preferred there being only a few leisure facilities within their vacation environments, indicating a preference for a 'natural' environment with some rudimentary facilities. The findings indicated that visitors who were motivated by educational aspects were more likely to want to visit natural environments with no signs of built facilities within them. Visitors were more likely to recommend a visit to the Wet Tropics World Heritage Area to friends than to family members.]

Keywords: backpackers, motivations, Queensland, World Heritage Area

**244. Ross, G.F. 1996: Personality needs as predictors of service quality judgements among backpacker visitors to the Wet Tropics region of Far North Queensland. *Australian Leisure* 7(1): 35–41.**

[This paper explored using a psychological theory of motivation to understand visitor behaviour. It examined, through a visitor survey, the usefulness of theoretically derived motivational factors in predicting preferences for, and evaluations of, service quality among visitors. A survey of 600 backpackers in the Wet Tropics region of Far North Queensland was conducted in 1994 to assess their ideals in terms of service quality and evaluations of the region. Three travel personality

needs were identified among participants: need for achievement; need for environmental controllability; and need for affiliation or relaxation. In general, visitor ideals of the destination were higher than were visitor evaluations. Older visitors were more likely to need environmental controllability and also more likely to rate the service at the destination higher than were younger visitors. Visitors profiled as fitting the environmental controllability group were more likely to have ideals exceeding their evaluations.]

Keywords: backpackers, motivations, Queensland, service quality, visitor behaviour, visitor profile

**245. Roy Morgan Research 2009: Annual visits to PWG managed parks in New South Wales—final report April 2009. Report to New South Wales Department of Environment and Climate Change, Sydney (unpublished). 175 p.**

[This report presents the findings of a large research programme aimed at estimating annual visits to parks managed by the New South Wales state authorities. A computer-assisted telephone interview method was used to survey 15 715 households across three states in Australia (New South Wales, Victoria and Queensland) over the course of a year (2008/09). Almost 60% of park visitors were Sydney residents. Visitation was found to significantly drop during winter months, apart from the winter school-holiday period. Almost half of all visitors to state-managed parks visit more than once within a 1-month period. Males, aged 25–49 years, were the segment most likely to visit parks and the most popular activities listed were walking, water-based activities, picnicking and sightseeing. Walking activities tended to increase with age while the opposite seemed to happen with picnicking; water-based activities were predominantly engaged in by people less than 50 years old, whereas touring and/or sightseeing tended to be more likely with increased age.]

Keywords: community survey, computer-assisted telephone interview, New South Wales, non-visitors, visitor profile, visitor survey

**246. Roy Morgan Research 2009: Regional profile report: Kakadu. Report to Tourism NT, Darwin (unpublished). 30 p.**

[This report presents a summary of findings of a visitor survey conducted in the Kakadu region and compares results with findings from studies of general Australian travellers and Northern Territory travellers. Kakadu travellers tended to be older than the other two groups, with most falling into the 50+ years bracket. In fact, Kakadu travellers were significantly less likely to be young travellers than the general Australian traveller. Mid-life families and older households made up the main tourist market for the Kakadu region, and visitors tended to be big spenders. Visitors to Kakadu were 1.30 times more likely to agree with the attitude ‘for my next holiday, I’d really like a total ecotourism experience’ and 1.19 times more likely to agree with ‘I prefer to holiday where I can see nature or be in a natural setting’ than the average long-trip traveller. They were also 2.24 times more likely to be a ‘spirited traveller’ than the average long-trip traveller.]

Keywords: Northern Territory, visitor profile, visitor survey

**247. Roy Morgan Research 2009: Regional profile report: Katherine. Report to Tourism NT, Darwin (unpublished). 30 p.**

[This report presents a summary of findings of a visitor survey conducted in the Katherine region and compares results with findings from studies of general Australian travellers and Northern Territory travellers. Katherine travellers tended to be slightly older than the other two groups, with most falling into the 50+ years bracket. Mid-life families and older households made up the main tourist market for the Katherine region, and visitors tended to be big spenders. Visitors to Katherine were 1.21 times more likely to agree with the attitude ‘I prefer to holiday where I can see nature or be in a natural setting’ and 1.18 times more likely to agree with ‘for my next holiday, I’d really like a total ecotourism experience’ than the average long-trip traveller. Overall, 79% of long-trip travellers to Katherine were ‘spirited travellers’.]

Keywords: Northern Territory, visitor profile, visitor survey

**248. Ryan, C. 1999: The Australian outback, and New Zealanders as an adventure tourism market. Pp. 235–251 in Molloy, J.; Davies, J. (Comps): CAUTHE 1999: Tourism and hospitality—delighting the senses. Proceedings of the Ninth Australian Tourism and Hospitality Research Conference, Adelaide, South Australia.**

[This paper was based on a study of New Zealanders and their perceptions of the Australian outback as a tourist destination. Through the use of a questionnaire survey ( $n = 1108$ ) completed by randomly selected New Zealand households, the author also investigated the types of tourists who were interested in the adventure-, nature- or cultural-based product offered in the Northern Territory. Of all respondents, 76% had visited Australia in the past, with 17.2% indicating that their main reason for visiting was holidaying. The warm and sunny climate was the main attraction for all segments (e.g. holiday makers, those visiting friends and relatives), followed by the desire to see spectacular scenery and to visit places that were different to elsewhere. The Northern Territory appeared to be more attractive to the younger and more adventurous New Zealander, a group that presented similar characteristics to the usual backpacker market. This group rated the Northern Territory higher than did other visitor segments for its spectacular scenery, being different and being a place to view Aboriginal rock art. At the same time, the social aspect of the trip was of high value for this group as they rated 'to make new friends' and 'meeting interesting people' higher than any other group, a result that may have implications for the management and development of tourism products in the region.]

Keywords: adventure tourism, heritage, tourism markets, New Zealand, Northern Territory, visitor segmentation, visitor survey

**249. Ryan, C.; Harvey, K. 2000: Who likes saltwater crocodiles? Analysing socio-demographics of those viewing tourist wildlife attractions based on saltwater crocodiles. *Journal of Sustainable Tourism* 8(5): 426–433.**

[This research note explores the relationships between socio-demographic factors, preferences for other wildlife attractions and sensitivity towards environmental issues, and the desire to see saltwater crocodiles. In total, 2334 questionnaires were completed by adult residents of Queensland, New South Wales and South Australia. All respondents had visited Kakadu National Park within the past 3 years, demonstrating a certain level of interest in wildlife and natural areas. The findings indicated that visitors interested in dolphin watching were less likely to be interested in seeing saltwater crocodiles. Gender also seemed to play a role in crocodile viewing, with males being more likely to be more disposed towards crocodiles as a tourism attraction. Environmental attitudes, however, were not found to be relevant as predictors for interest in saltwater crocodile viewing.]

Keywords: community survey, national parks, Northern Territory, visitor profile, visitor survey, wildlife

**250. Ryan, C.; Hughes, K.; Chirgwin, S. 2000: The gaze, spectacle and ecotourism. *Annals of Tourism Research* 27(1): 148–163.**

[A visitor survey ( $n = 472$ ) and field observations provided the empirical data of this paper. The aim of the study was to examine attitudes and behaviours of visitors to Fogg Dam Conservation Area. More than half of all visitors interviewed stayed in the area for 1 hour or less. The largest numbers of visitors were accompanied by their parents or by other family members, and almost half of the sample comprised repeat visitors. One in every four visitors was from overseas, with the UK and Germany being the most common countries of origin. More than half of the respondents indicated that the visit to the conservation area was just one of the stops planned for the day and was not considered the main reason for their outing. Viewing birds from observation sites and walking on either the dam wall itself or along boardwalks through freshwater mangrove swamps were the main activities undertaken.]

Keywords: birdwatching, conservation area, ecotourism, Northern Territory, visitor behaviour, visitor survey, wildlife

**251. Ryan, C.; Huyton, J. 2000: Who is interested in Aboriginal tourism in the Northern Territory, Australia? A cluster analysis. *Journal of Sustainable Tourism* 8(1): 53–88.**

[This paper is based on findings of a survey of visitors ( $n = 471$ ) to Katherine, Northern Territory conducted in 1997. The main focus of the paper was visitors' interest in indigenous tourism in this region. Current literature on Aboriginal tourism is reviewed, particularly as it relates to the Northern Territory. Visitor demographic results suggest that the most prevalent age group of visitors to Katherine were 21–30 year olds. Almost half of respondents were from overseas, coming particularly from the UK. During data collection, visitors were asked to rate existing and potential tourism products within the region. Interest was higher in nature-based products than culturally based ones. The city of Darwin, Katherine Gorge, and Kakadu and Litchfield National Parks were the places most visited by respondents, whereas cultural centres, tours with Aboriginal guides and visits to Aboriginal sites were cited by only one-third of respondents. The findings also indicated that gender played a role in predicting interest for culturally-based products, with females more likely to be more disposed towards Aboriginal tourism.]

Keywords: Aboriginal tourism, cultural tourism, indigenous, national parks, Northern Territory, visitor profile, visitor survey

**252. Ryan, C.; Huyton, J. 2001: Balanda visitors to central Australia: their perceptions. Pp. 281–302 in Pforr, C.; Janeczko, B. (Comps): CAUTHE 2001: Capitalising on research. Proceedings of the Eleventh Australian Tourism and Hospitality Research Conference, 7–10 February 2001, Canberra.**

[This paper is based on the findings of a survey of 358 visitors to the Desert Springs Park and to the Cultural Centre at Uluru-Kata Tjuta Park (UKTNP) in the Northern Territory (NT). The survey questionnaire asked respondents to indicate travel patterns and the importance of various attributes of the Northern Territory as tourist attractions, and to evaluate the latter. One-third of respondents were aged 30 years or less, and 56% were married. Visitors to Alice Springs stayed for much longer in the NT than did UKTNP visitors, although both groups stayed for a similar length of time in Australia. Like in previous studies conducted by the authors, respondents were strongly motivated by the desire to visit places that were different to anywhere else. Furthermore, the findings confirmed that socio-demographic characteristics affected interest in culturally-based tourism products.]

Keywords: cultural tourism, indigenous, national parks, Northern Territory, perceptions, visitor profile, visitor survey

**253. Ryan, C.; Sterling, L. 2001: Visitors to Litchfield National Park, Australia: a typology based on behaviours. *Journal of Sustainable Tourism* 9(1): 61–75.**

[The study presents the findings of a visitor survey ( $n = 671$ ) conducted in Litchfield Park, Northern Territory in 1997. Visitors, on average, spent 1 or 2 days in the park and one-fifth of them camped for at least 3 days. The major activities undertaken by visitors were swimming at the various water holes and bushwalking for periods of 1 hour or less. Heat and family members' various physical abilities were the impediments for engaging in longer walks in the bush. Overcrowding was perceived as a problem on walkways and at particularly beautiful sites. Five clusters of visitors were identified by their attitudes: 'day visitors' (19.3%), 'hedonists' (12%), 'generalists' (32.7%), 'four-wheel-drive enthusiasts' (15.4%) and 'information seekers' (20.7%). These groups were discussed and their characteristics presented.]

Keywords: national parks, Northern Territory, visitor profile, visitor segmentation, visitor survey

## S

- 254. Saltzer, R. 2002: Understanding barriers to reef visitation in the Cairns region: preliminary report. Report to CRC Reef Research Centre, Townsville (unpublished). 14 p.**

[This report presents preliminary results of a 2002 survey of 191 visitors to Cairns who had been to the Great Barrier Reef (GBR) during their visit and 289 visitors who had not been to the GBR. The survey's main aim was to collect data about barriers to visitation. Non-visitors were more likely to be older and from Australian states other than Queensland. Visitors who had decided to visit the Cairns region because of the 'warm sunny weather', 'opportunities to visit the rainforest' and 'a chance to escape a busy life' were more likely to be non-visitors, whereas reef visitors were more likely to be interested in opportunities to see wildlife/birds that they did not normally see. Respondents who visited the reef were involved in more activities in their trip to the region than were non-visitors. The major reasons for not visiting the reef were 'I didn't have enough time' and 'bad weather and/or the sea was too rough'.]

Keywords: marine parks, Queensland, non-visitors, visitor profile, visitor survey

- 255. Saltzer, R. 2002: Understanding Great Barrier Reef visitors: factors that contribute to visitor satisfaction. Report to the CRC Reef Research Centre, Townsville (unpublished). 12 p.**

[This report presents selected results of a survey of 2215 Great Barrier Reef (GBR) visitors. The aim of the report was to present data related to visitor satisfaction and the reef experience. Factors that impacted the most on the overall satisfaction of visitors were (in order of importance): how satisfied visitors were with the fish, coral and other marine life; having 'learning about nature', 'experiencing the beauty of nature', 'being in a natural place', 'experiencing an undeveloped environment', and 'experiencing something new and different' as reasons for visiting the GBR; and the number of activities undertaken. The most commonly reported, best reef experiences were snorkelling, seeing and/or interacting with wildlife, and diving.]

Keywords: marine parks, Queensland, visitor satisfaction, visitor survey

- 256. Saltzer, R. 2002: Understanding Great Barrier Reef visitors: preliminary results. Report to the CRC Reef Research Centre, Townsville (unpublished). 13 p.**

[This report presents preliminary results of a survey with 2215 visitors to the Great Barrier Reef (GBR) conducted in 2001. The aim of the survey was to collect data from passengers on reef operations in North and Far North Queensland coastal regions about their experiences and activities. Most respondents were first-time visitors, aged in their late 30s, predominantly from overseas (particularly North America and the UK), travelling independently, with a spouse or partner, and staying 1-7 days in the region. Opportunities to snorkel and to see marine wildlife were the most important factors for visitors when choosing their particular reef tour. To experience the beauty of nature, to experience something new and different, and to be in a natural place were the main motivators for visiting the GBR.]

Keywords: marine parks, Queensland, visitor profile, visitor survey

- 257. Saltzer, R. 2002: Understanding Great Barrier Reef visitors: profile of repeat visitors. Report to the CRC Reef Research Centre, Townsville (unpublished). 13 p.**

[This report presents selected results of a survey of 2215 Great Barrier Reef visitors. The aim of the report was to present data collected from repeat visitors. Almost one-third of the respondents had visited the reef before and almost half of them indicated that they would definitely return. Queensland visitors were more likely to be repeat visitors, as were younger travellers. Europeans

made up the largest group of international repeat visitors. Price and opportunities to snorkel and to dive were the most important factors in their selection of a reef trip. Bareboats and dive trips had the highest proportion of repeat visitors.]

Keywords: marine parks, Queensland, repeat visitation, visitor profile, visitor satisfaction, visitor segmentation, visitor survey

**258. Saltzer, R. 2002: Understanding visitor wildlife interactions: Kangaroo Island. Data summary report. CRC Sustainable Tourism, Brisbane (unpublished). 6 p.**

[This report presents preliminary results of a survey of 262 visitors to Kangaroo Island. The aim of the survey was to collect data from visitors about their opportunities for wildlife tourism experiences and products. Most respondents were Australian visitors, coming mainly from South Australia, and were travelling with a spouse or partner and aged in their mid-40s. A chance to see wildlife that they did not normally see, and to get close to nature, were the two main reasons for respondents visiting Kangaroo Island. Compared to other wildlife-based tourists, visitors to Kangaroo Island were significantly more interested in opportunities to see wildlife while on holiday. Having a natural encounter with wildlife was one of the most important features sought in wildlife experiences.]

Keywords: South Australia, visitor profile, visitor survey, wildlife

**259. Saltzer, R. 2002: Understanding visitor wildlife interactions: Lady Musgrave Island and Lady Elliot Island: preliminary report. Data summary report. CRC Reef Project B2.3. CRC Reef Research Centre, Townsville (unpublished). 15 p.**

[This report presents preliminary results of a survey of 249 visitors to Lady Musgrave Island and Lady Elliot Island. The aim of the survey was to collect data from visitors about their opportunities for wildlife tourism experiences and products. Most respondents were international visitors, coming mainly from Europe and North America, and were travelling with a spouse or partner and were aged in their mid-40s. The opportunity to see the Great Barrier Reef, to snorkel and to see wildlife were the three main reasons why respondents visited Lady Musgrave Island and Lady Elliot Island. Compared to other wildlife-based tourists, visitors to these islands were significantly more interested in opportunities to see wildlife while on holiday. Having a natural encounter with wildlife was one of the most important features sought in wildlife experiences.]

Keywords: marine parks, Queensland, visitor profile, visitor survey, wildlife

**260. Saltzer, R. 2003: Understanding visitor-wildlife interactions: a case study of penguin tourism at Granite Island, South Australia. Data summary report. CRC Sustainable Tourism, Brisbane (unpublished). 6 p.**

[This report presents results of a survey of 189 visitors to Granite Island who were part of a penguin tour. The aim of the survey was to collect data from visitors about their opportunities for wildlife tourism experiences and products. Most respondents were Australian visitors, but a large percentage of respondents was international visitors (40%). Visitors were mostly travelling with a spouse or partner, or in a family group, and were aged 21-40 years. Of all visitors, 30% were travelling with children aged 12 years or less. Natural encounters with wildlife and a chance to get close to wildlife were two of the most important features sought in visitors' wildlife experiences. Compared to other wildlife-based tourists, visitors to Granite Island were slightly more interested in opportunities to see wildlife while on holiday.]

Keywords: South Australia, visitor profile, visitor survey, wildlife

**261. Saltzer, R. 2003: Understanding visitor-wildlife interactions: a case study of penguin tourism at Kingscote, Kangaroo Island, South Australia. Data summary report. CRC Sustainable Tourism, Brisbane (unpublished). 6 p.**

[This report presents results of a survey of 137 visitors to Kingscote, Kangaroo Island, who were part of a penguin tour. The aim of the survey was to collect data from visitors about their opportunities for wildlife tourism experiences and products. Most respondents were first-time

visitors from overseas, but a large percentage of respondents was visitors from South Australia (40%). Visitors were mostly travelling with a spouse or partner, or in a family group. However, only 10% of the visitors were travelling with children aged 12 years or less. Having a natural encounter with wildlife was one of the most important features sought in visitors' wildlife experiences. Compared to other tourists, visitors to Kingscote were considerably more interested in opportunities to see wildlife while on holiday. Almost 30% of respondents had been to at least one type of wildlife viewing setting more than five times in the previous year.]

Keywords: South Australia, visitor profile, visitor survey, wildlife

**262. Schmallegger, D.; Carson, D. 2008: Information search and trip planning behaviour of international and domestic four wheel drive travellers in Central Australia. Pp. 1–10 in Richardson, S.; Redline, L.; Patiar, A.; Ternel, M. (Eds): CAUTHE 2008: Where the bloody hell are we? Proceedings of the Eighteenth Australian Tourism and Hospitality Research Conference.**

[This paper presents the findings from a study of the information-search and trip-planning behaviour of international and domestic independent four-wheel-drive travellers in Central Australia. The study was based on 30 semi-structured qualitative interviews conducted in 2006 with independent four-wheel-drive travellers at three popular four-wheel-drive destinations in Central Australia. Participants were members of 14 international and 16 domestic travel parties who were mostly travelling for more than 2 weeks, going to multiple destinations, travelling in couples or family groups, and aged 40 years or over. The results indicated that information-search and trip-planning behaviour of this particular market was very complex and difficult to assess. However, in general, international visitors were more likely to have at least one 'anchor destination' where accommodation and other basic services were arranged prior to the trip, whereas domestic visitors were more likely to act spontaneously and limited their pre-trip planning. Overall, the tendency was for both groups to plan itineraries in advance as loosely as possible and to make many of their decisions during the holiday.]

Keywords: desert tourism, four-wheel-drive, information, Northern Territory, qualitative research, trip planning

**263. Schwarz, C.; Weiler, B.; Arrowsmith, C. 1999: Walking tracks in the Grampians National Park: a study of user needs and satisfaction, results of on-site questionnaire. P. 221 in Molloy, J.; Davies, J. (Comps): CAUTHE 1999: Tourism and hospitality—delighting the senses. Proceedings of the Ninth Australian Tourism and Hospitality Research Conference, Adelaide, South Australia.**

[Abstract edited:]

This paper reports on selected findings from a study of the needs of walking track users in the Grampians National Park and the extent to which these needs were being met. A self-administered questionnaire was given to a total of 329 walkers on 11 different tracks (which were categorised by type). Significant differences between track types were found for nine of the level-of-satisfaction questions and for five of the motivation questions. Differences in socio-demographic profiles were also found by track types. The findings are useful in that they specify factors associated with motivation, satisfaction and dissatisfaction, and provide an indication of how walking tracks could be improved.

Keywords: national parks, tracks/trails, Victoria, visitor satisfaction, visitor survey, walking

**264. Shafer, C.S.; Inglis, G.J.; Johnson, V.Y.; Marshall, N.A. 1998: Visitor experiences and perceived conditions on day trips to the Great Barrier Reef. Technical Report No. 21. CRC Reef Research Centre, Townsville. 76 p.**

[This report identifies the types of experiences had by day-trip visitors to the Great Barrier Reef (GBR) and the conditions that influenced them ( $n = 1922$ ). Questionnaires were provided in three languages (English, German and Japanese) and were designed to measure different attitudinal, behavioural and demographic characteristics of the visitors. Almost half of the respondents had

not visited a coral reef before and less than one-third of visitors had previously been to the GBR. Five types of reef visitors were identified: people who predominantly escaped from their normal routine and experienced nature; people who shared their experience of the natural environment with friends and family; those who experienced nature without taking part in physical activities (e.g. snorkelling); people who were very enthusiastic about all aspects of the trip; and people who were generally not enthusiastic about any particular part of the trip. The five groupings were characterised by significant demographic differences.]

Keywords: marine parks, Queensland, visitor segmentation, visitor survey

**265. Sherl, L.M.; Valentine, P.; Millard, M. 1997: Recreation and tourism experience in the Great Barrier Reef Marine Park and implications for management. *Research Publication No. 65*. Great Barrier Reef Marine Park Authority, Townsville. 162 p.**

[This report presents the findings of a survey ( $n = 208$ ) of visitors to Lady Musgrave Island and Reef located in the southern section of the Great Barrier Reef Marine Park (GBRMP). The main aim of the research was to develop a classification of reef experiences. To that end, the report provides valuable information about visitor characteristics and motivations. More than half of the respondents were day trippers, over one-quarter were campers and approximately 20% were 'yachties'. Respondents were a wide variety of ages, and there were slightly more males than females. Campers and yachties were particularly more likely to be repeat visitors. More than half of all visitors to the island had come with family or friends, and less than 10% visited the island alone. Almost a quarter of the respondents were from overseas, with a large component coming from the UK. Contemplating nature and snorkelling were the two most popular activities on the island and two of the most important motivators to visit the island.]

Keywords: marine parks, Queensland, visitor profile, visitor survey

**266. Smallwood, C.B.; Beckley, L.E.; Moore, S. 2008: A spatial and temporal framework for historical human usage data in the Ningaloo Marine Park. P. 41 in Simpson, C.; Waples, K.; Loneragan, N.; McKissock, I.; Wilson, K. (Comps): *Second Annual Ningaloo Research Symposium: Discovering Ningaloo—latest findings and their implications for management, 28–29 May, Perth*.**

[Abstract edited:]

As part of the CSIRO Wealth from Oceans Ningaloo Collaboration Cluster, a project was initiated to determine the spatial and temporal patterns of human use of Ningaloo Marine Park (NMP). To inform this project, all available datasets on historical human use relating to the NMP and adjacent coastal strip were collated and reviewed. The datasets included: long-term monitoring information on camping, vehicle counts, and recreational fishing and boating surveys by relevant state government agencies, as well as various university-managed investigations of tourism. The information therein has been summarised to highlight the time periods for which data exist, what areas they cover and key findings. While these data provide an indication of activities undertaken in parts of the NMP during the specific timeframes, few encompass the whole NMP and most of this information is at a relatively coarse spatial scale. The review highlighted the need for further collection of data on human usage at appropriate temporal and spatial scales to support decision-making by managers of recreational activities in the NMP.

Keywords: marine parks, spatial patterns, visitor monitoring, Western Australia

**267. Smallwood, C.B.; Beckley, L.E.; Moore, S. 2008: Spatial footprint and temporal variability of recreational usage of a remote fringing reef in north-Western Australia. P. 207 in *The Eleventh International Coral Reef Symposium: Reefs for the future, July 7–11, Fort Lauderdale, USA*.**

[Abstract edited:]

Part of this study included about 1100 face-to-face questionnaire interviews with recreational participants conducted throughout 2007 along the length of the reef system. Snorkelling, fishing, diving, kayaking, surfing as well as going on charter tours for coral viewing and seeing manta

rays were some of the popular activities recorded. As well as seasonal variation in recreational usage of the reef and in the demographics, visitation patterns and origins of visitors, there was also spatial variation in these elements along the coastline. Although recreational activity in this region has been previously studied, this is the first study that clearly displays the spatial relationship between these activities, access points and various accommodation types. The study has also identified popular usage nodes, which could be vulnerable to impacts from recreational activities. The fine-scale resolution and geo-referenced nature of this dataset makes it particularly pertinent to site-specific planning and management of Ningaloo Reef and the adjacent coastline.

Keywords: marine parks, spatial patterns, visitor monitoring, visitor survey, Western Australia

**268. Smith, A.; Newsome, D.; Lee, D.; Stoeckl, N. 2006: The role of wildlife icons as major tourist attractions: case studies Monkey Mia Dolphins and Hervey Bay whale watching. *Technical Report Series*. CRC for Sustainable Tourism, Gold Coast. 152 p.**

[A visitor survey was conducted at two major wildlife tourism destinations, Monkey Mia ( $n = 356$ ) and Hervey Bay Marine Park ( $n = 314$ ), providing the data for an overview of visitor characteristics and activities. The findings indicated that visitor numbers remained stable since 1998 at Monkey Mia and that there has been a slight decrease in whale-watching visitors at Hervey Bay since 1999. One-third of all visitors to Monkey Mia indicated that this visit was the main purpose of their trip and 23% of all respondents indicated that they would not have gone to this destination if dolphins had not been present. Similar results were found for Hervey Bay visitors, with 26% indicating that this visit was the main purpose of their trip and 28% indicating that they would have gone elsewhere had no whale watching been available in Hervey Bay. Viewing dolphins and relaxing were the two most popular activities for respondents at Monkey Mia, whereas viewing whales and visiting cafes and/or restaurants were the two most popular activities at Hervey Bay. In terms of motivators, different aspects of wildlife viewing and interaction were the main reasons for visiting the two sites.]

Keywords: Queensland, visitor survey, Western Australia, wildlife

**269. Spencer, H.J.; Youngentob, K.N. 2004: Visitors attitudes towards development in the Daintree Lowlands Rainforest. Australian Tropical Research Foundation, Cape Tribulation (unpublished). Available at: <http://www.scoop.co.nz/stories/WO0409/S00080.htm> (accessed 9 Aug 2011).**

[This report presents the results of a visitor survey ( $n = 652$ ) conducted at Cape Tribulation in the Daintree Lowland in 2004. The main aim of the study was to identify tourists' attitudes towards present and further development in the region, and to provide a profile of visitors to the main survey site. Australian and overseas visitors were represented almost in equal numbers, with the predominant sources of domestic visitors being the three eastern mainland states, and Europe, the UK and the USA constituting the main sources of international visitors. The primary reasons for visiting the Daintree were for a holiday and to see nature. Most respondents stated that they had engaged with nature-based activities during their stay, with a small percentage participating in an organised tour. Wildlife viewing was cited as a significant attraction and/or feature of the trip.]

Keywords: forests, Queensland, visitor profile, visitor survey, wildlife

**270. Sumner, N.R.; Steckis, R.A. 1999: Statistical analysis of Gascoyne Region recreational fishing study July 1996. *Fisheries Research Report No. 115*. Department of Fisheries, Perth, Western Australia. 30 p.**

[A survey of 399 recreational fishers was conducted in 1996 in the Gascoyne region to collect information on catch, fishing effort, fishers' attitudes and demographics, and economic measures. Fishers' main reasons for visiting the region were to enjoy the pleasant environment and climate, for a camping holiday and to go fishing. Most fishers were repeat visitors to the region. A high-quality fishing trip was one in a high-quality environment and climate, with family and friends, and in a pristine area. The quantity of fish to take home and the value of fish taken home was not

considered to be very important by most fishers, and most fishers enjoyed their trip regardless of catch. The majority of fishers were in the region with their family, were from the Perth metropolitan area, and were aged 40–59 years.]

Keywords: families, fishing, visitor profile, visitor survey, Western Australia

**271. Sustainable Tourism Cooperative Research Centre 2008: Tourism and protected area management: sustaining resources. CRC for Sustainable Tourism, Gold Coast. 52 p.**

[This report presents an overview of the research programme on protected area tourism led by the Sustainable Tourism Cooperative Research Centre (STCRC). The research areas profiled are: visitors; interpretation and communication; economic evaluation; partnerships; planning and management. The main findings on visitation were that: parks and protected areas are core destinations for Australian tourism; park visitors, while generally highly educated, have identifiable needs for information to improve the safety and enjoyment of their visits and activities; and there is a move to more systematic research in visitor monitoring, using indicators and predictive models that can assist in the park visitor–management interface. Twenty-five reports published by the STCRC are summarised (six of them focussed on visitation to protected areas).]

Keywords: protected areas, review study, trends

**272. Sustainable Tourism Cooperative Research Centre 2009: Wildlife tourism: challenges, opportunities and managing the future. CRC for Sustainable Tourism, Gold Coast. 64 p.**

[This report presents an overview of the research programme on wildlife tourism led by the Sustainable Tourism Cooperative Research Centre (STCRC). The research areas profiled are: visitors; economics; the wildlife experience; host communities; and wildlife impacts and management. The main findings on visitation were that the nature of visitors to wildlife tourism destinations and/or attractions is still an under-researched subject, with very little known about the actual demand for non-consumptive wildlife tourism and about visitor characteristics. Thirty-five reports published by the STCRC are summarised (five of them focussed on visitation to protected areas).]

Keywords: review study, trends, wildlife

**273. Sutton, S. 2006: An assessment of the social characteristics of Queensland's recreational fishers. CRC Reef Research Centre Technical Report No. 65. CRC Reef Research Centre, Townsville. 149 p.**

[This report presents the findings of a telephone and mail survey used to collect information from recreational fishers from the Great Barrier Reef area (GBR) and from non-GBR Queensland regarding their demographic characteristics, fishing behaviour, motivations, among others. Overall, 2733 full telephone interviews were conducted with recreational fishers, and 1385 mail questionnaires were completed from this sample. The majority of fishers from both areas were male, aged in their early 40s, and had more than 25 years of experience. Fishers from the GBR area were more regular fishers, and inshore and offshore marine waters were the most popular fishing sites for both groups. Most fishers indicated that they usually fished with family and/or friends, and that someone in their household owned a boat. 'I have too many work/family commitments', and 'other leisure activities take up too much of my time' were the most often cited reasons preventing respondents from fishing more regularly. Relaxation, to be outdoors and to experience unpolluted natural surroundings were the most popular motivations to go fishing.]

Keywords: community survey, families, fishing, marine parks, Queensland, telephone survey, visitor profile, visitor survey

**274. Sutton, S. 2007: Constraints on recreational fishing participation in Queensland, Australia. *Fisheries* 32(2): 73–83.**

[This paper presents selected findings of a telephone and mail survey used to collect information from recreational fishers from the Great Barrier Reef area (GBR) and from non-GBR Queensland regarding their demographic characteristics, fishing behaviour, motivations, their motivations, among others (refer to entry no. 273). 'I have too many work/family commitments' and 'other leisure activities take up too much of my time' were the most often cited reasons preventing respondents from fishing more regularly. Fishers who listed constraints had lower levels of participation in the past 12 months than respondents who did not indicate constraints to participation. Also, constrained fishers had lower satisfaction levels with fishing in Queensland. Fishers who placed high importance on catching fish and on relaxing were more likely to experience constraints.]

Keywords: community survey, constraints, fishing, marine parks, Queensland, telephone survey, visitor survey

## T

**275. Taverner Research 2004: Sydneysiders' use of parks and gardens. Sydney Parks Group, Sydney (unpublished). 7 p.**

[This report presents a summary of results of a telephone survey conducted in 2004 with 1521 residents of the Greater Sydney area, and provides brief comparisons with results of previous similar studies. The aim of the survey was to assess park usage and public attitudes and needs as they relate to parks (managed by Sydney Parks Group member agencies), including national parks bordering or within the metropolitan area, and local council parks near respondents' residence. Only 3% of Sydneysiders had not visited a park in the past 12 months, and 57% had visited a park in the past week. The latter results show an increase from previous years. Males were slightly more likely to have visited a park in the last week than females. Park usage did not vary significantly among age groups, although people aged 55–64 years were less likely to have visited a park in the past week. Also, country of birth did not seem to strongly influence park visitation; rather, level of education seemed to play a significant positive role in park visitation. The most popular park activities were: walking, relaxing and enjoying nature and/or wildlife.]

Keywords: community survey, New South Wales, telephone survey, urban parks, visitor profile, visitor use

**276. Taylor, A.; Prideaux, B. 2008: Profiling four wheel drive tourism markets for desert Australia. *Journal of Vacation Marketing* 14: 71–86.**

[The aim of the study was to segment visitors that experienced the desert in four-wheel-drive vehicles. The study was based on two focus-group interviews conducted in Melbourne in 2006 and on interviewer-based surveys at three major four-wheel-drive shows in Australia during that same year ( $n = 640$ ). The results from the surveys indicate a fairly homogenous group in terms of socio-demographic characteristics, with four-wheel-drive enthusiasts being aged 45–65 years and living in coupled/partnered households with or without children. Motivations identified by participants were clustered into three main domains: psychological (the main motivations were to get away from it all, self-discovery, socialising, making friends and facing challenges); thrill seeking (desire for adventure-based experiences); and activity driven (use of four-wheel-drive to facilitate access to locations where favoured activities can be undertaken). Triangulation of these domains with other survey variables led to the development of three main four-wheel-drive segments: the 'explorer-travellers', the 'activity seekers' and the 'adventure-thrill seekers'.]

Keywords: desert tourism, focus groups, four-wheel-drive, motivations, tourism markets, visitor profile, visitor segmentation

**277. Thomas, M. 2001: A multicultural landscape: national parks and the Macedonian experience. Studies in the cultural construction of open space. New South Wales National Parks and Wildlife Service and Pluto Press Australia, Hurstville and Annandale. 110 p.**

[This book presents an in-depth analysis of migrants' experiences of natural parks, including their demands for such experiences, the activities they participate in and the barriers to participation. It is based on theoretical discussions about ethnicity, ethnic minorities and migration, and on interviews and focus-group sessions with members of a Macedonian community in Sydney. The findings indicated that Sydney's natural parks provided the Macedonian community an important link to their previous life experiences in their home country, where rural living was predominant. Parks were a contrast to Sydney's urban environment, providing a pleasant and communal space for Macedonian migrants to interact. National parks and other open spaces, therefore, played a unique role in consolidating the feeling of being Macedonian in Australia. However, traditions developed by first-wave Macedonian migrants were not considered so important by younger migrants or second-generation individuals, who have adopted the 'Australian bush' dominant aesthetic.]

Keywords: ethnic minorities, focus groups, migrants, national parks, New South Wales, qualitative research

**278. Thomas, M. 2002: Moving landscapes: national parks and the Vietnamese experience. Studies in the cultural construction of open space. New South Wales National Parks and Wildlife Service and Pluto Press Australia, Hurstville and Annandale. 145 p.**

[This book presents an in-depth analysis of migrants' experiences of natural parks, including their demands for such experiences, the activities they participate in and the barriers to participation. It is based on theoretical discussions about ethnicity, ethnic minorities and migration, and on interviews and focus-group sessions with members of the Vietnamese community in Sydney. The findings indicated that Vietnamese migrants have a very different understanding of what nature was and its use compared to that of white Australians. Conservation and attitudes towards nature were entirely new concepts for many adult Vietnamese. Rules and regulations governing fishing, rubbish disposal, lighting fires and the treatment of native flora and fauna were usually very confusing for this community, since these forms of control were/are not common in their home country. It seemed that Vietnamese people enjoyed nature not by contemplating landscapes, but by interacting with them.]

Keywords: ethnic minorities, focus groups, migrants, national parks, New South Wales, qualitative research

**279. Thomas, P.; Russell, R.; Triandos, P. 2005: Visitor monitoring in mountain parks and resorts: summer mountain tourism, Victoria. Technical Report Series. CRC for Sustainable Tourism, Gold Coast. 47 p.**

[This report presents the findings of a visitor survey ( $n = 200$ ) conducted at Mount Buffalo to profile summer visitors to the mountains. Also, face-to-face interviews ( $n = 260$ ) with Melbourne residents were conducted to assess the perceptions of visitors and non-visitors to Victorian mountain resorts in the summer. Most visitors to Mount Buffalo were travelling in family groups or as young couples, were residents of the eastern and southeastern suburbs of Melbourne and were highly educated. Making a day excursion to Mount Buffalo was the most popular type of travel, and the main motivations to visit the alpine region were to enjoy nature and to rest and/or relax. The main barriers for visitation identified in this study were related to access to the mountains (access was too difficult, the mountains were too far away), the cost of such a holiday and the perceived lack of activities at the destination.]

Keywords: accessibility, alpine tourism, community survey, constraints, non-visitors, Victoria, visitor profile, visitor survey

**280. Tisdell, C.; Wilson, C. 2001: World Heritage listing of Australian natural sites: tourism stimulus and its economic value. *Economics, Ecology and the Environment: Working Paper No. 60*. The University of Queensland, Brisbane. 28 p.**

[This paper discusses the impacts that being listed as a World Heritage site has on numbers of visitors to the site. It presents an analysis of available time-series data on international visitors to relate visitation to World Heritage status. The article also discusses how the economic value of the tourism stimulus provided by World Heritage listing can be measured. The findings suggested that only a slight increase in visitor numbers was likely to occur and that other factors may have had a greater impact than World Heritage listing, such as distances to sites, costs involved, family size, age of family and season. Also, iconic features listed as World Heritage sites had been marketed long before being accorded World Heritage status and, therefore, the listing may have produced only minimal impact.]

Keywords: economic impacts, review study, World Heritage Area

**281. Tisdell, C.; Wilson, C. 2004: Birds in an Australian rainforest: their attraction for visitors and visitors' ecological impacts. *Economics, Ecology and the Environment: Working Paper No. 103*. The University of Queensland, Brisbane. 27 p.**

[This article presents the findings of a visitor survey conducted in Lamington National Park to assess the importance of birds as an attraction to this site ( $n = 622$ ). Visitors were asked to rank the importance of several features of their visit to the Green Mountains, in Lamington National Park. The presence of the rainforest was ranked highest followed by birds and to get close to nature. Females were significantly more likely to be attracted to the site by the presence of birds than were males. Hearing birds was the most important attribute of birds at the site, followed by the diversity of birds and seeing lots of birds. Of respondents, 43% said that, in future, they would not visit or would reduce the frequency of their visits if birds were not present on site. Two groups of visitors were identified: one that were interested in physical contact with brightly coloured birds, and one that was interested in the diversity of birds, and in hearing and seeing birds, particularly rare ones.]

Keywords: birdwatching, forests, national parks, Queensland, visitor survey, wildlife

**282. Tisdell, C.; Wilson, C. 2004: Economics, wildlife tourism and conservation: three case studies. CRC for Sustainable Tourism, Gold Coast. 71 p.**

[This report presents the findings of three case studies that highlight the value of economics and its limits in assessing wildlife tourism in each case. Two of the three case studies are summarised elsewhere in this bibliography (refer to entries numbered 281 and 337). The third case study is out of the scope of this bibliography as it focusses on Antarctic wildlife tourism.]

Keywords: economic impacts, visitor survey, wildlife

**283. Tisdell, C.A.; Wilson, C. 2003/2004: Lamington National Park: its appeal to visitors and their concerns. *Australasian Journal of Environmental Management* 11(1): 97–109.**

[Refer to entry no. 281]

Keywords: economic impacts, national parks, Queensland, visitor survey, wildlife

**284. Tonge, J. 2003: Monitoring visitor use in the Swan Estuary Marine Park with a focus on measures of recreational quality. Unpublished BSc thesis, Murdoch University, Perth. 124 p.**

[This thesis examines visitor use of the Swan Estuary Marine Park, including visitors' perceptions of environmental and social conditions, their importance and visitation satisfaction levels. A questionnaire survey ( $n = 132$ ) was used to collect information from visitors to the

marine park and an importance-satisfaction analysis was conducted. Also, detailed recordings of one full day of visitation to three particular sites were made by the author, where information about visitor numbers, visitor characteristics and activities was collected. The findings indicated that land-based activities were preferred by visitors to the Swan Estuary Marine Park, particularly cycling and walking. Groups were mostly of one or two individuals. The number of dogs and cyclists that visitors tolerated varied between the three sites, and the presence of litter, the condition of the Swan River and the presence of wildlife were the environmental conditions that were most important to visitors.]

Keywords: marine parks, visitor monitoring, visitor profile, visitor survey, visitor use, Western Australia

**285. Tonge, J.; Moore, S.A. 2003: Monitoring visitor usage of the Swan Estuary Marine Park. In: Parks and Visitor Services Workshop Research Forum, 14 November 2003, Wollaston Conference Centre, Western Australia.**

[Refer to entry no. 284]

Keywords: marine parks, visitor monitoring, visitor profile, visitor survey, visitor use, Western Australia

**286. Tonge, J.; Wegner, A.; Moore, S.; Taplin, R.; Smith, A. 2009: Designing and testing a park-based visitor survey for protected areas in Western Australia. Report to the WA Department of Environment and Conservation. Murdoch University, Perth. 55 p.**

[This report provides advice on the 'best' questions to include in visitor survey questionnaires, and how to best analyse and use information derived from these instruments. A pilot questionnaire was tested with 480 individuals visiting Yanchep National Park. A focus group provided advice on survey design and how to enhance the usefulness of the results for managers and survey administration. The survey results indicated that most visitors were first-time visitors, undertaking activities such as sightseeing, bird and/or wildlife viewing, and relaxing. Satisfaction questions were tested and it was confirmed by focus-group members that at least one of the three questions relating to overall satisfaction could be omitted. Also, questions relating to the number of passengers in vehicles and trip planning were deemed unnecessary. Focus-group members also noted the importance of training for those administering visitor surveys and of providing questionnaires in other languages.]

Keywords: focus groups, management, national parks, protected area agencies, visitor monitoring, visitor survey, Western Australia

**287. Tourism NT 2008: Wildlife and bird watching tourism. In Focus. Tourism NT, Darwin. 1 p. Available at: <http://www.tourismnt.com.au/research/niche-experiences/wildlife-bird-watching.aspx> (accessed 27 June 2011).**

[A short summary of the wildlife and birdwatching tourism market in the Northern Territory (NT). The research note is based on the Tourism Research Australia's International Visitor Survey (IVS) and the National Visitor Survey (NVS). The paper indicates that in the NT, 97% of all international and 65% of all interstate holiday visitors participated in an outdoor or nature-based activity. Their preferred activities were to go to the beach, to visit national and/or state parks, and to go whale and/or dolphin watching. A small percentage of international (3.5%) and Australian (2.3%) nature-based visitors participated in birdwatching. However, almost one-third of domestic travellers reported undertaking a trip that brought them into contact with wildlife.]

Keywords: birdwatching, IVS, Northern Territory, NVS, visitor profile, visitor survey, wildlife

**288. Tourism NT 2009: Fishing tourism. *In Focus*. Tourism NT, Darwin. 2 p.** Available at: <http://www.tourismnt.com.au/research/niche-experiences/fishing.aspx> (accessed 27 June 2011).

[A short summary of the fishing tourism market in the Northern Territory (NT). The research note is based on the Tourism Research Australia's International Visitor Survey (IVS) and the National Visitor Survey (NVS). The paper indicates that most fishing visitors to the NT were locals, followed by other domestic tourists. However, 10% of all international fishing visitors to Australia come to the NT. A similar percentage of interstate visitors to the NT participated in fishing while visiting the state. European visitors were the largest market for international fishing tourists to the NT and the average length of stay for international fishing visitors to this state was 24 nights.]

Keywords: fishing, IVS, Northern Territory, NVS, visitor profile, visitor segmentation, visitor survey

**289. Tourism NT 2009: Regional tourism profile: Kakadu-Arnhem. *In Focus*. Tourism NT, Darwin. 3 p.** Available at: <http://www.tourismnt.com.au/research/nt-visitor-statistics/destination-snapshots.aspx> (accessed 27 June 2011).

[A short summary of the profile of visitors to the Kakadu-Arnhem tourism region, based on data gathered from different sources, particularly the Tourism Research Australia's International Visitor Survey (IVS) and the National Visitor Survey (NVS) 2007-09. The paper indicates that visitors to this region accounted for 15% of all Northern Territory (NT) visitors over the 3-year period, with the majority being domestic tourists staying for 3-4 nights in the region. Visitation characteristics were similar for domestic and international tourists. There was a slight decrease in visitor numbers to Kakadu National Park between 2008 and 2009 (1.1%), although long-term trends indicated an increase in visitation. Kakadu travellers were more likely to be aged over 50 years, and more likely to agree with the attitude 'For my next holiday, I'd really like a total ecotourism experience'. Camping grounds were the preferred accommodation type for Kakadu National Park visitors.]

Keywords: IVS, national parks, Northern Territory, NVS, visitor profile, visitor survey

**290. Tourism NT 2009: Regional tourism profile: Katherine-Daly. *In Focus*. Tourism NT, Darwin. 3 p.** Available at: <http://www.tourismnt.com.au/research/nt-visitor-statistics/destination-snapshots.aspx> (accessed 27 June 2011).

[A short summary of the profile of visitors to the Katherine-Daly tourism region, based on data gathered from different sources, particularly the Tourism Research Australia's International Visitor Survey (IVS) and the National Visitor Survey (NVS) 2007-09. The paper indicates that visitors to this region accounted for 17% of all Northern Territory (NT) visitors over the 3-year period, with the majority being domestic tourists staying for 3-4 nights in the region. Visitation characteristics were similar for domestic and international tourists. There was a slight increase in visitor numbers to Nitmiluk National Park between 2008 and 2009 (5.5%), confirming long-term trends of increasing visitation to the park. Katherine-Daly travellers were more likely to be aged over 50 years, and more likely to agree with the attitude 'I prefer to holiday where I can see or be in a natural setting'. The Nitmiluk National Park was the major reason for visiting the region for the majority of respondents.]

Keywords: IVS, national parks, Northern Territory, NVS, visitor profile, visitor survey

**291. Tourism NT 2009: Regional tourism profile: Tablelands. *In Focus*. Tourism NT, Darwin. 2 p.** Available at: <http://www.tourismnt.com.au/research/nt-visitor-statistics/destination-snapshots.aspx> (accessed 27 June 2011).

[A short summary of the profile of visitors to the Tablelands tourism region, based on data gathered from different sources, particularly the Tourism Research Australia's International Visitor Survey (IVS) and the National Visitor Survey (NVS) 2007-09. The paper indicates that

visitors to this region accounted for 7% of all Northern Territory (NT) visitors over the 3-year period, with the majority being domestic tourists staying for 2 nights in the region. International visitors tended to stay fewer days in the region than domestic tourists. There was a significant increase in visitor numbers to the Devils Marbles Conservation Reserve between 2008 and 2009 (16%), confirming long-term trends of increasing visitation to the park. Tablelands travellers were more likely to be older Australians on extended self-drive trips, considering the region a convenient stopover point. Most travellers visited historic sites and national and/or state parks during their stay in the region.]

Keywords: IVS, Northern Territory, NVS, protected areas, visitor profile, visitor survey

**292. Tourism NT 2009: Special interest tourism profile: Nature tourism. *In Focus. Tourism NT, Darwin*. 2 p. Available at: <http://www.tourismnt.com.au/research/core-experiences/nature.aspx> (accessed 27 June 2011).**

[This research note is mostly based on the Tourism Research Australia's International Visitor Survey (IVS) and the National Visitor Survey (NVS) 2006–09. The paper indicates that 3% of all domestic and 9.3% of all international nature tourists visit the Northern Territory. Domestic nature tourists to the region tended to stay fewer nights than did international visitors, and were more likely to be travelling with friends and/or family. The preferred activities for both groups were to visit national and/or state parks and to go bushwalking.]

Keywords: IVS, national parks, nature-based tourism, Northern Territory, NVS, visitor profile, visitor survey

**293. Tourism Queensland Research Department 2002: Carnarvon Gorge visitor survey—final report, July 2002. Report to Tourism Queensland, Brisbane (unpublished).** 29 p.

[This report presents the findings of the 2002 Carnarvon Gorge visitor survey ( $n = 295$ ). Only 5% of respondents were overseas visitors, and the large majority of domestic visitors were from New South Wales. Further, 85% of respondents were 45 years or older, and almost half of respondents were retired couples with household incomes of less than \$40,000. Almost all respondents went on bushwalks while in Carnarvon Gorge. The most appealing aspects of the Gorge were the opportunities to go bushwalking and the scenery. Half of the respondents indicated that they were likely or very likely to visit the area again in the future.]

Keywords: nature-based tourism, Queensland, visitor profile, visitor survey

**294. Tourism Queensland Research Department 2002: Central West Outback visitor survey—final report, August 2002. Report to Tourism Queensland, Brisbane (unpublished).** 31 p.

[This report presents the findings of the Central West Outback visitor survey ( $n = 407$ ) undertaken in 2002. Almost all respondents were domestic visitors, with a large majority from New South Wales and Queensland. Of all respondents, 85% were aged 45 years or older, and over half of the respondents were retired couples or singles with household incomes of less than \$60,000. The majority of respondents were first-time visitors, and were staying in the region for at least 1 night. The most appealing aspects of the region were the beauty of the outback, countryside and scenery (26%), the history and heritage (24%) and the friendliness/people and hospitality (20%).]

Keywords: desert tourism, heritage, nature-based tourism, Queensland, visitor profile, visitor survey

**295. Tourism Queensland Research Department 2002: Fraser Island visitor survey—final report, April 2002. Report to Tourism Queensland, Brisbane (unpublished). 33 p.**

[Preliminary results of the study described under entry no. 296]

Keywords: nature-based tourism, Queensland, visitor profile, visitor survey

**296. Tourism Queensland Research Department 2002: Fraser Island visitor survey wave 2—final report, September 2002. Report to Tourism Queensland, Brisbane (unpublished). 31 p.**

[This report presents the findings of the 2002 Fraser Island visitor survey ( $n = 411$ ). Almost 40% of respondents were overseas visitors, and the large majority of domestic visitors were from Queensland. Half of the respondents were aged 18–34 years old, and most respondents were first-time visitors, visiting the island independently. However, more than half of the international visitors were on an organised tour. Almost one-quarter of visitors were day trippers, and almost two-thirds of all respondents who stayed overnight on the island were camping. Popular activities on the island were visiting the Maheno Shipwreck (66%), visiting Eli Creek (64%) and visiting Central Station (63%). The most appealing aspects of the island were its natural beauty, untouched and undeveloped nature (22%), and the lakes and creeks (20%). Intrastate visitors were more interested in the fishing than were other visitors.]

Keywords: nature-based tourism, Queensland, visitor profile, visitor survey

**297. Tourism Queensland Research Department 2002: The Gemfields visitor survey—final report, July 2002. Report to Tourism Queensland, Brisbane (unpublished). 22 p.**

[This report presents the findings of the 2002 Gemfields visitor survey ( $n = 145$ ). Over half of the respondents were from New South Wales or Queensland, with only a small number of overseas visitors (12%). Of all visitors, 81% were aged 55 years or older, and more than half of the respondents were retired couples. Most respondents were first-time visitors travelling in their own car. Almost all visitors were staying overnight in the Gemfields, and staying in caravans, cabins or tents. Popular activities were: fossicking; shopping; drinking and/or eating at a hotel or restaurant; visiting Miners' Heritage Walk-in Mine; and going on a scenic drive. The most appealing aspects of the Gemfields were friendly people, fossicking and gemstones.]

Keywords: heritage, Queensland, visitor profile, visitor survey

**298. Tourism Queensland Research Department 2002: Great Keppel Island visitor survey—final report, July 2002. Report to Tourism Queensland, Brisbane (unpublished). 43 p.**

[This report presents the findings of the 2002 Great Keppel Island visitor survey ( $n = 241$ ). Although most respondents were domestic tourists, a large proportion were from overseas (40%). More than two-thirds were aged 35 years or younger, 40% were young singles and 42% had a household income of less than \$40,000. Most visitors to the island were first timers, were more likely to be travelling as an adult couple or with friends, and staying overnight on Great Keppel Island. The most popular activities on the island were to go to the beach for a swim, drinking and/or eating at a restaurant, bushwalking and diving and/or snorkelling. The most appealing aspects of Great Keppel Island were the beach and water, the relaxed/laid back/peaceful/quiet feel of the area and the weather/climate.]

Keywords: nature-based tourism, Queensland, visitor profile, visitor survey

**299. Tourism Queensland Research Department 2002: Magnetic Island visitor survey—final report, July 2002. Report to Tourism Queensland, Brisbane (unpublished). 39 p.**

[This report presents the findings of the 2002 Magnetic Island visitor survey ( $n = 436$ ). Nearly 40% of respondents were international visitors and aged 18–34 years. Just under one-third of those interviewed were retired singles or part of a retired couple, and of all overseas visitors, over three-quarters were young-to-midlife singles or couples. More than half of the respondents were first-time visitors, although only 26% of intrastate visitors were visiting the island for the first time. Only a small minority of respondents had children in their travel party. Of visitors to the island, 72% were staying at least 1 night in Townsville, and almost half of the respondents were staying overnight on the island. Visiting Picnic Bay (85%), visiting Horseshoe Bay (85%) and visiting and/or swimming at the beach (82%) were the most popular activities. Bushwalking (61%) and the Forts Walk (63%) were largely undertaken by international visitors.]

Keywords: nature-based tourism, Queensland, visitor profile, visitor survey

**300. Tourism Queensland Research Department 2002: North West Outback visitor survey—final report, August 2002. Report to Tourism Queensland, Brisbane (unpublished). 31 p.**

[This report presents the findings of the 2002 North West Outback visitor survey ( $n = 333$ ). Only a small percentage of visitors was from overseas, with most of respondents coming from Queensland and New South Wales. Most visitors were aged 45 years and over, and over half were retired. Queensland visitors were the most likely to be repeat visitors to the region, over two-thirds of respondents were travelling as part of an adult couple, and most respondents were using their own four-wheel-drive or a friend/relative's four-wheel-drive. The majority of visitors were staying at least 1 night in the region, with visitors from Victoria reporting the longest length of stay. Caravan, cabins and tents were the preferred types of accommodation. The most popular activities that respondents participated in were: visiting a museum or gallery or arts and crafts (70%), going on a scenic drive (54%), and visiting creeks and waterholes (53%).]

Keywords: desert tourism, four-wheel-drive, Queensland, visitor profile, visitor survey

**301. Tourism Queensland Research Department 2002: South West Outback visitor survey—final report, August 2002. Report to Tourism Queensland, Brisbane (unpublished). 31 p.**

[This report presents the findings of the 2002 South West Outback visitor survey ( $n = 318$ ). Only a small percentage of visitors was from overseas, with most of respondents coming from New South Wales and Victoria. Most visitors were aged 45 years and over, and over half were retired. A significant proportion of domestic visitors reported having visited the South West Outback more than once. The most common travel party type was couples and the majority of respondents were staying in the region for more than 1 night. Most respondents were using their own or a friend's/relative's four-wheel-drive. Visiting a museum, gallery or arts and crafts (63%), visiting creeks and waterholes (56%), and going on a scenic drive (56%) were the most popular activities in which respondents participated. Queensland residents were more likely to go bushwalking or birdwatching than any other group.]

Keywords: desert tourism, four-wheel-drive, heritage, Queensland, visitor profile, visitor survey

**302. Tourism Queensland Research Department 2003: Carnarvon Gorge visitor survey—final report, April 2003. Report to Tourism Queensland, Brisbane (unpublished). 27 p.**

[This report presents the findings of the 2003 Carnarvon Gorge visitor survey ( $n = 129$ ). Brief comparisons with the 2002 survey are also presented. Only 9% of respondents were overseas visitors, and the large majority of domestic visitors were from Queensland. Of all respondents, 69% were aged 45 years or older, and most respondents were part of a retired couple. The

majority of respondents were first-time visitors (88%), and were staying away from home for at least 1 month, and in the Gorge for at least 1 night. Almost all respondents went on bushwalks while in Carnarvon Gorge. The most appealing aspects of the Gorge were the opportunities to go bushwalking and the scenery. Half of the respondents indicated that they were likely or very likely to visit the area again.]

Keywords: nature-based tourism, Queensland, visitor profile, visitor survey

**303. Tourism Queensland Research Department 2003: Great Keppel Island visitor survey—final report, April 2003. Report to Tourism Queensland, Brisbane (unpublished). 24 p.**

[This report presents the findings of the 2003 Great Keppel Island visitor survey ( $n = 165$ ). Almost half of the respondents were intrastate visitors, but a significant proportion came from overseas (21%). More than half of the respondents were aged 34 years old or younger, and 35% were older singles or couples. Most visitors to the island were first timers, were more likely to be travelling as an adult couple or with friends, and were staying overnight on Great Keppel Island. The most popular activities on the island were to go to the beach for a swim, drinking and/or eating at a restaurant, diving and/or snorkelling and bushwalking. The most appealing aspects of site were the beach and water, the relaxed feel of the area, the weather and the natural beauty.]

Keywords: nature-based tourism, Queensland, visitor profile, visitor survey

**304. Tourism Research Australia 2008: Destination visitor survey—strategic regional research Northern Territory: indigenous cultural experiences. Tourism Australia, Belconnen (unpublished). 3 p.**

[This summary report presents the findings of an online survey ( $n = 288$ ) and 12 in-depth interviews with international and interstate visitors to the Northern Territory (NT) regarding their indigenous cultural experiences. Almost all respondents expected to meet and interact with Aboriginal people when visiting the NT, although international visitors placed higher importance on this activity than did domestic visitors. The preferred activities undertaken by respondents were ‘visiting a museum/cultural centre’; ‘listening to an Aboriginal guide explain methods of hunting, fishing and survival’; and ‘observing Aboriginal art and paintings and reading the story behind the art’.]

Keywords: cultural tourism, indigenous, Northern Territory, online survey, qualitative research, visitor profile, visitor survey

**305. Tourism Research Australia 2008: Gippsland Lakes visitor profile and satisfaction report. Tourism Australia, Belconnen (unpublished). 2 p.**

[A short summary of results from a visitor survey conducted in Gippsland Lakes in 2007 ( $n = 199$ ). Convenience and the variety of things to see and do were the top two reasons reported for visiting Gippsland Lakes. Providing an opportunity to relax, or to tour around and explore, the quality time spent with partner/family/friends, providing an opportunity to visit beaches, national parks and/or forests, and the nature-based experiences were considered the most important attributes of the destination. The most common activities undertaken in the Gippsland Lakes area were sightseeing, dining, going to/being at the beach, and shopping. The majority of visitors were staying overnight in the region, and 62% were from Victoria and were travelling with their partner or spouse.]

Keywords: nature-based tourism, Victoria, visitor profile, visitor survey

**306. Tourism Research Australia 2008: Lord Howe Island visitor profile and satisfaction report. Tourism Australia, Belconnen (unpublished). 2 p.**

[A short summary of results from a visitor survey conducted on Lord Howe Island in 2008 ( $n = 266$ ). The top two reasons for visiting Lord Howe Island were: ‘it’s a place that is untouched, undeveloped’ and ‘to experience nature’. Providing an opportunity to relax, the nature-based

experiences, providing an opportunity to tour around and explore, or to discover something new, and the quality time spent with partner/family/friends were considered the most important attributes of the destination. The most common activities undertaken on the island were bushwalking, going to the beach, sightseeing and visiting museums. Almost all visitors were staying overnight on the island, and 59% were from New South Wales and were travelling with their partner or spouse. Eight out of ten visitors had not been to the island before.]

Keywords: nature-based tourism, New South Wales, visitor profile, visitor survey

**307. Tourism Research Australia 2009: Destination visitor survey—strategic regional research New South Wales: Greater Blue Mountains natural attractions project. Tourism Australia, Belconnen (unpublished). 4 p.**

[This short research summary presents the findings of a study involving 337 members of an online community of visitors to Blue Mountains National Park. Visitors in the community were represented evenly across three life stages: 18–34, 35–49 and 50+ years. Only one in five members of the community had been to the Blue Mountains just once. The visit to the Blue Mountains was motivated by the desire to experience nature, because there were a variety of things to see and do there, and to visit specific attractions. Most visitors were day visitors only, coming from Sydney. The warmth and friendliness of the locals were consistently reported as a unique feature of the Blue Mountains. Four core needs were identified as motivations for visiting the region: the need to be pampered; to rejuvenate oneself; to discover/showcase; and to explore the area ('physical exploration'). General sightseeing, bushwalks and visits to historic buildings/sites/monuments were the main activities undertaken in the Blue Mountains region.]

Keywords: motivations, national parks, New South Wales, online survey, visitor profile, visitor survey

**308. Tourism Research Australia 2009: Destination visitor survey—strategic regional research South Australia: understanding consumer needs in developing the Heysen and Mawson Trails. Tourism Australia, Belconnen (unpublished). 3 p.**

[This factsheet summarises the results of a study that involved six focus groups in Sydney and Melbourne to gather information about potential visitors' level of interest in walking and cycling experiences on the Heysen and Mawson Trails. These are two long-distance trails in the South Australian National Parks and Reserves system. The focus groups included a cross-section of visitor types. The findings indicated that mainstream travellers will not be motivated to come to South Australia purely because of the trails, as walking and cycling opportunities are readily available in their home states. A novelty or unique component would be required to attract interstate visitors. Families are the most difficult audience to attract, owing to costs and the perception that walking and cycling trails are not child friendly, whereas pre- and post-children age groups are more likely to have a relatively large disposable income and fewer constraints to participation.]

Keywords: cycling, focus groups, non-visitors, South Australia, tracks/trails, walking

**309. Tourism Research Australia 2009: Destination visitor survey—strategic regional research Western Australia: tourism in the Kimberley coastal waterways. Tourism Australia, Belconnen (unpublished). 5 p.**

[This short research summary presents the findings of a study that involved several key stakeholders of the cruise tourism industry along the Kimberley coast, considered one of the world's true wilderness areas. A total of 23 tourism operators and 76 visitors participated in the study. Visitors were mainly professionals or retirees with large disposable incomes, aged 45–64 years, and were mostly interstate visitors. Nearly all visitors were on their first cruise along the Kimberley coast. The scenery, fishing, relaxation, diving and the cruise itself were the specific reasons for visiting the coast. Almost all operators provided fishing opportunities for

passengers, and most operators offered a range of nature-based activities, such as bushwalking, swimming and viewing Aboriginal rock art. For 13% of the passengers, some activities offered were physically too difficult for them to participate in, such as rock climbing.]

Keywords: nature-based tourism, Northern Territory, visitor profile, visitor survey

**310. Tourism Research Australia 2009: Murrindindi visitor profile and satisfaction report. Tourism Australia, Belconnen (unpublished). 7 p.**

[This short report presents findings of visitor surveys conducted in Marysville ( $n = 165$ ) and Yea ( $n = 139$ ) in the Murrindindi Shire, situated in the Australian Alps region, in 2008. Almost all visitors to Yea were older and were day visitors, whereas visitors to Marysville were evenly split between day trippers and overnight visitors and were mostly travelling as family groups with children. Nature-based activities, quality time with friends/family/relatives and relaxation were considered the top three expectations for both regions. Visitors to Marysville were significantly more likely to visit the snow areas and other natural attractions than visitors to Yea. Going bushwalking and visiting national parks were two of the most important activities undertaken by visitors to the shire.]

Keywords: nature-based tourism, Victoria, visitor profile, visitor survey

**311. Tourism Research Australia 2010: Barkly visitor profile and satisfaction report. Tourism Australia, Belconnen (unpublished). 2 p.**

[This short report presents findings of a visitor survey conducted in Barkly ( $n = 482$ ) in 2009. Visitors to the Barkly region seem to be a fairly homogenous group: older Australians who had driven to the Northern Territory and were typically on long trips away from home. Although most visitors staying overnight indicated that Barkly was a convenient stopover point, visitors were likely to spend an average of 4 nights in the region. Visits to Karlu Karlu, Battery Hill Mining Centre, Wycliffe Well and the Overland Telegraph Station were the most popular activities undertaken by visitors to the Barkly region. The friendly locals, the beauty of the natural features, and the signage and roads were all highly rated features of the experience.]

Keywords: heritage, Northern Territory, visitor profile, visitor survey

**312. Tourism Research Australia 2010: Fitzroy Falls visitor profile and satisfaction report. Tourism Australia, Belconnen (unpublished). 2 p.**

[This short report presents findings of a visitor survey ( $n = 50$ ) conducted in Fitzroy Falls, a small locality that is home to Morton National Park, the town's major attraction. Most visitors were domestic visitors from New South Wales, aged over 45 years, on a day trip and travelling as part of a couple or with family and/or friends. Specific attractions and previous interest were the main motivators for visiting and the top five experiences expected were nature-based experiences, to tour around and explore, relaxation, to discover or learn something new and to spend quality time with partner/family/friends. The most important attributes for visitors were amenities, information services, attractions, signage and roads. More than half of the respondents indicated that they were likely to return in the next 2 years.]

Keywords: national parks, nature-based tourism, New South Wales, visitor profile, visitor survey

**313. Tourism Research Australia 2010: Freycinet Peninsula visitor profile and satisfaction report. Tourism Australia, Belconnen (unpublished). 3 p.**

[This short report presents findings of a visitor survey conducted in Freycinet Peninsula ( $n = 234$ ) in 2006/07. Visitors to the peninsula were mostly Tasmanian residents travelling as part of a couple or with their immediate family. Age groups were evenly represented in the sample. More than half of visitors had been to the peninsula before, with repeat visitors making up 89% of Tasmanians. Most visitors were staying overnight, using a wide range of accommodation. Wineglass Bay and Lookout Walk were the most popular attractions visited at Freycinet

Peninsula, and sightseeing, bushwalking and visits to national and/or state parks were the most popular activities undertaken by participants. The most important attributes for visitors to the peninsula were the national parks and state reserves, the beach and the variety of things to see and do.]

Keywords: national parks, nature-based tourism, Tasmania, visitor profile, visitor survey

**314. Tourism Research Australia 2010: Indigenous tourism in Australia: profiling the domestic market. Tourism Australia, Belconnen. 33 p.**

[This report provides both a general overview of international and domestic visitors to indigenous tourism operations and activities in Australia, and a detailed profile of the domestic market. It also presents a segmentation of visitors, their activities and economic characteristics. The research, based on data gathered from previous National Visitor Surveys (NVSs), yielded several key findings. Indigenous tourism is a key segment of the Australian tourism industry: in 2009, over 3 million visitors participated in indigenous tourism, valued at \$7.2 billion, and of them, most were international visitors. The relatively low participation by the domestic market was attributed to a lack of understanding of the indigenous tourism product and a view that it is mainly contrived for international visitors. Five distinct domestic segments of the indigenous tourism visitor were identified: 'active Northern Territory-focussed'; 'young singles indigenous introduction'; 'business meeting excursioners'; 'retired regional self-drive'; and 'leisure opportunists'. Overall, the research found that domestic participants in indigenous tourism actually spent more money per trip and per night, and travelled for longer periods, than their other domestic counterparts.]

Keywords: indigenous, NVS, visitor profile, visitor segmentation, visitor survey

**315. Tourism Research Australia 2010: Katherine visitor profile and satisfaction report. Tourism Australia, Belconnen (unpublished). 3 p.**

[This short report presents findings of a visitor survey conducted in the Katherine region ( $n = 853$ ) in 2009. A variety of groups are attracted to Katherine, including domestic visitors from across Australia, international backpackers and older-age visitors, self-drive visitors, and air travellers. Several characteristics were common to the different groups: the main reason for visiting was to see Nitmiluk National Park and visitors typically enjoyed nature-based, cultural and outdoor activities. The varieties of things to see and do, the friendly locals, the beauty of the natural features, information services in the region and signage and roads were all highly rated features of the experience.]

Keywords: national parks, nature-based tourism, Northern Territory, visitor profile, visitor survey

**316. Tourism Research Australia 2010: Mornington Peninsula visitor profile and satisfaction report. Tourism Australia, Belconnen (unpublished). 5 p.**

[This short report presents findings of a visitor survey conducted in the Mornington Peninsula ( $n = 946$ ) in 2010. Visitors to the Mornington Peninsula were mostly domestic overnight visitors, travelling in couples or in groups of friends, visiting the peninsula for at least the second time. Visitors were from all age groups and used a wide range of accommodation. The variety of things to see and do, the opportunity to go on wine tours or visit a winery and to experience nature were some of the most important reasons for visiting the peninsula. Visitors to the peninsula were segmented according to their main activity motivation: nature-based tourists, food and wine tourists, golf tourists and spa visitors. Basic information about the four groups is provided in the report. Nature-based tourists made up 70% of the market and their main activities were bushwalking in the Mornington Peninsula National Park and swimming with dolphins.]

Keywords: national parks, nature-based tourism, Victoria, visitor profile, visitor segmentation, visitor survey

**317. Tourism Research Australia 2010: Tropical Tablelands visitor profile and satisfaction report. Tourism Australia, Belconnen (unpublished). 3 p.**

[This short report presents findings of a visitor survey conducted in the Tropical Tablelands ( $n = 208$ ) in 2007. Most visitors were domestic travellers, aged over 45 years and non-working singles or couples. Just over half of the respondents were first-time visitors to the Tropical Tablelands. To visit the waterfalls and/or lakes, the variety of things to see and do, to experience nature and wildlife viewing were the major motivators for visits to the Tablelands. The preferred experiences of visitors were to tour around and explore, nature-based experiences, to see wildlife, to relax, and to spend quality time with partner/family/friends. The most important attributes of the region for visitors were the access to a national park and/or a natural attraction, the natural attractions and features, signage, personal safety and security, public amenities, and the variety of things to see and do.]

Keywords: national parks, nature-based tourism, Queensland, visitor profile, visitor survey

**318. Tourism Research Australia 2010: Victorian High Country visitor profile and satisfaction report. Tourism Australia, Belconnen (unpublished). 4 p.**

[This short report presents findings of a visitor survey conducted in the Victorian High Country ( $n = 239$ ) in 2009/10. Visitors were mostly aged 45 years and older, often travelling as couples, typically repeat visitors to the region, mostly from Victoria and stayed in a wide range of accommodation for 1-3 nights in the region. The most important reason for the trip was relaxation and/or rejuvenation, but to spend quality time with partner/friends/family, the local atmosphere, the friendliness of locals, and the food and wine experiences all contributed to higher visitor satisfaction levels.]

Keywords: alpine tourism, nature-based tourism, Victoria, visitor profile, visitor survey

**319. Tourism Transport Forum Australia 2009: Nature-based tourism report. TTF Australia, Belconnen (unpublished). 1 p.**

[A summary factsheet presenting data relating to visitor participation in nature-based tourism from the Tourism Research Australia's National and International Visitor Surveys (NVSs and IVSs, respectively). International nature-based tourism visitation increased in the December quarter of 2009, and visitors spent more and stayed longer than in the same quarter of the previous year. Visitor nights and expenditure dropped although visitor numbers increased. The findings indicate a 4% increase in national and state park visitor numbers from previous years. Visits to national parks continue to be the most popular nature-based activity for international visitors. The domestic overnight market presented a decrease of 7% in visitor numbers compared to the same quarter in the previous year. However, there was a significant increase in visitor expenditure.]

Keywords: IVS, national parks, nature-based tourism, NVS, trends, visitor survey

**320. Tremblay, P.; Carson, D. 2007: Tourism and the economic valuation of parks and protected areas: Watarrka National Park, Northern Territory. *Technical Report Series. CRC for Sustainable Tourism, Gold Coast.* 57 p.**

[This report presents an estimate of the contribution of the Watarrka National Park (WNP) to the Centre region of the Northern Territory, as well as a broad picture of the park's visitor markets. The authors used existing data for their analysis: the Commercial Accommodation Survey, the Northern Territory Travel Monitor and Parks and Wildlife Services visitor data. The findings indicated a steady increase in visitation to WNP from 1992 to 2002 and a subsequent slight decrease from 2002 to 2004. The whole region experienced the same trend in visitor numbers. Visitors to the national park were mostly from overseas, predominantly travelling with a partner (as a couple) and with no children. Visitors tended to identify themselves with one the following visitor segments: adventure travellers, budget travellers, backpackers or nature-based

tourists. The domestic visitor was more likely to be a luxury-seeker and the international visitor a backpacker. 'Experiencing the icons', the 'outback' and to 'see something different' were the main motivations for visiting the park. Seeing Aboriginal art and/or culture and bushwalking were the main activities undertaken.]

Keywords: economic impacts, motivations, national parks, Northern Territory, visitor profile

**321. Triandos, P. 2000: Summer mountain tourism at Mount Buffalo National Park: a visitor profile. Unpublished Bachelor of Business (Hons) thesis, La Trobe University, Bundorra.**

[Abstract edited:]

This study uses Mount Buffalo, one of Victoria's oldest and most popular mountain resorts, as a case study to investigate summer tourism in an alpine-type region. Specifically, the study aimed to produce a visitor profile of summer mountain tourists, and to describe the activities visitors enjoyed, their satisfaction levels, and their motivations for visiting the resort in the summer period. Using survey methodology and cluster analysis, the visitors were categorised into distinct groups based on activities undertaken, length of stay and lifecycle characteristics. In addition, an overall demographic profile of the summer mountain tourist was established. The study found that summer visitors to Mount Buffalo were predominantly families and had the characteristics of nature tourists in general. They were highly educated, they had a higher than average income and resided in the more affluent suburbs of Melbourne. The study further identified that the Mount Buffalo's summer tourists were satisfied with their experience, and were primarily motivated to visit the area to enjoy the unique natural beauty.

Keywords: alpine tourism, national parks, nature-based tourism, Victoria, visitor profile, visitor segmentation, visitor survey

**322. Turbett, A.; Knowles, B. 2010: Overland Track and Pine Valley walker visitor survey 2008/09—draft report. Report to Parks and Wildlife Service Tasmania, Hobart (unpublished). 56 p.**

[This report presents the findings of a visitor survey ( $n = 440$ ) conducted in 2008/09 with walkers of the Overland Track (OLT). This was the fourth survey conducted on the track, for 4 consecutive years, allowing comparisons over time to be made. However, the latest survey used an online methodology in addition to the on-site survey. The average age of walkers was 41 years and most visitors came from other Australian states, although there was a significant percentage (19%) of overseas visitors. The majority of respondents had undertaken at least one overnight bushwalk before visiting the OLT, but only 40% of respondents had undertaken an overnight walk in Tasmania before. The main reasons for deciding to walk the OCT were the challenge, the freedom of itinerary, public transport, flexibility of using huts or tents, mountains to climb and the presence of huts. Although the majority of walkers noticed 'muddy and eroded tracks' only 28% were bothered by this factor. Also, about half of the respondents indicated that they had seen too many people in huts during the evening or had not had enough space in huts, but just a small proportion (less than 20%) were bothered by these factors.]

Keywords: bushwalking, online survey, Tasmania, tracks/trails, visitor profile, visitor survey

## V

**323. Valentine, P.; Newling, D.; Wachenfeld, D. 1997: The estimation of visitor use from GBRMPA data returns. *Technical Report No. 16*. CRC Reef Research Centre, Townsville. 54 p.**

[A report presenting a description of existing databases on visitor use developed and maintained by the Great Barrier Reef Marine Park Authority (GBRMPA), and an evaluation of how accessible and useful data were from these databases. The author develops a 'manual' to guide researchers through these databases and datasets, and concludes the report with recommendations for improvements to the database. The authors suggested that the Data Returns Database was an excellent tool for researchers to monitor and identify commercial tourism use of the GBR.]

Keywords: databases, marine parks, Queensland, visitor monitoring

**324. Vanclay, F.M. 1995: Tourist perceptions of the Great Barrier Reef. Report to the Great Barrier Reef Marine Park Authority. Great Barrier Reef Marine Park Authority, Townsville. 75 p.**

[This research presents the findings of a research project investigating visitors' holiday experiences on the Great Barrier Reef, their reasons for visiting North Queensland, and their preferences, concerns and perceptions. A questionnaire was administered to 354 tourists in 1986 at several locations along the length of the reef. The findings indicated that tourists in the region fell into two main groups: first-timers who were attracted primarily because of the reef, and repeat visitors who returned because of the weather and general atmosphere of the reef. Members of the first group were more likely to be international visitors whereas the second group generally was composed of domestic tourists. Other differences between the two groups were relatively small. The report concludes that the Australian market needs to be prioritised as it has an ability to continue to grow, as shown by the repeat visitation.]

Keywords: marine parks, perceptions, Queensland, repeat visitors, visitor profile, visitor survey

## W

**325. WA Department of Conservation and Land Management 1996: Recreation and Tourism Workshop Proceedings, strategy and action plans, 1996–2000. Department of Conservation and Land Management, Point Walter, W.A.**

[A detailed report on the Recreation and Tourism Workshop organised by the Western Australia Department of Conservation and Land Management (CALM). Ten invited papers on different topics relating to visitor monitoring and general management of Western Australia's protected areas are included, as well as the action plans for nine state regions and the recreation and tourism strategy for 1996–2000. Liddicoat's paper on the results of a customer-comment card survey conducted in several national parks, forests and reserves is of special relevance here. The researcher presented a table with visitors' main requests and other comments. The provision of barbeque facilities and grass and/or seating areas, and the provision of more information, signs, and walking trails with distances marked were recurrent requests made by respondents.]

Keywords: management, protected area agencies, visitor monitoring, Western Australia

**326. Wardell, M.; Moore, S. 2003: Visitor monitoring: case studies and guiding principles. In: Parks and Visitor Services Workshop Research Forum, 14 November 2003, Wollaston Conference Centre, Western Australia.**

[Refer to entry no. 328]

Keywords: management, protected area agencies, visitor monitoring

**327. Wardell, M.; Moore, S. 2003: Visitor monitoring: case studies and guiding principles. In: Tourism and Protected Area Forum at the Eleventh National Conference of Ecotourism Australia, 10–14 November 2003, Adelaide and the Riverland, South Australia.**

[Refer to entry no. 328]

Keywords: management, protected area agencies, visitor monitoring

**328. Wardell, M.; Moore, S. 2004: Collection, storage and application of visitor use data in protected areas: guiding principles and case studies. *Technical Report Series*. CRC for Sustainable Tourism, Gold Coast. 94 p.**

[This report presents a review of practices for visitor monitoring in protected areas from Australia and New Zealand. The authors developed guiding principles for the practices of visitor monitoring, and for data collection, storage and use. The report includes 19 best-practice case studies illustrating a wide range of techniques for the collection and storage of visitor data and several different uses of them.]

Keywords: management, protected area agencies, visitor monitoring

**329. Warnken, J.; Blumenstein, M. 2008: Monitoring visitor use in Australian terrestrial and marine protected areas: practical applications of technologies. *Technical Report Series*. CRC for Sustainable Tourism, Gold Coast. 19 p.**

[This report presents a review of current IT-based technology used in monitoring and surveillance systems and their application in Australian terrestrial and marine protected areas. The findings indicated that: mobile phone (GPS)-based, post-event vehicle tracking systems were the most adaptable technology for visitor monitoring available; various non-optical technologies for detecting and/or counting visitors on tracks outside vehicles were still being developed and were not always reliable; and video- and still-camera technologies were being developed and trialled, however, most required manual analysis of images and they remained controversial in regard to privacy issues. The report concludes with recommendations for future visitor monitoring projects.]

Keywords: management, protected area agencies, visitor monitoring

**330. Watkinson, R. 2001: World Heritage branding—is marketing a dirty word? P. 9 in Buckley, R. (Comp.): Nature tourism and the environment: Fenner Conference 2001. Abstracts, 3–6 September 2001, Canberra.**

[Abstract edited:]

The Wet Tropics Management Authority (WTMA) developed a nature-based tourism strategy for the development and management of tourism within the World Heritage Area (WHA). This established key principles and policies for the management of tourism, together with preferred settings for some 200 designated visitor sites. One key action from the strategy was to develop a marketing action plan as the basis for building a stronger partnership between WTMA, land managers and the industry. The plan proposed developing a new branding for the WHA for use by industry to provide better recognition of the special attributes of World Heritage sites and to match commercial marketing to site availability. It also promoted correct use of images to ensure that tourists had realistic expectations of their visit, and management messages could be incorporated to encourage appropriate behaviour. Ultimately, compliance with marketing guidelines could be linked to accreditation of tourism operators within the WHA. The overall intent was to work with the industry to use marketing as a promotional, educational and management tool to mutual benefit.

Keywords: branding, management, marketing, nature-based tourism, Queensland, visitor demand, World Heritage Area

**331. Wearing, S.; Archer, D.; Beeton, S. 2007: The sustainable marketing of tourism in protected areas: moving forward. *Technical Report Series*. CRC for Sustainable Tourism, Gold Coast. 29 p.**

[This report presents a review of current marketing and communication practices of protected areas agencies to promote visitation to parks and other protected areas. The authors developed five guiding principles on which to base sustainable marketing of protected areas. The research review indicated that most visitors to Australian parks were domestic, although a high proportion of international tourists did visit protected areas while holidaying in Australia. Despite the high participation, international tourists' visitation to protected areas dropped from 1998 to 2002. International visitors seemed to be attracted by nature, landscape and/or wildlife and to beaches and/or the coastline, and were more likely to engage in passive recreation. Snorkelling was the most popular activity for the active international market, followed by guided and independent bushwalking. Parks that offer iconic experiences were more likely to attract international and interstate visitors. South-East Asian, Chinese and Japanese visitors showed a strong interest in nature-based tourism. Other trends are presented and stakeholder issues, such as conflict, carrying capacity and partnerships, are discussed. The report presents examples of good practice and concludes with a list of recommendations.]

Keywords: management, marketing, protected area agencies, review study, trends

**332. Wearing, S.; Nelson, H. 2000: Pilot study to develop a methodology for monitoring walking tracks in the Blue Mountains National Park. *Australian Parks and Leisure* 2(3): 38–40.**

[This research note presents findings of a pilot study used to develop a methodology for monitoring walking tracks in the Blue Mountains National Park. A physical impacts study was designed and trialled, and a visitor survey was conducted to obtain information on visitor attitudes and perceptions. The findings from the visitor survey indicated that visitors preferred a lower level of track development than existed at the time. Litter, maintenance standards and social impacts, such as crowding, were areas of concern.]

Keywords: impacts, national parks, New South Wales, perceptions, tracks/trails, walking

**333. Wearing, S.; Scheinsberg, S.; Grabowski, S.; Tumes, K. 2009: Understanding track/trail experiences in national parks: a review. *Technical Report Series*. CRC for Sustainable Tourism, Gold Coast. 36 p.**

[This report reviews the literature addressing visitor experiences of tracks and trails and summarises current practices in New South Wales (NSW) national parks. Three research projects previously conducted in NSW national parks are also summarised. These studies have not included an in-depth discussion of track experiences, but rather more general national park experiences, indicating a lack of research in this particular area. Available data were on the satisfaction with the choice and length of track, the condition of the track, the effect of crowding and/or visitor behaviour and the general condition of the environment. Despite these limitations, these studies indicate that visitors prefer tracks to be as natural as possible and that short walks in national parks are more popular. The report concludes with a discussion of the implication of these results for national park managers.]

Keywords: national parks, New South Wales, review study, tracks/trails, visitor experience, walking

**334. Weaver, D. 2002: Hard-core ecotourists in Lamington National Park, Australia. *Journal of Ecotourism* 1(1): 19–35.**

[This paper discusses the findings of a survey of the clients (all domestic) of two ecolodges situated on the fringes of Lamington National Park. The survey asked questions related to their attitudes, trip characteristics and their behaviours. Out of the 1180 responses, 88 respondents

were identified as 'hard-core' ecotourists. The findings indicated that hard-core ecotourists were more highly motivated than other ecotourists, particularly in terms of the core characteristics of ecotourism, such as experiencing peace and tranquillity and being close to nature. Social motivations received lower rankings from both groups. Bushwalking, visits to national parks and wildlife viewing were significantly more important for hard-core ecotourists. Demographic characteristics were also significantly different between the two groups, with more females and younger visitors being classified as hard-core ecotourists.]

Keywords: ecotourism, national parks, Queensland, visitor survey

**335. Weaver, D.; Faulkner, B.; Lawton, L. 1999: Nature-based tourism in Australia and beyond: a preliminary investigation. CRC Tourism Work-in-Progress Series Report 1. CRC for Sustainable Tourism, Gold Coast. 30 p.**

[The report briefly describes the character, magnitude and impact of nature-based tourism in Australia, based on a review of existing data. It provides an overview of the size and scope of nature-based tourism in Australia at the time and indicates that most international visitors to Australia engaged at least once in nature-based activities during their visits. Of international tourists, 42% visited national parks and 15% visited Aboriginal attractions. 'Swimming/diving/surfing' was the most popular nature-based activity, undertaken by 28% of international visitors to the country. 3S (Sun, Sea, Sand) tourism is dominant in the Australian East coast, from Sydney to Port Douglas, and certain international markets, such as Japan, Taiwan and Korea were highly skewed towards beach-based activities. Consumptive tourism and captive wildlife attractions were reported as under-researched.]

Keywords: nature-based tourism, review study, visitor profile

**336. Weber, D.L. 2010: Personal benefits and place attachment of visitors to four metropolitan and regional protected areas in Australia. Unpublished PhD thesis, University of Queensland, Brisbane. 271 p.**

[This thesis examines the benefits desired and attained by visitors to selected metropolitan and regional parks located in South Australia and Victoria, and the potential links between benefits and place attachment. It also identifies benefits that can be influenced by management practices. Four popular parks in southeastern Australia were selected as examples of both metropolitan and regional protected areas, and together encompassed a wide range of recreation opportunity settings. In total, 1479 on-site interviews were conducted. Seven core benefits were identified from the results: enjoying nature; escaping personal and/or social pressures; escaping physical pressures; enjoying the outdoor climate; spending time with friends; family togetherness; and learning. Factors that were correlated with attaining benefit(s) were: park type; setting conditions within a park; and type of activity in which people engaged. The findings highlight the importance of developing management objectives that recognise the benefits sought by visitors.]

Keywords: protected areas, South Australia, urban parks, Victoria, visitor benefits, visitor survey

**337. Wilson, C.; Tisdell, C.; Merritt, D. 2004: Glow worms as a tourist attraction in Springbrook National Park: visitor attitudes and economic issues. *Economics, Ecology and the Environment: Working Paper No. 105*. The University of Queensland, Brisbane. 32 p.**

[This report presents the findings of a study undertaken to determine the profile of visitors to Natural Bridge, Springbrook National Park, and their expenditure on and satisfaction levels with their glow worm experience. Of the 117 visitors surveyed, 84% were Australian residents and 58% of all respondents were on a day trip, a finding that was consistent with the number of local and interstate visitors to the site. Most respondents were aged 20-30 years, had a tertiary qualification and had moderate-high household incomes. For the majority of participants, their visit to Natural

Bridge, and consequently glow worm viewing, was the main purpose of their trip. 'To entertain visitors' and 'curiosity' were the main purpose of their visit to see glow worms. Almost all respondents indicated that their visit was worth the cost and effort.]

Keywords: expenditure, national parks, Queensland, visitor profile, visitor survey, wildlife

**338. Winter, C. 2005: The use of values to understand visitors to natural areas: a study of campers on the Murray River. *The Journal of Tourism Studies* 16(1): 38–47.**

[This paper reports the findings of an exploratory study that aimed at identifying the characteristics of campers on the Murray River, and their visitation habits, site preferences and natural area values. Observation, face-to-face interviews ( $n = 27$ ) and self-completed questionnaires ( $n = 68$ ) were used to collect data for the study. Almost 80% of respondents were repeat visitors, with more than half of them being regular visitors to the site. Enjoying time with family and friends, safety, relaxation and easy and/or cheap access were the main reasons for choosing the site. Participants were grouped into two clusters, nature lovers and recreationists, based upon their values. The clusters differed in their intrinsic use and non-use values but were similar with respect to their recreation values.]

Keywords: camping, South Australia, rivers, visitor profile, visitor segmentation, visitor survey

**339. Woods, B. 2001: Wildlife tourism and the visitor experience: Flinders Chase National Park, Kangaroo Island. Pp. 377–394 in Pforr, C.; Janeczko, B. (Comp): CAUTHE 2001: Capitalising on research. Proceedings of the Eleventh Australian Tourism and Hospitality Research Conference, Canberra.**

[This paper presents the findings of two surveys of visitors to Flinders Chase National Park in 1999: a pre-visit survey ( $n = 345$ ) and a post-visit survey ( $n = 365$ ), with independent samples. Most visitors were Australian residents and aged in their early 40s. Wildlife was considered an important factor or one of the most important factors in their travel decisions. From these responses, three groups were identified: the 'enthusiasts', the 'interested' and the 'general'. As expected, the higher the interest in wildlife (enthusiasts), the more these visitors had participated in wildlife tourism. Similarly, the higher the interest in wildlife (enthusiasts), the higher the ratings given to wildlife-related activities as main features that attracted visitors to the national park.]

Keywords: national parks, South Australia, visitor profile, visitor survey, wildlife

**340. Woods, B.; Moscardo, G. 1996: Understanding Australian, Japanese and Taiwanese ecotourists in the Pacific Rim Region. Pp. 346–357 in Opperman, M. (Comp.): Proceedings from the Pacific Rim Tourism 2000 Conference—Issues, interpretations, inhibitors, Rotorua.**

[Refer to entry no. 341]

Keywords: ecotourism, visitor profile, visitor segmentation, visitor survey

**341. Woods, B.; Moscardo, G. 1998: Understanding Australian, Japanese, and Taiwanese ecotourists in the Pacific Rim Region. *Pacific Tourism Review* 1(4): 329–339.**

[This article examines the demand for ecotourism based on the interests and motivations of outbound travellers from the USA and Canada visiting Australia, Japan and Taiwan. This summary focusses on visitors and potential visitors to Australia ( $n = 1189$ ). The study was based on analyses of data made available from the Pleasure Travel Market Surveys (PTAMS) collected for the American and Canadian governments' tourism organisations, and concentrated on travellers who had expressed a specific and/or intensive interest in ecotourism activities. Demographically, Australian ecotourists were more likely to have family members under the age

of 18 years and more likely to be single. Overall, demographic characteristics of ecotourists and non-ecotourists were very similar. Environmental features such as rivers and lakes were ranked as more important to ecotourists than to non-ecotourists; for Australian ecotourists, mountainous areas, unique cultural groups, rural countryside and interesting small towns and villages were also highly ranked. The results indicated, however, that ecotourists were also interested in other non-nature-dependent features and that the ecotourist market was very diverse.]

Keywords: ecotourism, visitor profile, visitor segmentation, visitor survey

## Z

**342. Zanon, D. 2001: Visitor management model at Port Campbell National Park using GIS-agent simulations of recreation behaviour to evaluate management scenarios at Port Campbell National Park. P. 34 in Buckley, R. (Comp.): Nature tourism and the environment: Fenner Conference 2001. Abstracts, 3–6 September 2001, Canberra.**

[Abstract edited:]

This paper describes advances in recreation management using new technology that couples Geographic Information Systems (GISs) with intelligent autonomous agents to simulate recreation behaviour in real-world settings. RBSim is a computer program that allows park management to explore the consequences of change to one or more variables so that the goal of accommodating increasing visitor use is achieved while maintaining the quality of visitor experience. RBSim provides both a qualitative understanding of management scenarios by the use of map graphics from a GIS as well as a quantitative understanding of management consequences by generating user statistics during the simulation. Managers are able to identify points of overcrowding, bottlenecks in circulation systems and conflicts between different user groups. The paper describes RBSim and its application to simulating and evaluating alternative park management scenarios at Port Campbell National Park.

Keywords: GIS, management, national parks, Victoria, visitor behaviour

**343. Zanon, D.; Curtis, J. 2010: Societal and park recreation trends in Victoria, Australia. Pp. 107–108 in Goossen, M.; Elands, B.; van Marwijk, R. (Comps): Recreation, tourism and nature in a changing world. Proceedings of the Fifth International Conference on Monitoring and Management of Visitor Flows in Recreational and Protected Areas, 30 May–3 June 2010, Wageningen, The Netherlands.**

[Abstract edited:]

This research was aimed at assessing changes in activities, the need for facilities and also barriers to visitation, and relating those to dominant trends in society. This quantitative research study used stated preferences and intentions of a thousand Victorians obtained through an internet survey. The results concerning future activities and facilities highlight expectations of parks as safe and accessible spaces that offer opportunities for socialising, relaxing and undertaking light activities such as sightseeing and short walks. In contrast, activities and facilities in areas such as jogging, bike riding, team sports, long walks, children's play and camping were not rated so highly. The most frequently cited barriers to future park use were health constraints, personal safety concerns, a lack of accessible parks, crowding and unpredictable weather events. Barriers and trends were also analysed. The getting-older trend was positively associated with barriers such as physical constraints, not being able to drive and not having company with which to visit the park. The increasing-cultural-diversity trend was positively related to crowding, recreational conflicts and lack of information about parks. Health-awareness trends were positively related to barriers such as physical constraints and personal safety.

Keywords: accessibility, constraints, online survey, parks, physical activity, trends, Victoria

### 3. Keyword index: themes

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