

4. Satisfactions with facilities and services

Satisfactions with 28 specific facility and service items were surveyed, covering aspects of the tracks, huts, campsites, and information services provided (refer Appendix 1, Question 7). The complete list of survey responses (summarised in Figure 5), shows there were few expressions of dissatisfaction. Some of the most prominent dissatisfactions related to huts, although these can be disregarded here as hut user numbers were low ($n = 25$). Of more interest was the finding that of the campsite dissatisfactions, only those related to rain shelters (27%), toilets (19%), and water supply (17%), exceeded the 15% dissatisfaction level.

While dissatisfaction with campsite rain shelters was most prominent, in some responses this may represent a desire for such a facility, rather than problems with existing facilities. This may be represented by the high proportion of kayakers who indicated a neutral response (41%) toward rain shelters. In many of the questions on facilities and services, responses were also highly neutral, indicating the facility or service was not present, or not considered important. The over 30% of neutral responses toward satisfaction with hut heating, lighting and washing facilities, campsite cooking and washing facilities, and advice from wardens and visitor centres provide examples of this.

Overall, these results indicate a high acceptance of the existing standards of services and facilities and, by inference, may be indicative of little demand for any additional provision. The high proportions of kayakers who indicated they were neutral towards satisfaction with direct information and advice from wardens and visitor centres may indicate that they are not receiving much contact and that further attention to information services may be required. This may reflect their predominant use of campsites and their use of sea-kayaking companies for equipment and organisation.

4.1 EFFECTS OF AGE, GENDER, NATIONALITY, AND CROWDING PERCEPTION

4.1.1 Background to analyses

Additional analyses were required to assess whether these satisfactions varied significantly according to age group (under and over 40 years), gender (male/female), nationality (New Zealand/overseas) and crowding perception (uncrowded/crowded). Because it was apparent that patterns of visitor responses were often similar across particular groups or 'clumps' of these satisfaction items, summary scales of these 'clumps' had to be constructed to allow valid statistical analyses. The resulting satisfaction scales, each containing items which had related response patterns, are listed in Table 1 and Figure 6 (next page). The satisfaction scale developed for campsite conditions was excluded from subsequent analyses due to the low numbers of kayakers who used huts ($n = 25$).

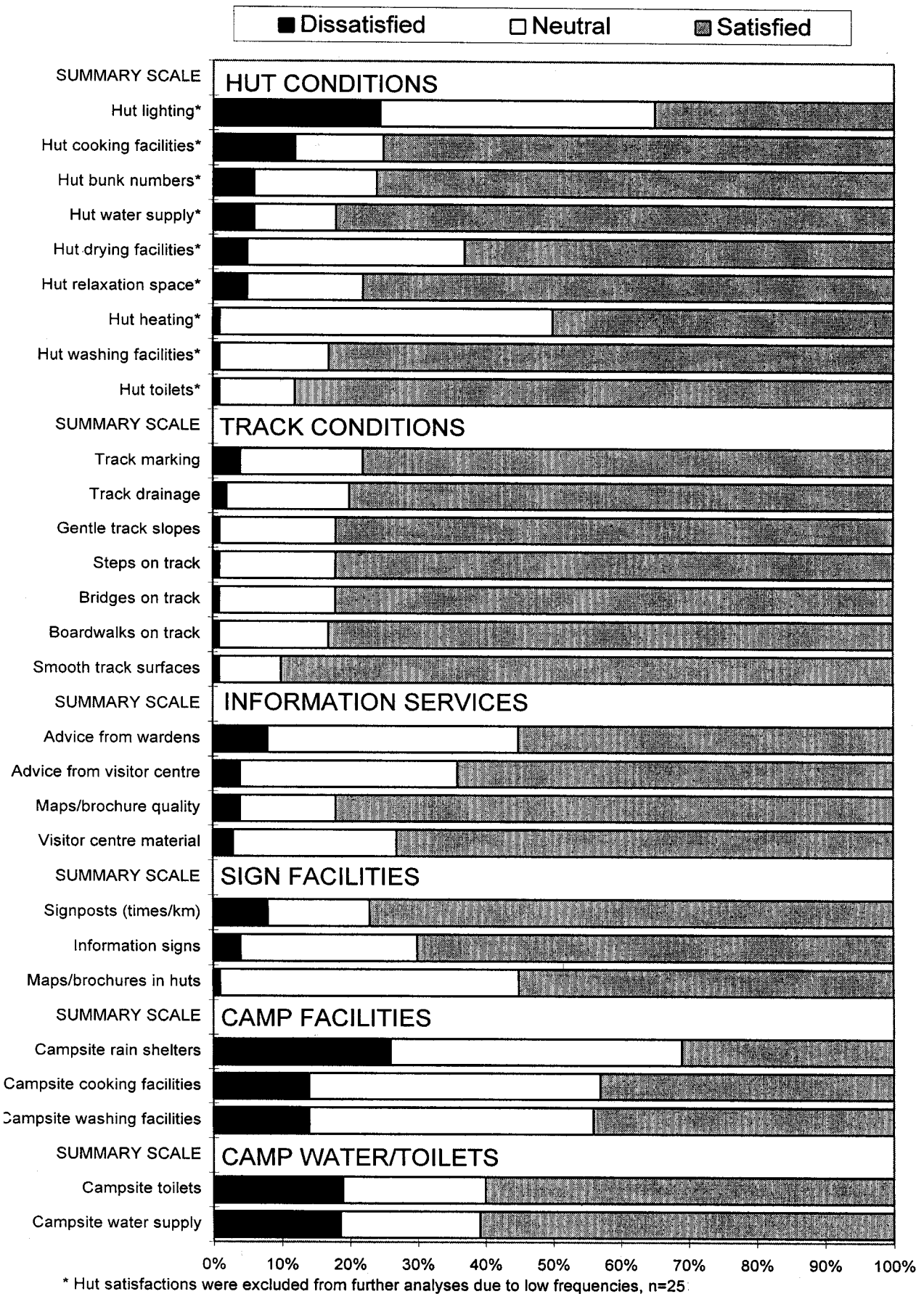


FIGURE 6. SATISFACTION RESPONSES ORDERED IN SUMMARY SCALE STRUCTURE.

TABLE 1. SUMMARY SCALES FOR SATISFACTIONS WITH FACILITIES AND SERVICES (REFER APPENDIX 2).

SCALES	DESCRIPTIONS
Hut conditions	Hut washing/cooking/drying facilities, bunk numbers, relaxation space, hut heating/lighting
Track conditions	Boardwalks, steps, smooth/easy/gentle track surfaces, drainage of water, track marking, bridges
Information services	Map quality, visitor centre information/advice, advice from wardens
Sign facilities	Map information in huts, information signs, distance/time signs
Camp facilities	Campsite cooking and washing space/facilities, rain shelters
Camp water/toilets	Water and toilet facilities at campsites

4.1.2 Significant findings

Using the SPSS MANOVA routine, a series of multivariate analyses of variance were carried out on these satisfaction scales (e.g., the dependent variables). Differences in satisfaction scales according to age-group, gender, nationality, and crowding perception were analysed. The same approach was subsequently used for impact perception (Section 5.1) and management attitude (Section 6.1) scales. However, these analyses of satisfaction scales did not identify any notable differences, suggesting a general consistency of visitor responses across different visitor groupings.

4.2 RELATING SATISFACTION SCALES TO OVERALL TRIP EVALUATIONS

None of the satisfaction scales were significantly associated with the overall satisfaction or use-level evaluations (e.g., crowding). No notable correlations or significant relationships (using SPSS Multiple Regressions) were found. The state of facilities and services experienced on these kayaking trips did not appear to contribute at all to how the overall trip was evaluated. In particular, the lack of any notable relationships between overall satisfaction and any of the facility and service satisfaction scales indicates these questions represent distinctly different visitor perspectives on visit satisfaction. This is an important distinction to acknowledge as simply applying a single overall evaluation of satisfaction appears unlikely to highlight any specific-issue satisfaction problems until they are of an order where visit quality may be already highly compromised, and the problems are more difficult to manage.

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