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AN INVESTIGATION OF NATURE BASED TOURISTS' MOTIVES FOR
TRAVEL

BY

CHRISTINE PARTRIDGE

A Thesis
Submitted to the Faculty of Graduate Studies
in Partial Fulfillment of the Requirements
for the Degree of

MASTER OF SCIENCE

Department of Physical Education and Recreation Studies
University of Manitoba
Winnipeg, Manitoba

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CHRISTINE PARTRIDGE

**A Thesis/Practicum submitted to the Faculty of Graduate Studies of The University
of Manitoba in partial fulfillment of the requirements of the degree
of
MASTER OF SCIENCE**

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ABSTRACT

The primary purpose of this study was to enhance understanding of motives involved in nature-based tourist behaviour. Iso-Ahola's (1989) Escaping and Seeking Dimensions of Leisure Motivation model is employed as the conceptual framework. The research examined two primary forces in tourist motivation: the need to escape personal and/or interpersonal environments and the need to seek personal and/or interpersonal rewards. The literature review focuses firstly on an examination of issues concerning nature-based tourism, the nature-based tourist, and bird-watching as a nature-based tourist activity. Secondly, tourist motivation and the conceptual framework utilized in this study are discussed.

The study used a descriptive research design administered to a cross-section of the population. Data collection occurred during the months of May and June, (1997). Bird-watchers as a nature-based tourist segment were a sub-sample of the overall sample determined through stated purpose of trip. Motives for travel as well as demographic characteristics, travel behaviour, and destination choice variables were explored. Mean scores for each motive dimension were used in a repeated measures ANOVA to discern which aspects of the motivational dimensions were most important. Descriptive statistics and chi-square analysis were employed to investigate and build profile information on demographics and destination choice variables.

The results showed that subjects were primarily motivated by the personal aspect of the seeking motive dimension (involving enhancement of knowledge and development of skills), and less by the interpersonal aspect (enhancing relationships with friends, family and meeting people with similar interests). Results of hypothesis testing found a

statistically significant [$F(1,37) = 35.23, p < .0001$] main effect for seeking - escaping but not for the personal - interpersonal dimension [$F(1,37) = 2.07, p > .05$]. A statistically significant [$F(1,37) = 27.52, p < .0001$] interaction effect indicated that it is the degree of personal or interpersonal emphasis that is associated with a difference in motive importance to the individual.

The results of the study support the suggestion that types of motives can be identified and linked with type of vacation. Results of the data analysis showed that seeking was not independent of the need for personal rewards. Seeking personal rewards was of importance only when the need to escape personal environments was low. The results support Iso-Ahola's (1989) theory that the two motivational forces simultaneously influence an individual's leisure and touristic behaviour while at the same time demonstrating the dominance of one dimension over the other within a particular tourist group/setting.

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CHAPTER I

INTRODUCTION

Various forms of nature-based tourism have existed for decades, but an organized industry, frequently labelled as "ecotourism" is just beginning to evolve (Weaver, Glenn & Rounds, 1995). The increases in environmental awareness and rural-based activities have led to the development of nature-based tourism as a recognized form of travel and recreation (Weaver et al., 1995). The majority of literature in this area of tourism is primarily descriptive, stressing the attributes of sites and much less frequently the characteristics of the tourists and the industry (Crofts, 1994). Market analysis has been discussed as essential for both the development of an understanding of the market characteristics of ecotourism, and for matching these characteristics to tour operations (Eagles & Wind, 1994). Several studies have examined international and national wildlife viewing tourists as markets to determine key attraction variables, (Boyd, Butler, Haider, & Perera, 1994; Eagles, 1992; Pearce & Wilson; 1995; Wight, 1996b) but research is lacking which contributes to a deeper understanding of these nature-based tourists and their motivation to travel.

An important component to understanding travel behaviour is motivation (Crompton, 1979). Motivation is considered a critical variable in the explanation of tourist behaviour as it is the impelling force behind all human behaviour (Crompton, 1979). Motivation is a basic concept in psychology but is also controversial; it cannot be observed, there is no single motivational mechanism or theory that can explain all human motivation; and motives vary depending on physiological and social bases (Iso-Ahola, 1989). Analysis of motivational stage can reveal the

way in which people set goals for their destination choice and explain how these goals are reflected in their choice and travel behaviour (Mansfeld, 1992). An understanding of travel motives can also provide tour operators and planners with a greater understanding of expectations, needs, and goals of tourists.

Empirical studies have shown that recreational travel takes place in a social context; however, the social psychological aspect of travel is an area that has only recently begun to be addressed by researchers (Iso-Ahola, 1983, Mannell & Iso-Ahola, 1987). Social psychologists aim to determine how an individual's behaviour and feelings about travel influence, and are influenced by other people (Iso-Ahola, 1983). A model proposed by Iso-Ahola (1989) suggests leisure as a dialectical optimizing process in which two forces simultaneously influence a person: the need to escape personal and/or interpersonal environments and the need to seek personal and/or interpersonal rewards. This model, which was initially based on tourism motivation (Iso-Ahola, 1982) proposes that these two motivational forces or dimensions are behind all leisure behaviour. This study employed Iso-Ahola's (1989) model in a nature-based tourism context to facilitate understanding of the type and degree of motivational forces in this area of tourism.

There is a lack of theory in tourism research which links consumer motivation and need factors in a correlational framework: which types of vacations and destinations (e.g. adventure, resort, hiking) are generated by which types of tourist motivations (e.g. escaping, seeking) and under what conditions (Ritchie, 1996). It is important to understand how these mechanisms vary under certain conditions and for different groups of individuals in order to better explain and predict behaviours that are likely to occur (Iso-Ahola, 1983; Beard & Ragheb, 1983).

Significance of the Study

As nature-based tourism is a relatively new phenomenon, there is a lack of sophisticated information and agreement concerning its evolution and definition (Wall, 1994). Similarly, little empirical research has been carried out on the characteristics of what is frequently termed an ecotourist (Pearce & Wilson, 1995). The growing appetite for nature-based tourism has created a need for specialized marketing that anticipates the needs of this tourist type. Effective marketing recognizes that people are different and desire different kinds of tourism experiences (Selin, 1994). A variety of research has supported significant differences between characteristics of mass tourists and ecotourists, including their reasons for travel (Eagles, 1992; Crossley and Lee, 1994; MacKay, Lamont, Baker, & McVetty, 1996; Wight, 1996a). There is also evidence that suggests discriminating characteristics exist among different types of ecotourists (Wight, 1996b).

Lacking in tourism research is an understanding of the link between which types of vacations are generated by which types of tourist motivations (Ritchie, 1996). To market tourism services and destinations well, marketers must understand the motivating factors which lead to travel decisions (Gee, Choy, & Makens, 1984). This study strove to enhance understanding of the motives involved in nature-based tourist behaviour by employing Iso-Ahola's (1989) model as the conceptual framework. The research examined two primary forces in tourist motivation: the need to escape personal and/or interpersonal environments and the need to seek personal and/or interpersonal rewards. This examination sought to contribute to: the evolving definition of nature-based tourism; the description of this tourist type; and a more theoretical understanding

of nature-based tourism. The research has both practical, marketing implications and a conceptual contribution to tourist motivation theory development.

Definitions

The key concepts of travel motivation, ecotourism and nature-based tourism are defined for the purposes of this thesis.

Travel Motivation - Travel motivation is an internal force compelling individuals to travel in order to satisfy personal and/or interpersonal leisure needs (adapted from Mannell & Iso-Ahola, 1987).

Ecotourism - Ecotourism is considered a subset and extension of nature tourism. It is more exclusively purposeful and focused on the enhancement or maintenance of natural systems through tourism (adapted from Farrell & Runyan, 1991).

Nature-based Tourism - Nature-based tourism includes activities which involve travel to relatively undisturbed natural areas with the objective of admiring the scenery, animals and/or historical sites (adapted from Mieczkowski, 1994).

Scope and Limitations

The study was limited to a survey of individuals visiting Churchill, Manitoba during the months of May and June, 1997. This visitation time frame is typically associated with the nature-based tourist experience of birdwatching. The research questions were part of a more comprehensive visitor survey which had a predetermined purpose and design.

Furthermore, in using survey research there is an inability to manipulate the independent variables; risking faulty interpretation. This problem can be reduced by the formulation of a priori hypotheses and cautious interpretation. Causality cannot be implied but relationships can be tested for statistical significance. A probability sample enables results to be generalized to the study population (e.g., bird-watchers to Churchill, Manitoba).

Beyond the scope of this study were the supply and operation of the ecotourism experiences and their effects on wildlife, environment, and economic industry of Churchill.

CHAPTER II

LITERATURE REVIEW

In order to investigate motives to travel for the nature-based tourist, the concept of tourist motivation and this unique context first have to be addressed. This chapter is divided into two main segments related to this purpose. The first section centres on the description of nature-based tourism by reviewing literature which describes the emergence of nature-based tourism. Second, the modern concept of nature-based tourism is reviewed, as well as its growing popularity in today's society. The problem of defining nature-based tourism and its relationship to the term ecotourism is also explored. To conclude sections, a characterization of the nature-based tourist and a portrayal of bird-watching as a nature-based tourist activity are provided.

The second section focuses on tourist motivation, beginning with discussion of the background of tourist motivation theory and concluding with an explanation of the conceptual framework utilized in this study.

Nature Based Tourism

Historical Background

Visiting areas for the purpose of observing and experiencing components of the natural environment is not new (Orams, 1995). Jasen (1995) detailed how the taste for wilderness tourism began in Britain with a cultural transformation that occurred during the Romantic period of the mid-eighteenth to early nineteenth centuries. During this time there was a tendency to value

feelings, imagination, and to transfer feelings that were associated with religiousness to the secular realm. The increasing wealth of the middle class gave rise to an increase in travel, but cultural priorities encouraged the need for new sights and experiences (Jasen, 1995). There was great importance placed on the need for a 'sublime' experience in which there was an appreciation for natural phenomena.

"One of the sensations tourists sought was an intensity of imaginative experience, and an encounter with the sublime meant being swept away by the beauty and terror of some natural phenomenon - being transported (however briefly) into another realm of being or level of consciousness" (Jasen, 1995 p. 29).

Campbell (1987) explained that the Romantic period was the beginning of a new hedonism that saw feelings and emotions as valuable. Campbell relates the imagination of romanticism as facilitating capitalism by assuming some of the power that had traditionally belonged to the church. Nature became something for people to worship in the hope that it would create a transformation in themselves. There was a new appreciation for landscapes, history and aboriginal peoples. The middle to late nineteenth century saw the expression of American Romanticism in literature and the arts. A new "cult of nature" began, and authors such as Thoreau, Whitman, and Emerson and artists such as Catlin and Bierstadt honoured the beauty and simplicity of unspoiled nature and the moral virtue of those who chose to be close to it (Mealey, 1988). Tourism was seen as an enabler, providing people with the means to fulfill the need for self actualization and transformation through the experience of nature (Jasen, 1995) and to "recharge their batteries, consume peace, climate, landscape and foreign cultures, and then return to defy everyday life for a while longer" (Krippendorf, 1987).

Recent Background

According to Boo (1990), the modern concept of nature-based tourism emerged from two recent trends: conservation integrated with economic development; and people becoming more interested in active vacations that included remote locations. Nature-based recreational activities and tourism have become increasingly more popular, in part as a reaction against more traditional forms of mass tourism as nature-based tourism purports to address many economic and environmental concerns (Boo, 1990). The idea of visiting and experiencing high-quality natural environments has become both an acceptable and marketable one (Orams, 1995).

Nature-based Tourism Destinations

Nature-based tourism destinations in less developed countries are reportedly on the rise (Place, 1991; Pearce & Wilson, 1995). Place (1991) cites a predicted 300% increase in nature-based tourism in Costa Rica by the year 2000. Nature-based tourism has been proposed as a good development plan for these countries when the fragility of the environment is considered as well as economic development.

In Kenya, ecotourism evolved as a result of the hunting ban in 1978. The decline of tourists due to the ban and the subsequent faltering of the tourism industry prompted the shift to a new kind of tourist - the nature-based tourist. Conflicts with the local people caused some problems as they did not understand the importance of this type of tourism for the economy. Local involvement as well as payments to local communities helped to decrease poaching and increase local support (Whelan, 1991). Brochures depicting Kenya's beautiful exotic wildlife

were developed and fiscal incentives for the development of nature-based tourism opportunities were provided.

The landscape and culture of Arctic areas are also unique, offering interesting tourist opportunities, and subsequently experiencing increases in visitors (Johnston, 1995). Polar regions create images or perceptions of hostile, challenging places and fragile, sensitive environments (Sugden, 1989). The Arctic is of interest because of its pristine wilderness qualities which have great potential for recreation and environmental education. The Arctic can give tourists the feeling they are completely away from urban life and allows one to feel more in unison with nature (Johnston, 1995). The North is inhabited by thousands of different life forms (Mowat, 1967). To ornithologists and marine biologists northern areas have been heralded as a birder's and whale watcher's paradise (Fleming, 1988).

Definitional Issues

Nature-based tourism has become a popular form of tourism that has been subject to a substantial amount of research, but has no universally accepted definition (Boyd, et al., 1994). Nature-based tourism is often confused with other forms of alternative tourism such as adventure tourism and ecotourism (Mieczkowski, 1994; Pearce & Wilson, 1995). Mieczkowski (1994) explained the difference between adventure tourism and nature-based tourism as adventure tourism being activity oriented without much recognition of the nature surrounding the activity. Nature-based tourism's main theme is travel to relatively undisturbed natural areas with the objective of admiring the scenery, animals or historical sites. There are a wide variety of names which refer to tourism that has as its primary purpose an association with nature and a desire to

minimize negative impacts (Orams, 1995). Pearce and Wilson (1995) note the various labels given to environmentally focused tourism, including "green tourism", "ecotourism", "alternative", or "nature-based tourism". The growing tourist interest in the environment is reflected in the recent expansion of literature on this form of tourism (Pearce & Wilson, 1995). The term ecotourism has been increasingly adopted as a generic label to describe this type of tourism, despite the variability and levels of human interaction and responsibility to the environment (Orams, 1995). For some, any essentially passive or unobtrusive appreciation of nature (e.g. outdoor recreation and/or national park visitation) is called ecotourism; for others, ecotourism must proactively include conservation (e.g. visitation fees for resource management, diversion of local populations from anti-ecological practices) (Miller & Kaae, 1993).

Definitionally, ecotourism links low impacts on the resource base and host community, environmental conservation, sustainable economic activity, and distinctive behaviour and learning by the consumer. Ecotourism typically focuses on the nature itself and the preservation of the ecosystem not only for the person involved at the time but for the whole world (Mieczkowski, 1994). Farrell and Runyan (1991 p. 34) explain ecotourism as an extension of nature-based tourism:

...focuses on the environment in a special manner in which conservationists and tourist interests see the mutual advantages of working together, to preserve environmental quality while mutually protecting tourism. When the saving of an endangered species, a rain forest, or a wetland can be aided by cooperative strategies, this is ecotourism. It is a subset of nature tourism taken a step farther, with nature and tourism considered equal partners. Ecotourism is more exclusively purposeful and focused on the enhancement or maintenance of natural systems through tourism.

approaches and definitions in which tourists attempt to be unobtrusive during their experiences with the environment.

Characteristics of the Nature-Based Tourist

Current research suggests that high potential nature-based tourists are a select group of people who are generally forty-five to sixty-five years old (Whelan, 1991). The majority are college educated and have a high household income (Crossley & Lee, 1994, MacKay et al., 1996). The amount of discretionary time is also high. Nature-based tourism trips are generally longer, with fewer people in the tour group, than the mass tourist (Crossley & Lee, 1994).

Nature-based tourists are reportedly influenced by trends in environmental awareness, health consciousness, and the mental and physical challenges of encounters with nature. They want to learn about the environment they are visiting (Mieczkowski, 1994).

Nepal, Kenya, Tanzania, China, Mexico, Costa Rica, and Puerto Rico are the most popular destinations. Alternatively, there have been some tour destinations that show the negative impacts on the environment such as tours to the oil spill in Alaska's Prince William Sound or Chernobyl's nuclear disaster (Mieczkowski, 1994). The most popular activities for nature-based tourists are trekking/hiking, bird-watching, nature photography, wildlife safaris, camping, mountain climbing, fishing, river rafting/canoeing/kayaking and botanical study (Whelan, 1991).

Bird-watching as a Nature-Based Tourist Activity

Bird-watching has gained a tremendous following and has generated volumes of literature on birds, bird families, guidebooks, handbooks, and textbooks on the subject (Pettingill, 1981). More than six hundred academic institutions offer course work in ornithology, and many organizations, both national and local, conduct programs or workshops to promote ornithological knowledge and/or to incite participation in projects such as censusing birds in designated areas (Pettingill, 1981). Bird-watching has been described as a combination of hobby, sport and science, and can be either a solitary or a social pursuit, with the pace of the activity as leisurely or energetic as the participant wishes (Kress, 1981). However, the opportunity for a comprehensive review of the activity of bird-watching is limited by the amount of research conducted in this area.

Bird-watchers, or "birders" as the more dedicated prefer to be called, have only recently begun to be studied as recognition of their emergence and rise in numbers increases (Applegate & Clark, 1987). Studies of avid birders visiting specific birding locations in south-eastern Arizona found more men than women in the activity and high levels of affluence and education (Richards, King, Shaw, & Witter, 1979; Shaw & King, 1980). Kress (1981) reported that bird-watchers consistently demonstrated a sophisticated and well-balanced environmental protection attitude. This supports the widely held belief within the bird-watching community that an interest in birds is often a first step toward building a strong conservation ethic (Kress, 1981).

Vaske, Donnelly, Heberlein, and Shelby (1982) summarized 13 studies that reported satisfaction ratings for specific outdoor recreational experiences, including bird-watching. Vaske, et al. (1982) found significant differences between the ratings of consumptive and

nonconsumptive outdoor recreationists. Consumptive recreationists (e.g. hunters and fishers) reported lower satisfaction scores than nonconsumptive recreationists (e.g. hikers, campers, canoeists, and rafters). Vaske et al. (1982, p. 129) defined consumptive and nonconsumptive recreation as follows: "nonconsumptive use provides people with experiences rather than products, while a consumptive activity focuses on products". Consumptive recreation in this case is reflected in the acquisition of specific goals that can only be attained through participation in a certain activity; not in the consumptive use of the environment. Vaske et al. (1982) surmised that this difference in satisfaction resulted from differences in goal specificity and the probability of realizing these goals during participation of their chosen activity. It was further argued that certain recreation activities are a mixture of both consumptive and nonconsumptive dimensions, and that the activities will fall along a continuum depending on the relative mix of consumptive and nonconsumptive parts. The position of bird-watching along the continuum was proposed to have strong consumptive elements. Bird-watchers keep a life list in which a species can be added to the bird-watcher's list only once in a lifetime, and once added is not available to that individual again (Applegate & Clark, 1987). Therefore a goal can be achieved only once by an individual, and the goal specificity is more explicitly defined than in many other nonconsumptive activities.

Examination of differences in satisfaction scores of bird-watchers among several levels of birding competence revealed satisfaction levels similar to nonconsumptive recreation activities (Applegate & Clark, 1987; Vaske et al., 1982). Further analysis revealed that respondents who were categorized as unsophisticated in their wildlife knowledge and skill at bird identification reported significantly higher satisfaction ratings than those termed sophisticated or high on the

Runyan, 1991). Activities of interest to the mass tourist are not necessarily focused exclusively on the natural environment, but often include other motives for travel such as cost, facilities, or weather of the destination site (Echtner & Ritchie, 1991). Therefore nature-based tourists have a specific interest in the natural environment unlike the mass tourist, but are not actively involved in its preservation as is the ecotourist.

Tourist Motivation

Background

Mannell and Iso-Ahola (1987) suggest that tourism may share or be subject to the same theories that characterize leisure. A basic question about leisure concerns motivation (Iso-Ahola, 1989). Understanding what makes people do certain activities helps to explain and predict behaviours. Motivation theory is described as a process of internal psychological factors (needs, wants, and goals) that generate an uncomfortable level of tension within an individual's mind and body (Fodness, 1994). These needs and subsequent tension lead to actions designed to release tension and satisfy the needs (Fodness, 1994).

Motivation is seen as a more important determinant of recreational travel than other psychological factors (Iso-Ahola, 1989). To market tourism services and destinations well, marketers must understand the motivating factors which lead to travel decisions (Gee, Choy, & Makens, 1984). There is an increased awareness of the importance of research concerning travel motivation, but few empirical studies have been conducted in this area that delve beyond superficial reasons for travel (Dann, Nash, & Pearce, 1988). For example, travel motives most commonly rated as "high" by general tourists are: visiting friends and relatives, to be together as

a family, to feel at home away from home, to relax, and to have fun and be entertained (Kretchman & Eagles, 1990; Echtner & Ritchie, 1991). Exceptions to this top of mind treatment of motives are provided by the various disciplinary perspectives of Cohen (1972; 1979), Dann (1977), Crompton (1979), and Mannell and Iso-Ahola (1987) which offer a more theoretical proposition for tourist motivation.

Travel has been linked with the response to fulfill what is lacking yet desired (Mansfeld, 1992). Cohen (1979) explains that tourism experiences are distinct, important, and exceptional in their function and that tourist activity can be a religious-like experience and a source of personal development. Cohen (1972, p. 165) emphasizes an individual's desire for something different, stating that "he is interested in things, sights, customs and cultures different from his own precisely because they are different". Cohen (1972) also states that mass tourism has created a paradox: that though the desire for novelty and strangeness are primary motives of tourism, these qualities have been decreased as tourism has become more institutionalized.

Dann (1977), distinguished between the "push" and "pull" factors of tourism. Dann views travel motivation as consisting primarily in the socio-psychological concepts of "anomie" and "ego enhancement". The anomie hypothesis involves people's need for love, affection and communication with their fellow man. Anomie refers to a situation of perceived meaninglessness and status deprivation in the origin society. A vacation is viewed as alleviating this and offering an opportunity to boost self esteem and offer a chance for exploration of one's self. Dann also argues that people have a desire to be recognized, and that travel provides this opportunity for ego enhancement or self recognition. These "push" factors involve restoration and regeneration that can only be fulfilled by travel and "getting away from it all". "Pull" factors

relate to attributes of a travel destination such as sunshine, resort features, etc. which both respond to and reinforce "push" factor motivation.

Crompton (1979) conducted research to identify motives which were related to selection of a destination, and to develop a conceptual framework that would integrate such motives. Crompton anticipated that motives might provide a basis for sub-dividing or segmenting people travelling for pleasure. Through unstructured interviews, qualitative data was collected and then analyzed for insights into the reasons underlying travel behaviour. Seven socio-psychological motives were identified which served to direct pleasure travel behaviour. These motives were: escape from a perceived mundane environment; exploration and evaluation of self; relaxation; prestige; regression; enhancement of kinship relationships; and facilitation of social interaction. Two motives were located on a cultural continuum: novelty and education seeking. Cultural motives reflected the influence of the destination in arousing a desire to travel. This study suggested the importance that focusing attention on socio-psychological dis-equilibrium can have for the tourism industry's development of its product (e.g. attractiveness and experiences) and promotional strategies. Crompton (1979) concluded that a motivational basis for tourist segmentation could provide cues and insights around which destinations could develop and promote their product to target markets. Knowledge of the socio-psychological motives involved in the direction of pleasure travel could aid the promotional strategies of destinations seeking to cater to one or more of the specific motives.

The examination of recreational travel in a social psychological context focuses on the how the individual functions, and is influenced in one's social environments (Iso-Ahola, 1983). Several studies advance the idea that recreational travel takes place in a social framework

(Houghton-Evans and Miles, 1970; Rubenstein, 1980). Iso-Ahola (1983) suggests that an important part of recreational travel is a person's desire to talk about his/her travel experiences with others. Travel experiences are also suggested to reflect a person's perceived experience level, and expectations of others' views of social status and self-esteem (Iso-Ahola, 1983). Mannell and Iso-Ahola (1987) suggest a concise theoretical model based in a social psychological context to explain leisure and tourism motivation. According to the model, there are two motivational forces that simultaneously influence an individual's leisure or tourism behaviour. The psychological benefits from leisure travel stem from the relationship between two forces: escaping routine and stressful situations, and seeking recreation for intrinsic rewards. The motivational mechanism is proposed to be the same for tourism and other leisure behaviours but tourism is suggested as more likely to be triggered by the escape motivation, as recent trends toward more frequent, shorter vacations might suggest. Research has indicated that people escape both over-stimulating and under-stimulating life situations by participating in leisure travel in an effort to achieve and maintain their optimal level of arousal (Iso-Ahola, 1983).

It would seem logical to theorize that the escape dimension would be predominant in tourism because of its elemental escape nature, but all tourism experiences are not alike (Dunn Ross & Iso-Ahola, 1991). Dunn Ross and Iso-Ahola (1991), in a study exploring motivation and satisfaction dimensions, theorized that the seeking rather than escape component would be of greater importance to sightseeing tourists. They found that although the escape dimension was present, the seeking dimension was rated of higher importance. These results support Iso-Ahola's (1989) theory that the two motivational forces simultaneously influence an individual's

leisure and touristic behaviour; while at the same time demonstrating the dominance of one dimension over the other within a particular tourist group.

The conceptual model proposed by Iso-Ahola (1989) is shown in Figure 3. It explains motivation through a two-dimensional theory. Like leisure behaviour, recreational travel is a "dialectical optimizing process in which two forces simultaneously influence a person: the desire to leave the personal and/or interpersonal environment behind oneself and the desire to pursue or gain certain personal and/or interpersonal rewards" (Iso-Ahola, 1983 p. 45). This model suggests that there are only two dimensions or forces in leisure motivation: seeking personal and/or interpersonal intrinsic rewards, and escaping personal and/or interpersonal environments. As Iso-Ahola (1989, p. 262) states, "the value of any leisure activity is that it can be used motivationally in different ways at different times". Therefore it is important to study the different conditions which motivate people to take part in activities primarily for seeking purposes and secondarily for escape purposes, and vice versa. Further understanding of these motivation and need factors can contribute to the development of tourism experiences that best satisfy the nature-based tourist.

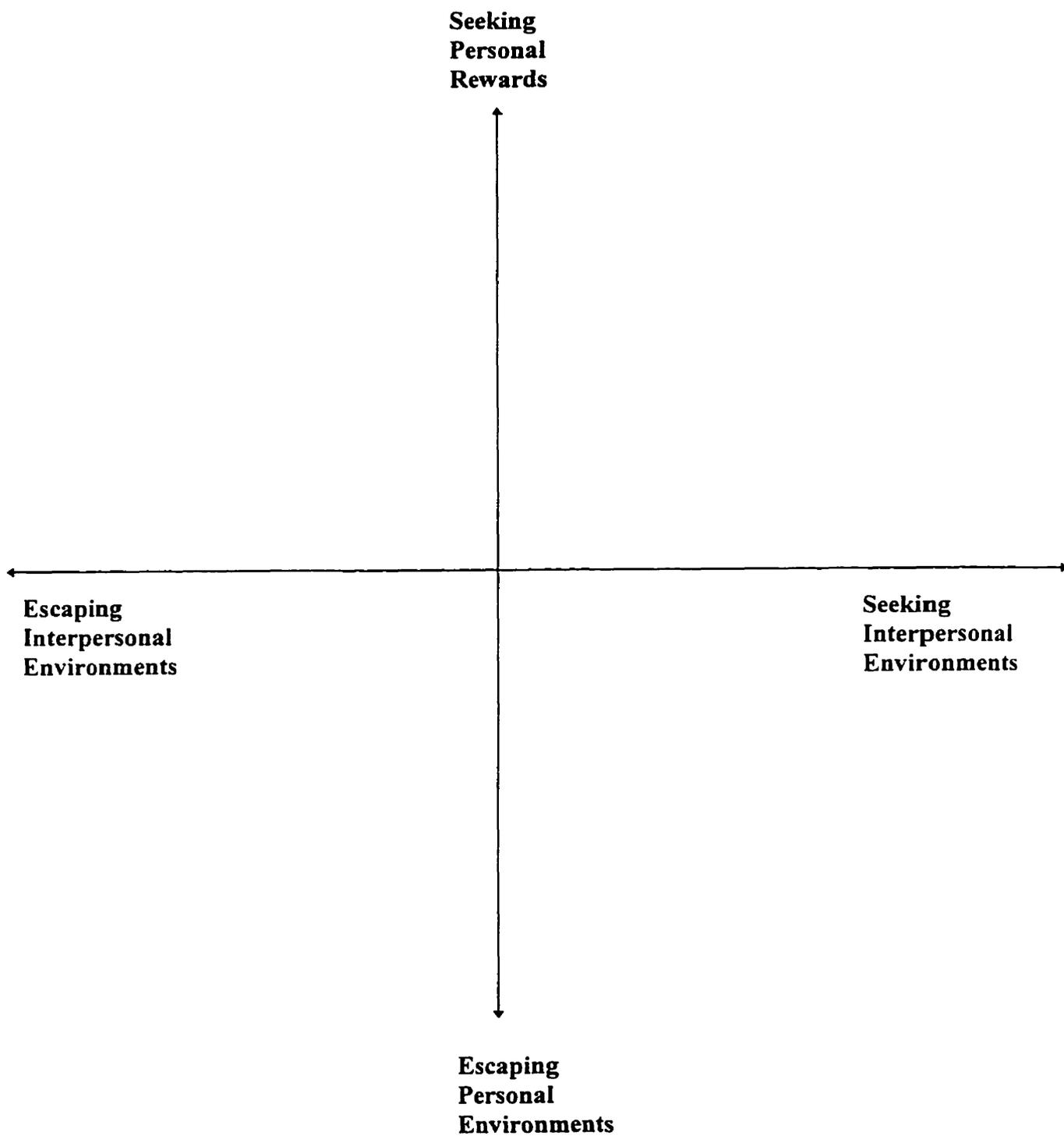


Figure 3. The Escaping and Seeking Dimensions of Leisure Motivation (Iso-Ahola, 1989).

Conceptual Framework

Psychologists generally agree that people's motives are part of a search for an optimum level of arousal. People do not want over or under stimulation but instead look for an optimal level. Intrinsically motivating behaviors are supported as conducive to achieving optimal experiences because people do them freely and seek rewards they get from doing an activity for its own sake (Iso-Ahola, 1989). Perceived competence is said to be the most important of all the intrinsic rewards. People also want to balance novel and familiar activities in their leisure to maintain the optimal level of arousal.

The other side of intrinsically motivated leisure is called avoidance, escape, or leaving everyday routine behind (Iso-Ahola, 1989). The idea is that people are motivated in their leisure activities to escape everyday problems and stresses and the escape through leisure becomes an intrinsic reward in itself.

It has been theorized that the intrinsic rewards that people seek in their leisure can be broken down into two parts, personal and interpersonal (Iso-Ahola, 1989). Personal rewards are the rewards as feelings of personal competence gained through leisure participation, whereas, interpersonal rewards are obtained through social contact with other people during participation in leisure activities. People will seek out or try to escape from their interpersonal and personal world, through participation in recreational travel. As shown in Figure 3, the two motivational forces pull us in opposite directions: we want to acquire certain intrinsic rewards in leisure but we also want to escape something in it. This is consistent with the idea of maintaining a level of optimal stimulation and arousal.

This study will examine nature-based tourist motives utilizing Iso-Ahola's (1989) two dimensional framework. Iso-Ahola's (1980; 1983; 1989) research suggested that tourist motives are primarily stimulated by escape needs (e.g. from stress, escape from familiar surroundings, etc.) for most people under most conditions. According to Mannell and Iso-Ahola (1987) the recent trend toward more frequent, but shorter, vacations is a result of the travel industry heavily promoting the need to escape and getaway vacations. Iso-Ahola (1980) suggested that as a consequence people learn to desire vacations for escape purposes and come to think of these vacations as essential for their psychological well-being. Dunn Ross & Iso-Ahola (1991) also suggested that while the escape dimension may be prevalent in tourism in general, all tourism experiences are not alike. Previously cited research also indicated that nature-based tourists are motivated to travel for educational and intellectual needs (Mieczkowski, 1994; Eagles, 1992). In Figure 3 this would suggest the upper right-hand quadrant.

Previous studies have measured motive ratings, not in relation to a particular leisure experience, but as statements about their perceived reasons for leisure participation in general, ignoring the dynamic nature of leisure motivation (Mannell & Iso-Ahola, 1987). Currently, there is a lack of theory in tourism research which links consumer motivation and need factors in a correlational framework: which types of vacations and destinations (e.g. adventure, resort, hiking) are generated by which types of tourist motivations (e.g. escaping, seeking) and under what conditions (Ritchie, 1996). Iso-Ahola's (1989) model has not been applied in a nature-based tourism context but holds promise to provide a framework for understanding the type and degree of motivational forces in areas other than mass tourism. Such an understanding can

provide nature-based tourism planners and marketers with a basis for developing programs and services that best meet the needs of the nature-based tourist.

In response to the issues addressed in this literature review, the following testable hypotheses are proposed.

Hypotheses

The main hypothesis to be investigated is: the two motivational dimensions of escaping interpersonal/personal environments and seeking interpersonal/personal rewards will not be of equal importance to nature-based tourists. This overall hypothesis can be divided into the four sub-hypotheses presented below. In a nature-based tourism context,

H₀1) There will be no difference in importance between seeking personal rewards and escaping personal environments.

H_a1) Seeking personal rewards will be of greater importance than escaping personal environments.

H₀2) There will be no difference in importance between seeking personal rewards and escaping interpersonal environments.

H_a2) Seeking personal rewards will be of greater importance than escaping interpersonal environments.

H₀3) There will be no difference between seeking interpersonal rewards and escaping personal environments.

H_a3) Seeking interpersonal rewards will be of greater importance than escaping personal environments.

H₀4) There will be no difference in importance between seeking interpersonal rewards and escaping interpersonal environments.

H_a4) Seeking interpersonal rewards will be of greater importance than escaping interpersonal environments.

CHAPTER III

METHOD

The following chapter describes the research design and procedures utilized to fulfill the purpose of the study and investigate the stated hypotheses. The discussion is divided into six sections: setting; research design; sample; data collection; instrumentation; and data analysis. The setting describes the study location, Churchill, Manitoba. The research design, sample and data collection describe the research procedures. Instrumentation details the relevant questionnaire items. Data analysis details the statistical program and procedures used.

Setting Selection

The study area was Churchill, Manitoba, located 1000 kilometers north of Winnipeg on the Hudson Bay. A map locating Churchill in relation to its position in Manitoba is displayed in Figure 4. The Churchill region is internationally known for bird, whale and polar bear watching opportunities. Approximately 12,000 people per year visit Churchill (Weaver et al., 1995) and 83% of visitors participate in an organized wildlife viewing tour (MacKay et al., 1996). Churchill is an Arctic or polar environment, consisting of tundra, boreal forest, and a marine environment which provide flora and fauna species diverse in seasonality and habitat (Canadian Heritage, 1995). Nature-based tourists to environmentally sensitive and/or unique areas such as Churchill are quickly becoming recognized as a distinct and economically promising market segment for the tourism industry (MacKay et al., 1996). As a tourist destination, there are three times of the year in which visitors arrive: May through early July primarily for bird-watching;

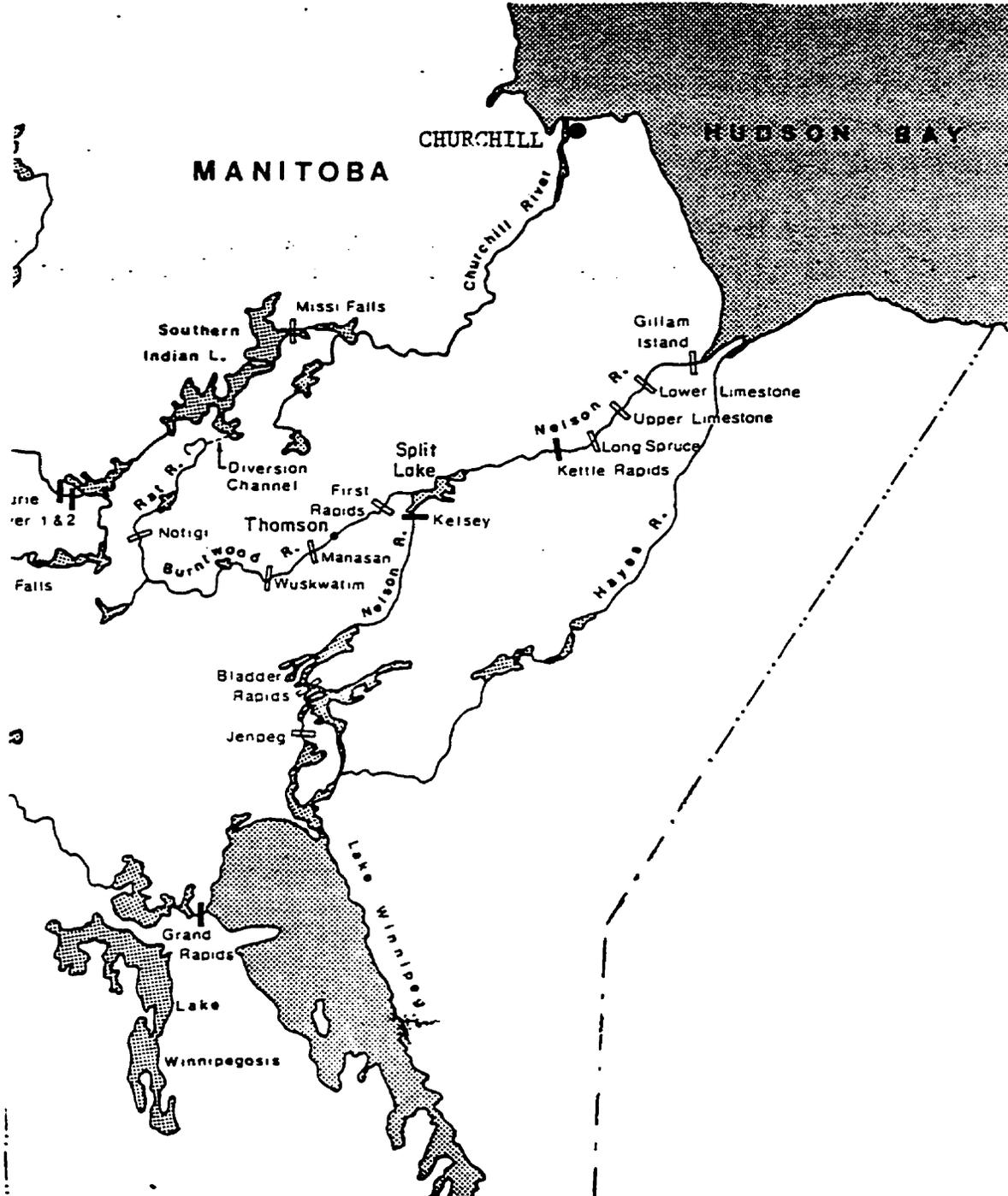


Figure 4. Map of Churchill, Manitoba

July through August for whale watching and scenic tours; and October through November for polar bear watching.

Research Design

The study used a descriptive research design. This type of research is distinguished from experimental research as the subjects cannot be assigned or treatments manipulated (Rosenberg & Daly, 1993). The survey instrument was administered once to the sample within a single time frame, therefore it is considered a cross-sectional study. Survey research is a useful technique for exploring the nature of personal characteristics and perceptions of large numbers of people (Rosenberg & Daly, 1983).

Sample

It is not possible to assign subjects randomly in ex post facto research, but it is possible to choose subjects from the defined population at random. The sampling procedure was random in order to meet the conditions of the data analysis procedures used.

The study period was May 19 to July 3, 1997; the primary visitation period for bird-watchers in the Churchill area. The sample was a two staged probability sample which first drew a random sample of air/train departure times during the study period and then employed a cluster sample of eligible respondents exiting Churchill on the selected plane/train departures. Based on 1995 survey figures (MacKay et al., 1996) the 1997 qualified sample target was 400.

Subject selection was guided by the MacKay, et al. (1996) Churchill Visitor Study. For the overall study, respondent's eligibility was based on a screening interview at the airport and

train station. Non-residents of Churchill; individuals not commuting to work or school; individuals not moving to a new residence; or individuals leaving Churchill for the last time were considered eligible for the survey. Bird-watchers were a sub-sample of overall sample determined through stated purpose of trip.

Data Collection

After identification of successful candidacy, subjects were given an intercept questionnaire and a follow up, self administered questionnaire following the design used in the Churchill Visitor Study (MacKay et al., 1996). The follow-up questionnaire included a pre-addressed, postage paid envelope. Participation was voluntary and a prize incentive was offered to encourage responses.

The intercept survey requested information with regard to purpose of trip, visitor demographics, attractions and events attended, and number of nights spent away from home and in Churchill. The intercept survey provided a means of determining respondent eligibility for distribution of the follow-up mail questionnaire. The intercept instrument is contained in Appendix A.

Instrumentation

The mail back questionnaire contained the more in depth questions about the Churchill visitor's experience, including motives for travel. A series of eight common travel motives were included based on past travel studies (e.g. Crompton, 1979; Beard & Ragheb, 1983; Kretchman & Eagles, 1990). Respondents were asked to indicate the extent to which they agreed or

disagreed with the following reasons for their travel to Churchill. The list of travel motives included the four categories of Iso-Ahola's model: seeking personal rewards: (I look for educational experiences; I want to test my abilities, develop my skills); seeking interpersonal rewards: (I want to enhance relationships with friends, family; I want to meet people with similar interests); escaping personal environments: (I want rest and relaxation; I want to escape my personal problems); and escaping interpersonal environments: (I want to be away from my family for a while; I want to be away from work or my daily routine). The motives were rated in importance using a five point Likert-type scale, with possible choices of strongly agree, agree, neither agree nor disagree, disagree, and strongly disagree.

Sociodemographic variables of age, gender, marital status, employment status, education, income and country of origin were measured by close-ended questions. A copy of the mail questionnaire is included in Appendix B.

Data Analysis

All data analysis employed SPSS 6.1, the statistics package for social sciences (SPSS, 1996). To obtain a nature-based tourist profile, descriptive statistics were used. Chi square analysis was employed to investigate and build profile information on visitor demographics and destination choice variables. To test the overall hypotheses that the two motivational dimensions of escaping interpersonal/personal environments and seeking interpersonal/personal rewards will not be of equal importance to nature-based tourists, the following analyses were conducted. Correlation coefficients were calculated to confirm the supposition that an association existed between each set of two variables (motive statements) for each of the four motive dimensions. A

linear combination of the sets of two variables for each motive dimension was then created.

Mean scores for each motive dimension were used in a repeated measures ANOVA to discern which aspects of the motivational dimensions were most important.

The repeated measures ANOVA was preferable to a series of t-tests in this case because it reduces the probability of Type 1 error. It also tests for interaction effects (when the influence of one independent variable changes according to the level of another independent variable), and allows the overall hypothesis to be tested. The alpha level was set at $p < .05$.

CHAPTER IV

RESULTS

The results of the data analysis procedures provide descriptive information about the variables examined and inferences about the relationships tested by the hypotheses. The questionnaire items examined were part of a larger survey (MacKay, 1997) and therefore the results are focused on selected variables relevant to the research questions. Of interest for the purpose of this thesis were the variables relating to bird-watchers' demographic characteristics, travel behaviour, destination choice and motives for travel. Motives analyzed were reflected in the two dimensions of Iso-Ahola's (1989) model of leisure motivation. The following chapter is divided into three sections: 1) survey response; 2) visitor profiles; and 3) results of hypotheses testing.

Survey Response

The first phase of survey distribution was a short on-site interview which screened for eligible survey respondents (non-residents of Churchill; individuals not commuting to work or school; individuals not moving to a new residence; or individuals leaving Churchill for the last time). Following the determination of eligibility, a package containing the intercept survey and mail questionnaire was distributed.

The qualified sample target for the study was 400, an assessment based on the 1995 Churchill Visitor Study respondent intercept return rate of 820 (MacKay et al., 1996). The 1995 study occurred during the months of July through November, a time of peak tourist visitation for

Churchill. Tourist visitation in Churchill begins in May for primarily bird-watching, then gradually rises through July and August for whale watching. The tourist season culminates with polar bear watching in October and November, then sharply drops in December and continues at a low until the following spring when the cycle begins again. Figure 5 displays this cycle.

As displayed in Table 1, the qualified sample target of 400 was not reached. This is in part due to the visitation season beginning later than usual in 1997, as well as, target sample rates being based on a period of higher visitation rates to Churchill. Survey distribution and response rates for this study are shown in Table 1. The total number of surveys distributed was 222, with 207 intercept questionnaires returned giving a response rate of 93%. Of the 222 mail questionnaires distributed, 142 were returned with a survey response rate of 64%. Response rates for the number of eligible travel parties obtainable were high. Therefore, the problem of non-response bias was not an issue as response rates obtained were sufficient and representative of the sample available (Rosenberg & Daly, 1993).

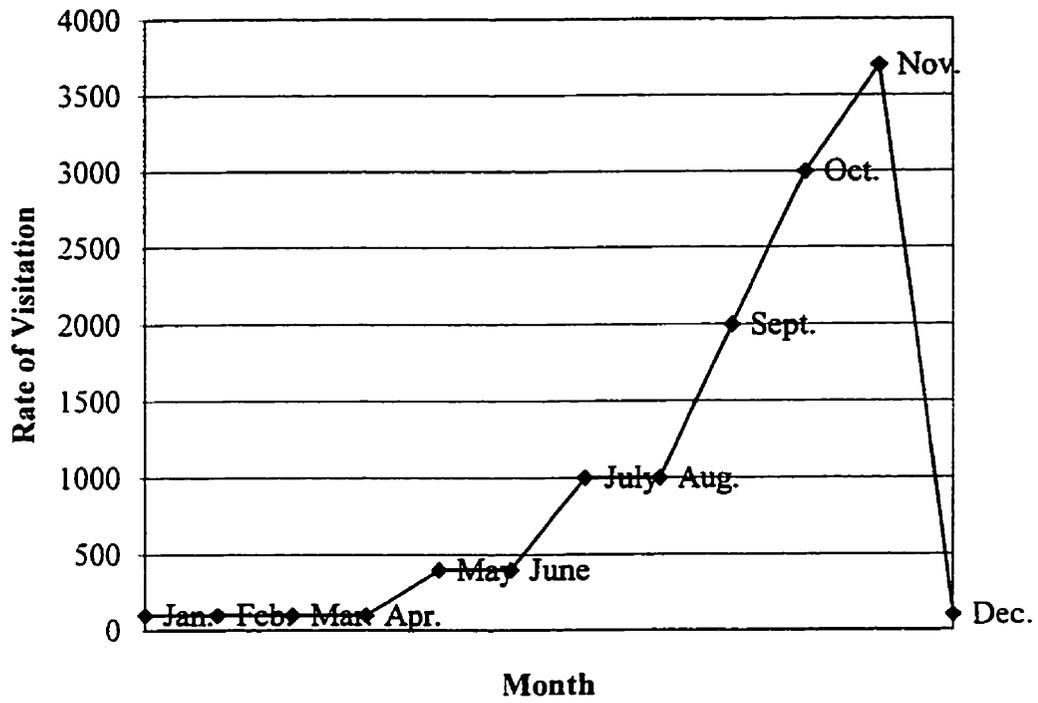


Figure 5. Visitation rates per month for Churchill

Table 1

Survey Response Rates - Intercept and Mail Questionnaires

Survey type	Target response rate	Number distributed	Number returned	Response rate
Intercept	400	222	207	93%
Mail	400	222	142	64%

Visitor Profile

In order to ascertain why visitors came to Churchill, the question "what was the purpose of your trip to Churchill" was asked. Purpose of trip was asked in a open-ended format to allow for greater diversity of responses than can be offered in close-ended format. For the purpose of this thesis, individuals who listed their purpose of trip as bird-watching were categorized as bird-watchers. From the variety of purposes listed, the greatest proportion of respondents (37%) listed bird-watching as their primary purpose of trip (n=47). This was followed by business at 27%, and vacation at 20%. The full results are displayed in Figure 6. The number of bird-watchers actually may be slightly higher since it is possible that a portion of "vacationers" also participated in bird-watching but this wasn't stated as their main purpose of trip.

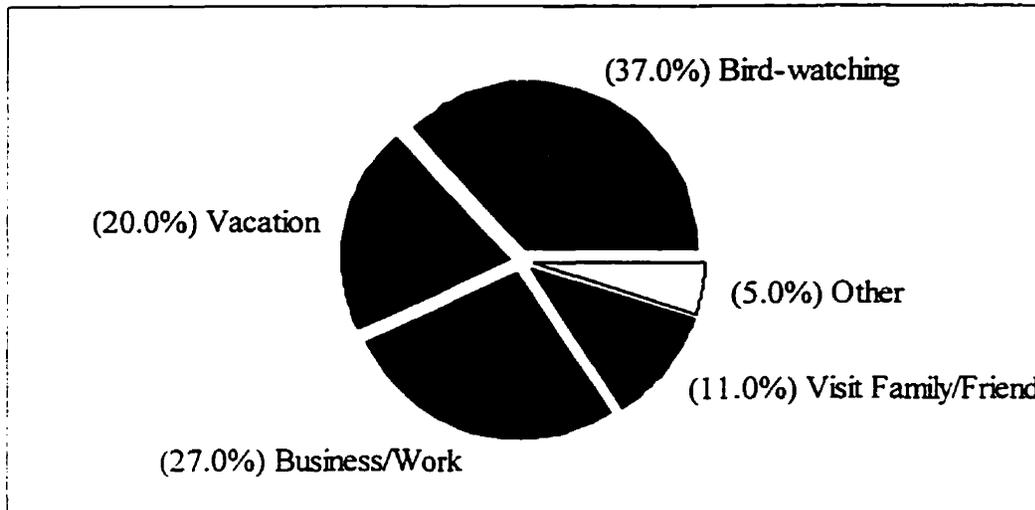


Figure 6. Overall Purpose of Trip

The mail questionnaire contained descriptive information as well as more in depth questions about the Churchill visitor's experience. The variables examined for this thesis are related to demographics, travel behaviour, destination choice and travel motives. Although the primary focus of this thesis is motivation of nature-based tourists (bird-watchers), an examination of demographics, travel behaviour, and destination choice provides valuable information which can enhance the overall understanding of this tourist segment.

Profile of Bird-watchers

Demographics

Table 2 displays sex and marital status of the bird-watchers. Females comprised 59% of the respondents who stated bird-watching as the purpose of their trip. Most bird-watchers surveyed were married (64%), followed by 17% who reported single status.

Table 2

Sex and Marital Status of Bird-watchers

Variable	Percentage	n
Sex		
Male	41%	18
Female	<u>59%</u>	<u>26</u>
Total	100%	44
Marital Status		
Married	64%	30
Widowed	11%	5
Divorced or separated	8%	4
Single	<u>17%</u>	<u>8</u>
Total	100%	47

Table 3 displays the ages of bird-watchers to Churchill during this period. There were no bird-watchers under age 35. Bird-watchers were represented by middle aged and primarily older individuals.

Table 3

Ages of Bird-watchers

Age (years)	Percentage	n
under 25	0%	0
25 - 34	0%	0
35 - 44	17%	7
45 - 54	26%	11
55 - 64	26%	11
over 65	<u>31%</u>	<u>13</u>
Total	100%	42

Table 4 depicts country of origin for the bird-watcher. The majority of bird-watchers (74%) originated from the United States, 16% from the United Kingdom, and only 8% originated from Canada.

Table 4

Country of Origin of Bird-watchers

Country	Percentage	n
United States	74%	28
United Kingdom	16%	6
Canada	8%	3
Germany	<u>2%</u>	<u>1</u>
Total	100%	38

Income and education levels for bird-watchers are exhibited in Tables 5 and 6. The highest percentage (60%) of bird-watchers have household incomes of \$80,000 or over. A considerable majority of bird-watchers (79%) have university degrees, making this a highly educated group.

Table 5

Income Levels of Bird-watchers

Income	Percentage	n
Less than \$10,000	0%	0
\$10,000 - \$19,999	2%	1
\$20,000 - \$29,999	0%	0
\$30,000 - \$39,999	8%	3
\$40,000 - \$49,999	8%	3
\$50,000 - \$59,999	12%	5
\$60,000 - \$69,999	5%	2
\$70,000 - \$79,999	5%	2
\$80,000 or over	<u>60%</u>	<u>24</u>
Total	100%	40

Most bird-watchers were employed at the time of the survey (53%), with another 45% percent retired. Half of the bird-watchers surveyed (50%), were employed in managerial/professional occupations while 35% listed their occupation as clerical/sales. These results are summarized in Table 7.

Table 6

Education Levels of Bird-watchers

Education	Percentage	n
Grades 9 - 13 without certificate	0%	0
Grades 9 - 13 with certificate	7%	3
Trades certificate/diploma	4%	2
Non-university without certificate	2%	1
Non-university with certificate	4%	2
University without degree	4%	2
University with degree	<u>79%</u>	<u>37</u>
Total	100%	47

Table 7

Employment Status of Bird-watchers

Variable	Percentage	n
Employment		
Employed	53%	25
Not Employed	2%	1
Retired	45%	21
Student	<u>0%</u>	<u>0</u>
Total	100%	47
Occupation		
Managerial/professional	50%	14
Clerical/sales/service	23%	8
Primary occupations	27%	1
Self-employed	<u>0%</u>	<u>0</u>
Total	100%	23

Chi-square tests of independence were undertaken to investigate if significant relationships existed among the demographic variables examined. Only significant chi-square results are reported. The origin and income cohorts were collapsed to improve the cell counts required for

chi-square analysis. As shown in Table 8, there are no respondents with income levels below \$30,000.

Table 8

Respondent Country of Origin by Income

Country of Origin	Income (\$30,000-\$60,000)	Percent.	Income (\$60,000-\$80,000+)	Percent.	Total
Canada	3	100%			3
United States	4	17%	19	84%	23
United Kingdom			4	100%	4
Other Overseas			1	100%	1
Total	7		27		31
Chi square = 12.09834 df = 3 p = <.01					

The results suggest that income and country of origin are not independent; that is, those who travel from larger distances are more likely to have higher incomes.

Importance of Destination Attributes to Bird-watchers

As stated earlier, examination of destination attribute ratings can be useful in enhancing the overall understanding of this tourist segment. It has been suggested that nature-based tourists

favour a range of activities and expect to incorporate other experiences into their total trip (Wight, 1996b). The inclusion of questions about trip preferences lends a dynamic element to nature-based tourism research and offers from an operator perspective the ability to effectively position product package options together.

In order to determine the importance of key destination attributes to the bird-watcher, a set of important features to tourists concerning destination selection were chosen. These attributes were selected based on past travel studies (Crompton, 1979; Echtner & Ritchie, 1991; Eagles & Wind, 1994) and organized according to attribute type. Attributes were categorized according to: 1) the types of opportunities and services available (e.g. restaurants, hotels, cultural experiences, etc.); 2) activities offered at the destination (e.g. shopping, museums, viewing wildlife, etc.); and 3) the physical and social environment of the destination (e.g. scenery, wilderness/nature, environmental quality, etc.). The series of destination features were rated by respondents. Questions for this section utilized a four-point Likert type scale where "1" was Not at all Important and "4" was Very Important. Frequencies and mean values were tabulated for the features which respondents felt were not at all important or very important to choosing Churchill as the destination for this trip

Table 9 summarizes the results of importance ratings for opportunities and services. Opportunities for access to research facilities was of lowest importance ($M=1.3$) while wildlife viewing opportunities rated highest ($M=3.9$). Chi-square tests suggest a significant relationship between opportunities and services and country of origin. Canadians appear to put more importance on opportunities to learn about the historical sites offered at the destination and

slightly less importance on opportunities to view birds than did those from all other countries.

Results are displayed in Tables 10 and 11.

Table 9

Importance of Opportunities/Services to Bird-watchers

Variable	Not Impor.	Slightly Impor.	Quite Impor.	Very Impor.	n	Mean	SD
Research	75%	16%	9%	0%	44	1.3	.645
Guided tours	58%	15%	18%	9%	45	1.7	1.042
Health care	41%	39%	16%	4%	44	1.8	.861
Good restaurants	25%	53%	22%	0%	45	1.9	.690
Culture	25%	43%	23%	9%	44	2.1	.913
Quality hotels	22%	42%	29%	7%	45	2.2	.868
History of area	7%	62%	22%	9%	45	2.3	.738
Wildlife	0%	0%	7%	93%	46	3.9	.249

Note: SD = Standard deviation

Table 10

Respondent Country of Origin by Destination Opportunities and Services

Opportunity/Service	Country of Origin	Not at Important	Slightly Important	Quite Important	Very Important	N
Learn about History	Canada	0%	0%	33%	67%	3
	United States	7%	67%	22%	4%	27
	United Kingdom	0%	83%	17%	0%	6
Chi Square = 16.665	df = 6	p < .01				
Visiting museums	Canada	0%	33%	33%	33%	3
	United States	31%	54%	15%	0%	26
	United Kingdom	100%	0%	0%	0%	5
Chi Square = 21.141	df = 6	p < .01				
View archeolog. sites	Canada	0%	0%	100%		3
	United States	48%	48%	4%		25
	United Kingdom	100%	0%	0%		5
Chi Square = 28.807	df = 4	p < .01				

Table 11

Respondent Country of Origin by Opportunities to View Birds

Country of Origin	Quite Important	Very Important	N
Canada	33%	67%	3
United States	0%	100%	27
United Kingdom	0%	100%	6
Other Overseas	0%	100%	1

Chi Square = 11.648 df = 3 p = <.01

Table 12 shows the mean importance ratings for vacation activities. Fishing (M=1.0) and hunting (M=1.0) were not important determinants in choosing the destination for this trip. Shopping (M=1.3) and festivals/events (M=1.3) received similar low importance ratings by bird-watchers. Not surprisingly, of high importance to the bird-watcher were the opportunities to participate in the activities of viewing wildlife (M=3.6) and viewing birds (M=3.9). Chi-square analyses displayed in Table 13 show a significant association between the importance of participating in outdoor activities and age. Those in the higher age category of 55 to over 74 years of age find less importance in outdoor activity participation than do people aged 25 - 54 years.

Table 12

Importance of Activities to Bird-watchers

Variable	Not Impor.	Slightly Impor.	Quite Impor.	Very Impor.	n	Mean	SD
Fishing	97%	3%	0%	0%	41	1.0	.156
Hunting	97%	3%	0%	0%	41	1.0	.156
Shopping	65%	33%	2%	0%	42	1.3	.538
Festivals/events	73%	17%	10%	0%	41	1.3	.661
Archeolog. Sites	47%	39%	12%	2%	41	1.7	.782
Museums	38%	46%	14%	2%	42	1.8	.772
Historical sites	33%	52%	10%	5%	42	1.8	.783
National Parks	34%	22%	24%	20%	41	2.2	1.145
Outdoor activity	24%	15%	15%	46%	41	2.8	1.263
View wildlife	2%	6%	20%	72%	46	3.6	.714
View birds	0%	0%	2%	98%	46	3.9	.147

Note: SD = Standard deviation

Table 13

Respondent Age by Participation in Outdoor Activities

Age (years)	Not at Important	Slightly Important	Quite Important	Very Important	N
25 - 54	5%	11%	17%	67%	18
55 - > 74	42%	16%	16%	26%	19

Chi Square = 8.505 df = 3 p < .05

The most important physical or social environmental feature to the bird-watcher was the quality of the wilderness/nature of the destination (M=3.9). Of least importance were water-based recreation facilities (M=1.3). Table 14 displays the results for each attribute rated.

Table 14

Importance of Physical/Social Environment to Bird-watchers

Variable	Not Impor.	Slightly Impor.	Quite Impor.	Very Impor.	n	Mean	SD
Water-based rec.	80%	11%	4%	5%	44	1.3	.775
Local crafts	20%	30%	32%	18%	44	2.4	1.027
Native culture	11%	47%	27%	15%	45	2.4	.894
Cleanliness	7%	24%	53%	16%	45	2.7	.794
Friendly locals	7%	20%	51%	22%	45	2.8	.831
Safety	9%	16%	51%	24%	45	2.9	.874
Quality environ.	9%	11%	32%	48%	46	3.1	.957
Scenery	7%	11%	31%	51%	45	3.2	.914
Gain knowledge	2%	9%	45%	44%	45	3.3	.733
Wilderness/nature	0%	0%	9%	91%	45	3.9	.287

Note: SD = Standard deviation

Motives for Travel

Motives for travel to Churchill are depicted in Table 15. The list of eight travel motives reflected the four categories of Iso-Ahola's (1989) motivation typology: seeking personal rewards; seeking interpersonal rewards; escaping personal environments; escaping interpersonal environments and were derived based on past travel studies (e.g. Crompton, 1979; Beard & Ragheb, 1983; Kretchman & Eagle, 1990). To determine motives for bird-watchers' visit to Churchill, respondents were asked to rank the importance of eight possible motives on a five-point Likert type scale. Choices ranged from "strongly disagree" = 1 to "strongly agree" = 5.

The means for each motive statement ranged from a low of 2.1 for the escaping personal environments motive dimension statement "I want to escape personal problems" to a high of 4.0 for the seeking personal rewards motive dimension statement "I look for educational experiences". In terms of percentage ratings, only 5% of bird-watchers agreed that escaping personal problems was an important motive for travel as compared to 60% of bird-watchers who agreed that seeking educational experiences was an important motive to travel. As can be seen from Table 15, both seeking motive dimensions, seeking personal rewards and seeking interpersonal environments received higher mean ratings than did both the escaping motive dimensions. "Educational experiences" and "testing abilities" were highly important to bird-watchers for travel to Churchill (M=4.0; M=3.4). The seeking interpersonal rewards dimension received high ratings for the statement "I want to meet people with similar interests" (M=3.7) but lower ratings for the statement "I want to enhance relationships with friends/family (M=2.8).

The escape personal environments motive statement, "I want to escape personal problems" received a mean rating of 2.1, while "I want rest and relaxation" received a slightly higher mean

rating of 2.7. Escaping interpersonal environments statements "I want to be away from work" received a mean rating of 3.1, while "I want to be away from my family" received a mean rating of 2.2. Of the escape motives, "I want to be away from work or my daily routine" received the highest percentage of agreement at 30%, while only 5% agreed that "I want to escape my personal problems".

Chi-square analyses, displayed in Table 16, show a significant association between occupation and the need to seek educational experiences. Over 70% of those employed in managerial/professional occupations agreed that they sought educational experiences as part of their travel to Churchill.

Table 15

Motives of Bird-watchers for Travel to Churchill

Cat.	Statement	Strong. Disagree	Disagree	Neither Agree/ Disagree	Agree	Strong. Agree	Mean	SD
SP	Educational experiences	2%	2%	12%	60%	22%	4.0	.811
SP	Test abilities	8%	4%	38%	40%	10%	3.4	1.007
EP	Rest, relax	15%	24%	38%	18%	5%	2.7	1.085
EP	Escape personal problems	36%	26%	30%	5%	3%	2.1	1.055
SI	Enhance relationships	15%	21%	44%	10%	10%	2.8	1.129
SI	Meet people w/ similar interests	10%	2%	19%	50%	19%	2.7	1.118
EI	Away family for a while	30%	27%	35%	5%	3%	2.2	1.025
EI	Away from work/daily routine	20%	13%	20%	30%	17%	3.1	1.399

Note: SP = Seeking personal rewards; EP = Escaping personal environments; SI = Seeking interpersonal rewards; EI = Escaping interpersonal environments. From Motivation for Leisure. In Jackson, E. and Burton, T. (Eds.) Understanding Leisure and Recreation. State College: Venture Press, 247-280.
SD = Standard deviation

Table 16

Respondent Occupation by Educational Experiences

Occupation	Neither Agree Nor Disagree	Agree	Strongly Agree	N
Managerial/Professional	7%	71%	21%	14
Clerical/Sales/Service	0%	43%	57%	7
Primary Occupations	100%	0%	0%	1

Chi Square = 13.253 df = 4 p = <.05

Results of Hypotheses Testing

The purpose of this study was to enhance understanding of the motives involved in nature-based tourist behaviour. The research examined two primary forces in tourist motivation: the need to escape personal and/or interpersonal environments and the need to seek personal and/or interpersonal rewards. The following section reports the procedures and findings derived from the analyses conducted.

Two travel motives represented each of the four categories of Iso-Ahola's (1989) Escaping and Seeking Dimensions of Leisure Motivation model: seeking personal rewards, seeking interpersonal rewards, escaping interpersonal environments, and escaping interpersonal environments. To confirm the assumption that an association existed between each set of two variables (motive statements) comprising the four motive dimensions used to test each hypotheses, correlation coefficients were calculated. For example, correlation analysis for the two seeking personal rewards statements "I look for educational experiences" and "I want to test my abilities, develop my skills" was undertaken to determine the strength of association. This analysis was repeated on each of the remaining motive statements comprising each motive dimension. Correlations ranged from a moderate correlation of .39 to a high correlation of .60. In psychology it is rare to obtain correlations between two variables greater than .40 (Aron & Aron, 1994); therefore, the correlations found were sufficient to confirm a positive relationship.

Following correlation analysis, a linear combination of the sets of two variables was created. The linear combination involved the creation of a new variable which was an additive combination of the set of two variables. A new variable was created for each of the four motive dimensions: 1) seeking personal rewards, 2) seeking interpersonal rewards, 3) escaping personal

environments and 4) escaping interpersonal environments. This procedure reduced the redundancy of employing statistical analysis on each separate variable. The correlations and subsequent new variables are displayed in Table 17.

Table 17

Correlation Coefficients and New Variable For Each Motive Dimension

Cat.	Motive Question Sets		r	New Variable
SP	a) Educational experiences	b) Test abilities	.60	SEEKPER
SI	a) Enhance relationships	b) Meet people	.39	SEEKINT
EP	a) Rest and relaxation	b) Escape personal problems	.40	ESCAPPER
EI	a) Away from family	b) Away from work	.47	ESCAPINT

Note: SP = Seeking personal rewards; EP = Escaping personal environments; SI = Seeking interpersonal rewards; EI = Escaping interpersonal environments. From Motivation for leisure. In Jackson, E. and Burton, T. (Eds.) Understanding Leisure and Recreation. State College: Venture Press, 247-280.
N=142, p < .05.

Mean scores for each new variable were calculated and are shown in Table 18. Each hypothesis was tested using the new variables. The main hypothesis tested was that the two motivational dimensions of escaping interpersonal/personal environments and seeking interpersonal/personal rewards will not be of equal importance to nature-based tourists. The

overall hypotheses was divided into four sub-hypotheses.

Table 18

Mean Scores for each Motive Dimension

Motive	Mean	SD	Minimum mean score	Maximum mean score	n
Seek/Personal	7.37	1.58	2.00	10.00	38
Seek/Interpersonal	6.15	1.68	2.00	9.00	40
Escape/Personal	4.82	1.78	2.00	10.00	39
Escape/Interpersonal	5.35	2.05	2.00	10.00	40

Note: $p < .05$.

In a nature-based tourist context,

Ho1) There will be no difference in importance between seeking personal rewards and escaping personal environments.

Ha1) Seeking personal rewards will be of greater importance than escaping personal environments.

Ho2) There will be no difference in importance between seeking personal rewards and escaping interpersonal environments.

Ha2) Seeking personal rewards will be of greater importance than escaping interpersonal environments.

Ho3) There will be no difference between seeking interpersonal rewards and escaping personal environments.

Ha3) Seeking interpersonal rewards will be of greater importance than escaping personal environments.

Ho4) There will be no difference in importance between seeking interpersonal rewards and escaping interpersonal environments.

Ha4) Seeking interpersonal rewards will be of greater importance than escaping interpersonal environments.

To test these predictions, repeated measures analysis of variance was used with a two by two (2 x 2) factorial design. There were two levels for the approach effect (escape vs seek) and two levels for the personal effect (personal vs interpersonal). Assumptions of the repeated measures ANOVA are similar to those for conducting a t-test for independent means. The two major assumptions are that the population distributions are normal and that they have the same variance. The assumption of equal population variances was not a problem as this was a within subjects design examining motives of a specific group (bird-watchers). Therefore, there was no reason to believe that the population variances were extremely disparate (Rosenberg & Daly, 1993). The repeated measures analysis of variance rejected nine cases due to missing data, leaving 38 of the original 47 respondents eligible for inclusion in the analysis.

The repeated measures analysis of variance explored the first element of the hypotheses: whether a difference in importance existed among the seeking and escaping components of the

motive dimension to nature-based tourists. The results, reported in Table 19, revealed a statistically significant [$F(1, 37) = 35.23, p < .0001$] difference.

Table 19

Repeated Measures Analysis of Variance for the Escape Vs. Seek Motive Dimensions

Source of Variance	Sums of Squares	Degrees of Freedom	Mean Squares	F-value	P
Within + Residual	107.95	37	2.92		
Approach	102.80	1	102.80	35.23	.0001

Note: $p < .05$

The four sub-hypothesis as presented stated the expectation that no difference would exist between the personal and interpersonal aspects as they related to seeking/escaping. Repeated measures analysis of variance was used to verify this contention. Table 20 shows that the personal and interpersonal dimensions did not demonstrate significant differences [$F(1,37) = 2.07, p < .05$].

Following determination of the presence of differences and where they exist, the repeated measures ANOVA was used to confirm whether an interaction effect was present. The results, reported in Table 21, revealed a statistically significant [$F(1, 37) = 27.52, p < .0001$] interaction

Table 20

Repeated Measures Analysis of Variance for the Personal Vs. Interpersonal Factor

Source of Variance	Sums of Squares	Degrees of Freedom	Mean Squares	F-value	P
Within + Residual	51.85	37	1.40		
Personal	2.90	1	2.90	2.07	.159

Note: $p < .05$

effect for the approach (escape and seek) by personal (personal and interpersonal) dimensions.

Repeated measures ANOVA reveals the presence of an interaction effect, but not its direction. In order to see precisely where the interaction effect occurred, the mean scores for each motive dimension were plotted graphically. Preliminary scanning of these scores, presented in Table 18, revealed a difference among the seeking and escaping dimensions. Specifically, both seeking variables received higher mean scores than escaping, with the largest spread between seeking personal rewards ($M = 7.37$), and escaping personal environments ($M = 4.82$). Thus, the results indicated tentative support for the notion that seeking personal/interpersonal rewards are of greater importance to bird-watchers than escaping personal/interpersonal environments. The interaction effect is displayed graphically in Figure 7.

Table 21

Repeated Measures Analysis of Variance for Approach by Personal (Interaction Effect)

Source of Variance	Sums of Squares	Degrees of Freedom	Mean Square	F-value	P
Within + Residual	44.59	37	1.21		
Approach by Personal	33.16	1	33.16	27.52	.0001

Note: $p < .05$

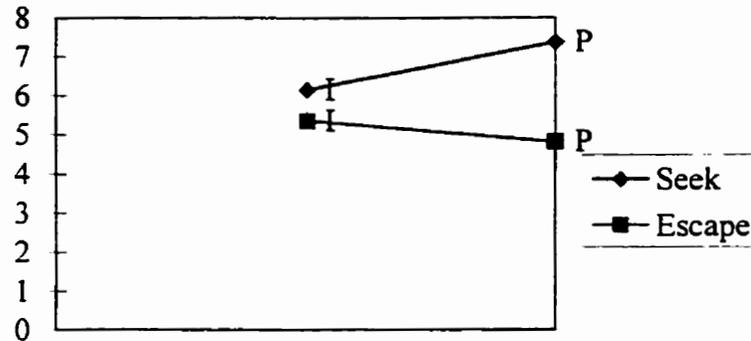


Figure 7. Interaction effect for seeking personal/interpersonal rewards and escaping personal/interpersonal environments for nature-based tourists. I = interpersonal, P= personal.

Figure 7 supports the contention that seeking (both personal and interpersonal rewards) is an important motivational force for nature-based tourists. Subjects were primarily motivated by the personal aspect of this motive dimension (involving enhancement of knowledge and development of skills), and less by the interpersonal aspect (enhancing relationships with friends, family and meeting people with similar interests). The difference between the escaping motive dimensions was much smaller and was in the opposite direction. Escaping interpersonal environments was a slightly stronger motivator to nature-based tourists than escaping personal environments. An interaction effect occurs whenever the influence of one independent variable (seeking or escaping) changes according to the level of another independent variable (personal or interpersonal). As can be seen from Figure 7, the interaction effect indicates that seeking personal rewards is an important motivator to nature-based tourists, while the motivation to escape personal environments is low. There is less disparity between the seeking interpersonal

rewards dimension and escaping interpersonal environments dimension.

This analysis shows that it is possible to have real distinctions in motives to travel for a specific tourist group. Since the diversity of tourist types, settings and activity opportunities are wide and varied, studies linking these specific attributes to travel motives would be of interest for further research.

CHAPTER V

DISCUSSION AND CONCLUSIONS

The objective of this study was to investigate travel motives of nature-based tourists to Churchill, Manitoba. Specifically, the study examined whether there would be a difference in importance of the two motivational dimensions (escaping interpersonal/personal environments and seeking interpersonal/personal rewards) to nature-based tourists surveyed subsequent to travel involving the activity of bird-watching. A discussion of the findings, implications and conclusions, and suggestions for future research follow in this chapter.

Discussion of the Findings

The question of "why do tourists travel" cannot be answered with enough specificity to enhance our knowledge. Lists of motives and destination features are common in travel studies, but have some limitations. The lists may not be extensive and there is the presumption that all reasons are equally important. This does not explore the relative importance of the various reasons for travel. For travel motivation analysis to be useful and meaningful, it must be put in a context. From a marketing perspective, the nature-based tourism product can then be developed and marketed in response to the consumer's and the destination's needs. The discussion of the research findings informs the above issues. It is divided into three sections: profile of the bird-watcher; destination choice; and travel motivation of bird-watchers.

Profile of the Bird-watcher

Although research pertaining to travel motives of the nature-based tourist has been limited, studies distinguishing demographic characteristics of the nature-based tourist have surfaced in recent years (cf. Whelan, 1991; Kretchman & Eagles, 1990; Eagles, 1992; Crossley & Lee, 1994; Wight, 1996a). Results of this study indicate a gender difference in the proportion of bird-watchers - 59% were female, while only 41% male. In contrast, studies of avid birders in south-eastern Arizona (Richards et al., 1979; Shaw & King, 1980) showed more men than women in the sample. The predominant gender of nature-based tourists reported in the literature has been inconsistent. It has been suggested that there may be a tendency toward greater male interest in nature-based activities, while females are more likely to partake in general interest activities (Wight, 1996b). The results of this study do not support this contention which may be considered an outdated perspective on female participation in outdoor activities. The HLA Consultants and ARA Consulting Group (1994) found, that for experienced nature-based tourists, gender differences were not a general rule, but varied by activity.

In this study, reported ages are consistent with past research. Bird-watchers were primarily represented by the middle to older aged category of 45 to 65 years (cf. Whelan, (1991), MacKay et al. 1996). It is probable that age may also be associated with other factors such as destination and income. A bird-watching trip to Churchill is costly due to the limited accessibility and issues of seasonality. It is more likely available to the middle to older population with increased discretionary income and time.

Bird-watchers with a university degree comprised 79% of the sample, while 60% reported income levels of \$80,000 or over. Previous literature has consistently reported high education

and income levels of nature-based tourists (cf. Fennell & Eagles, 1990; Whelan, 1991; Crossley & Lee, 1994; MacKay et al. 1996). These findings are reinforced by this study. Furthermore, Wight (1996b) reported income levels can vary according to many factors, including origin of the nature-based tourist, activity of interest, and destination.

Respondents in the present study originated from the United States, Europe, and Canada. This is congruent with past findings for origin of nature-based tourists to Canada (MacKay et al. 1996). However, other recent research has found that the origin of visitors for Canadian nature-based tourist/vacation activities is varied and very much depends on the activity preferred (Tourism Canada, 1995). The Tourism Canada study reports that over half of the visitors who preferred polar bear watching and winter activities were from the United States, and over one-third of those from the United States enjoyed interpreted nature observation. International visitors preferred dogsledding, snowmobiling and canoeing. Activity may vary based on visitor origin as well as preferences, availability, distance, cost, and marketing efforts. The high rate of bird-watchers to Churchill originating from the United States may be due in part to the relative proximity of the United States to Canada, as well as the unique opportunity of viewing birds in an Arctic environment.

The profile of bird-watchers found in this study is consistent with previous research regarding characteristics and preferences of nature-based tourists in general (Kretchman & Eagles, 1990; Whelan, 1991; Eagles, 1992; Crossley & Lee, 1994; Wight, 1996b). Wilderness, wildlife viewing and learning experiences are highly important elements of both a bird-watching and nature-based tourism trip. Distinguishing attributes appear to include a focus on learning about wildlife/nature, as well as learning and experiencing indigenous culture. The interest and

preferences of both nature-based tourists and bird-watchers to Churchill seem to be in the personal development derived from learning about nature and the discovery of new experiences.

Destination Choice

At the root of every destination choice is the assignment of utility values to various parts of the destination alternative. These parts are referred to as “destination attributes” (Claxton, 1989 p. 460). The set of attributes is developed in the tourist’s mind as a result of the perceived needs and expectations expected to be derived from a certain destination. Dann (1977) distinguished between the “push” (intrinsic) and “pull” (destination specific) factors of tourism. “Pull” factors of tourism are specific attractions of a destination which induce the traveler to go there once the prior decision to travel has been made. The results of this study provided insight into “pull” factors/destination attribute preferences that were of importance to the bird-watcher. These attribute ratings provide important destination marketing information and additional profile of the bird-watcher.

Of the eight vacation opportunities and services available for rating by respondents, only the opportunity to view wildlife was of notable importance. Quality restaurants and hotels were of little importance to bird-watchers in this study, which is consistent with previous studies (Eagles, 1992; Wight, 1996a). Cultural and historic features were of secondary importance to bird-watchers, also corroborating the findings of Eagles and Wind (1992). Wight’s (1996b) market profile of North American nature-based tourists reports that quality guides and organized tours were extremely important to nature-based tourists as an element of their trip. This is inconsistent with the findings of this study, in which the variety of guided excursions/tours

available received the second lowest importance rating in this classification. Service preferences may be influenced by factors such as destination or trip purpose. Those who select a vacation for the purpose of bird-watching in Churchill may have such strong intentions toward this purpose that all other reasons and activities are of secondary importance.

Activity preferences given high importance ratings by bird-watchers in this study and consistent with previous findings of nature-based tourists (cf. Kretchman & Eagles, 1990; Wight, 1996b) were activities that offered opportunities for viewing birds and wildlife. Also consistent with past findings (cf. Pearce & Wilson, 1995; Wight, 1996a) are the low importance ratings given shopping and local cultural events; that is, activities which do not emphasize the ability to increase knowledge of the wilderness setting and natural environment. Fishing and hunting received the lowest importance ratings across all activities listed. This may be due to the perception of these activities as consumptive in nature (removal of living things from the environment), while bird-watching is generally viewed as a non-consumptive activity.

Of notable importance to bird-watchers and similar to the findings of Wight (1996b) is the destinations' ability to provide opportunities to increase knowledge and experience wilderness and undisturbed nature. The natural setting is of paramount importance to bird-watchers, and should be a key consideration in the sustainable development and promotion of nature-based tourism.

Previous studies have indicated that levels and types of service preference can coincide with the trip purpose or destination (Kretchman & Eagles, 1990; Wight, 1996b). Reasons and motivations for nature-based tourism are dynamic (Wight, 1996a) and may incorporate many categories of variables, such as specific markets, selected activities, or qualities of place. Past

research concerning nature-based tourists (cf. Kretchman & Eagles, 1990; Wight, 1996b) reports the importance of both the physical and cultural environment of a destination. This study found that while the natural setting was of extreme importance to bird-watchers, enhancement of cultural knowledge was not. A salient finding in destination choice ratings by bird-watchers was the importance of opportunities to increase knowledge through the experience of viewing wildlife and birds. These needs, which express a desire to learn about these features and provide an enhancement of personal competence are reflected in the properties of the seeking personal rewards dimension of Iso-Ahola's (1989) motivational model.

Travel Motivation of Bird-watchers

Research on travel motivation has provided little insight on an acceptable conceptual framework in which to base an investigation of motive inquiry. Few motivational theories have been empirically or statistically validated in tourism settings (Ritchie, 1996). Tourism research appears to have some general theories about travel motivations, but these theories have not been explored in depth (for example, with regard to specific markets) (Ritchie, 1996). Mannell and Iso-Ahola (1987) identified an unanswered empirical question which dealt with the nature of tourist motives. Specifically, what kinds of tourist experiences are generated by which kinds of motives? It has been theorized that the escape dimension is dominant in tourism in general because of its escape qualities, although all tourism experiences are not alike. The field of tourist motivation has tentatively supported motive differences among specific interest groups (Eagles, 1992; Hall & Weiler, 1992; Wight, 1996b), however, these studies have failed to apply these findings to any theoretical framework. As well, the research has just begun to empirically

examine tourist motives in a nature-based vacation context. The findings in this study specifically addressed these issues.

The main hypothesis investigated the possibility that the two motivational dimensions of seeking personal/interpersonal rewards and escaping personal/interpersonal environments would not be of equal importance to nature-based tourists. The results of the repeated measures ANOVA offered support for the main hypotheses. Specifically, the seeking motive dimension was found to have a significantly higher level of importance than the escaping motive dimension to the nature-based tourist. The hypotheses testing revealed that seeking personal rewards was the most important of the “seek” motives and escaping personal environments the least important of the “escape” motives in a nature-based tourist context. In other words, nature-based tourists were primarily motivated by knowledge seeking (e.g. “I look for educational experiences, I want to test my abilities, develop my skills”) and least motivated to escape personal environments (e.g. “I want rest and relaxation”, “I want to escape my personal problems”). The need to seek personal rewards could also be related to the high level of goal specificity of the bird-watching activity itself (keeping of a life list in which a species can be added to the list only once in a lifetime). These findings tentatively support the assumption that the seeking dimension is a primary motivational force for bird-watchers as nature-based tourists.

Iso-Ahola (1989), theorized that the two motivational forces of seeking and escaping simultaneously influence an individual’s touristic behaviour. Iso-Ahola further emphasized that it is not a question of “either-or” of these forces, but rather one of seeking *and* escaping. Mannell and Iso-Ahola (1987) expressed that an empirical question exists in determining whether one of the motivational dimensions is more central than the other for certain groups of

individuals under certain conditions and for certain activities. Iso-Ahola (1982) postulated that tourism, because of its unique characteristics, represents more of an escape-oriented rather than seeking-oriented pursuit for most people under most conditions. The theory of exploratory behaviour created by Berlyne (1960) suggests that in cases of understimulation, the seeking tendency is dominant, and in cases of overstimulation, the escape tendency is dominant. Iso-Ahola's (1989) Escaping and Seeking Dimensions of Leisure Motivation Model postulated that the psychological benefits of recreational travel emanate from the interplay of the two motivational forces of escaping routine and stressful environments and seeking opportunities for psychological rewards. Nature-based tourism is associated with activities in which participation for the purpose of self enrichment has been found to be of dominant importance (Eagles, 1992; Crossley & Lee, 1994; Wight, 1996b). Applegate and Clark (1987) in their study of satisfaction levels of bird-watchers, suggested that the keeping of a "life" or "species" list in bird-watching was a strong goal oriented activity. The strong goal attainment aspect of the activity could also be interpreted as a reflection of the importance of the seeking dimension to bird-watchers in this study. The results of the overall hypothesis tentatively support this supposition. However, the analyses also revealed an interaction effect which sheds light on the relationship of the influence of each independent variable (seeking/escaping) on the other (personal/interpersonal).

Iso-Ahola (1989) theorized that the two motivational dimensions of escaping personal/interpersonal environments and seeking personal/interpersonal rewards simultaneously influence the individual's behaviour. Although these motive dimensions are perceived to be simultaneous, it was unclear when and under what conditions one motivational dimension is more dominant than the other (Dunn Ross & Iso-Ahola, 1991). The significant $[F(1,37) = 27.52,$

$p < .0001$] interaction effect found in this study between the seek/escape and personal/interpersonal variables indicated that it is the degree of personal or interpersonal emphasis that is associated with a difference in motive importance to the individual. These results suggest that seeking is of significantly more importance only when it is combined with personal rewards. Seeking personal rewards are an impelling force for bird-watchers, while the motivation to escape personal environments is low. In other words, the importance of seeking interpersonal rewards is not dependent on escaping interpersonal environments, but the importance of seeking personal rewards depends on escaping personal environments.

Dunn Ross and Iso-Ahola (1991) explored motivation and satisfaction dimensions of sightseeing tourists utilizing Iso-Ahola's (1989) two dimensional motivation theory. Dunn Ross and Iso-Ahola found that the seeking dimension was an important motivational force for sightseeing tourists and this type of tourist was primarily motivated by knowledge seeking and social interaction. This finding reflects the importance of the seeking motive at both levels (personal/interpersonal) for sightseeing tourists. Eagles (1992) examined a specific interest group (nature-based tourists) and found their travel motivations to be distinct relative to other groups. Specifically, the nature-based tourist group was seen to exhibit a large degree of curiousness in both needs and behaviour. Hall and Weiler (1992) discuss the special interest tourist's (as opposed to the mass tourist's) desire for immersion in the physical environment, and the pursuit of environmental and experiential quality. Crossley and Lee (1994) in a study assessing benefits sought by nature-based tourists and mass tourists, found that nature-based tourists rated 10 of the 13 benefits in the learning/experiencing nature and learning/experiencing indigenous culture significantly higher than did the mass tourists. Although the three previous

citings were not applied in the theoretical context of Iso-Ahola's (1989) escaping and seeking motivation model, results support the predominance of the "seeking" class of motives in nature-based travel situations.

Also emerging from this literature is the primary importance of the personal rewards aspect of the seeking dimension. Specifically, motive statements related to increasing knowledge were consistently rated as the most important motives for tourists in these studies. The seeking interpersonal rewards aspect of the motive dimension (involving social interaction, meeting people with similar interests) was also of importance but to a secondary degree. Drawing on the preceding information, tourism researchers can begin to consider the relationship and implications among different aspects of the same motive dimension as they relate to Iso-Ahola's conceptualization.

Implications and Conclusions

The intention of this thesis was to contribute to an understanding of the nature-based tourist, and to expand the theoretical development of motivation in tourism research. This was achieved through the analysis of information collected by a survey instrument. Statements regarding motives to travel to Churchill and demographic characteristics were reported by bird-watchers following a trip for participation in the activity.

Although there exists a considerable debate over what the term means, nature-based tourism has received much attention in recent years (Orams, 1995). Much of the recent interest in nature-based tourism has been limited to issues related to features of the environment attractive to nature-based tourists. Tourism research has been deficient in providing a theoretical

attractive to nature-based tourists. Tourism research has been deficient in providing a theoretical concept that connects tourist motivation with this type of vacation. This was the focus of this investigation. This thesis explored nature-based tourist motives by utilizing Iso-Ahola's (1989) two-dimensional model as the conceptual framework.

Theoretical Implications

The results of this study support the suggestion that types of motives can be identified and linked between type of vacation. In particular, the importance of seeking motives to nature-based tourists has been empirically demonstrated. As well, enhancement of the understanding of the conditions under which the seeking motives would occur has been refined. The theoretical framework utilized in this study enhanced empirical support for not only the predominance of seeking motives over escaping in the nature-based activity of bird-watching, but also suggested which aspects each motive dimension (e.g. personal or interpersonal) were of greater or lesser importance. Results of the data analysis showed that seeking was not independent of the need for personal rewards. Seeking personal rewards was of importance only when the need to escape personal environments was low. Although the escape dimension was present, the seeking dimension was rated of higher importance. These results support Iso-Ahola's (1989) theory that the two motivational forces simultaneously influence an individual's leisure and touristic behaviour; while at the same time demonstrating the dominance of one dimension over the other within a particular tourist group.

of bird-watchers as nature-based tourists, consideration of these motives by tourism marketers should be contemplated prior to the development of vacations. Dunn Ross & Iso-Ahola, (1991) suggested that if the primary motivation is relatively high and is met through the tourist experience, the resultant satisfaction spills over to other aspects of the experience. The results of this investigation suggested that the level of seeking is of significant importance to bird-watchers only when it is combined with personal rewards. The development of a tourist product for bird-watchers should ensure the personal rewards components of the experience (e.g. an emphasis on opportunities to increase knowledge of rare birds and unique natural environments). As well, the identification of demographic characteristics for this group can assist in the creation of a tourist product that effectively targets the tourist of interest. Country of origin outside of Canada (United States and Europe), middle to older aged individuals, a predominance of females over males, and relatively high incomes and education levels were reported by bird-watchers to Churchill. As a result, tourist marketing endeavors can be developed based on this information and future tourism products can be created taking these factors into consideration.

A well researched motivational profile of bird-watchers to Churchill assists in understanding how well the destination and type of vacation fit the needs of the travelers. As tourism grows, the demand to understand the needs of travelers will escalate and motivation will become a key component of this understanding. The results of this study contribute to the translation of the bird-watcher's motivation and needs into specific choice criteria. That is, the dominant motive type (seeking personal rewards) is identified in the type of vacation experience (the activity of bird-watching in Churchill).

In sum, the study contributed to the growing body of work concerning nature-based

tourism; the description of this tourist type; and an increased theoretical understanding of nature-based tourism. The research has practical implications for the development and marketing of nature-based tourism. An awareness of the primary motives to travel for the nature-based tourist should become fundamental components in the creation of travel experiences. As well, empirical evidence and conceptualization of tourist motivation theory adds insight into the area and stimulates future tourism research. The concluding section discusses suggestions for possible future research in this area.

Suggestions for Future Research

The rationale for this investigation was guided by an area inadequately addressed by previous research. Apparent in prior research (Mannell and Iso-Ahola, 1987; Ritchie, 1996; Dunn Ross & Iso-Ahola, 1991) was evidence of the importance of motivation as a central concept in the attempt to understand tourism behaviour. Although information in this area is increasing, further research is necessary to fully understand the psychological nature of tourist experiences. Since little travel motivational research has been conceptually grounded leaves numerous possibilities to the tourism researcher. This may be in part due to the inability of tourists to articulate their underlying motives. The utilization of a theoretical framework can assist the tourism researcher in the creation of a method of motive inquiry that encompasses meaningful motive statements supported by empirical research. As this research collected motive responses following the travel experience, replication of the investigation could be conducted in which tourists articulate their motives before the trip has begun. Iso-Ahola and Allen (1982) empirically demonstrated that if leisure motives are measured before a given leisure

experience, they can be very different from the same motives measured after the leisure experience. This was especially true when the leisure experience had been distinctly positive or negative. In respect to this study, nature-based tourists could be asked to rate motive importance prior to and following participation in the activity of bird-watching.

A second suggestion for future research concerns the purpose of this investigation. This investigation contributed, at least in a small part, to the lack of theory based research linking types of vacations (nature-based - bird-watching) with types of tourist motives (seeking personal/interpersonal reward or escaping personal/interpersonal environments). However, the nature of this investigation focused on only one nature-based tourist activity, bird-watching. As such it is difficult to discern whether or not participants in other nature-based tourist activities would be influenced by the same motives and to the same degree. Further research on additional nature-based activities would contribute to the understanding of when and under what conditions one motivation dimension is more dominant than the other.

In conclusion, past research has acknowledged that possible differences in tourism motives exist, but has not provided substantive evidence as to what extent they are prompted by different types of tourist experiences. Nature-based tourism has become a popular form of travel, but compared to theories presumed in a diversity of recreational settings, few studies have examined the role of motivation and its complex character for this tourist group. The intention of this study was, therefore, to extend previous research findings in an exploratory effort to provide a deeper understanding of the type and degree of motivation forces in this area of tourism.

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APPENDIX A**Intercept Survey**

Intercept I.D.: _____
(Used only for managing response
rate and verifying data entry)

1997 Churchill Visitor Exit Survey

The University of Manitoba is conducting a study on behalf of the Department of Canadian Heritage (Parks Canada). Prior to your departure from Churchill, we would like you to answer some questions regarding your trip. To maintain randomness in our sampling, we would like the person answering the questions to be 16 years of age or older and be the next person in your travel party to have a birthday. Please complete the **PURPLE** form and return it to the tourism survey representative prior to your departure. If you have time, please continue with the **BLUE** form in the envelope and return it at the same time. By completing and returning the **BLUE** portion of the survey you will become eligible to win a unique prize that captures the spirit of Churchill! If you need more time to complete the **BLUE** survey, please use the pre-addressed, postage-paid (in Canada only) envelope provided. Your responses will be kept strictly confidential.

Thank-you for your cooperation!



1. OF THE CHOICES GIVEN BELOW, WHICH WOULD YOU SAY BEST DESCRIBES THE MAIN PURPOSE OF YOUR TRIP? (Check (x) one only)

Meetings

Convention, Conference or Seminar

WAS THIS A GATHERING OF 10 OR MORE PEOPLE? YES NO

PLEASE NAME THE EVENT: _____

Other Work/Business/Research (Specify) _____

Holiday/Vacation (including volunteer work vacations)

Visit Friends and Relatives

Personal/Medical reasons

Passing through

Other (Specify) _____

2. WHY DID YOU CHOOSE CHURCHILL? _____

3. FROM THE LIST BELOW, PLEASE CHECK (x) ALL OF THE EVENTS/ATTRACTIONS YOU ATTENDED.

<input type="checkbox"/> National historic site	<input type="checkbox"/> Whale watching tour	<input type="checkbox"/> Museum
<input type="checkbox"/> Polar bear tour	<input type="checkbox"/> Parks Canada Visitor Centre	<input type="checkbox"/> Bus tour
<input type="checkbox"/> Bird watching	<input type="checkbox"/> Festival/Cultural event	<input type="checkbox"/> Other _____

4. WHEN DID YOU FIRST ENTER CHURCHILL ON THIS TRIP? _____ (date).

If "Same Day", then HOW MANY HOURS WERE YOU IN CHURCHILL? _____ hours

5. BY THE TIME YOU GET HOME, HOW MANY NIGHTS WILL YOU HAVE BEEN AWAY? _____ nights.

a. HOW MANY NIGHTS WERE SPENT IN CHURCHILL? _____ nights

b. HOW MANY NIGHTS WERE/WILL BE SPENT IN WINNIPEG? _____ nights (excluding residents)

6. WAS CHURCHILL THE MAIN DESTINATION FOR THIS ENTIRE TRIP? YES NO

a. IF NO, WHAT WAS YOUR MAIN DESTINATION FOR THIS ENTIRE TRIP? _____

b. If you had several main destinations then *PLEASE LIST YOUR TOP THREE DESTINATIONS:*

b. If you had several main destinations, *PLEASE LIST YOUR TOP THREE DESTINATIONS:*

1. _____ 2. _____

3. _____

7. HOW MANY PEOPLE ARE IN YOUR TRAVEL PARTY? _____?

8. *STARTING WITH YOURSELF AND THEN FOR EACH PERSON TRAVELLING WITH YOU, PLEASE INDICATE FEMALE (F) OR MALE (M), PLACE OF RESIDENCE AND AGE RANGE (please "x").*

	Sex	State/Prov. Country	0-11	12-18	19-24	25-34	35-44	45-54	55-64	65-74	>74
YOURSELF	---	_____	---	---	---	---	---	---	---	---	---
Person 1	---	_____	---	---	---	---	---	---	---	---	---
Person 2	---	_____	---	---	---	---	---	---	---	---	---
Person 3	---	_____	---	---	---	---	---	---	---	---	---
Person 4	---	_____	---	---	---	---	---	---	---	---	---
Person 5	---	_____	---	---	---	---	---	---	---	---	---
Person 6	---	_____	---	---	---	---	---	---	---	---	---
Person 7	---	_____	---	---	---	---	---	---	---	---	---
Person 8	---	_____	---	---	---	---	---	---	---	---	---

Thank you for sharing this information with us. To monitor response rates and to enter you in the prize draw, please print your name and address below as the person who will be responding to the blue questionnaire. This information will not be used in any other way and will be kept strictly confidential. Thank you for visiting Churchill. We look forward to receiving your completed response. Have a pleasant and safe journey!

.....
1997 CHURCHILL VISITOR EXIT SURVEY

Questionnaire I.D.: _____

I have agreed to complete and return the Churchill Visitor Exit Survey, and to be entered in the draw.

NAME: _____

ADDRESS: _____

ZIP/POSTAL CODE: _____

COUNTRY: _____

PHONE NUMBER: _____

APPENDIX B

Mail Survey

Questionnaire I.D.: _____

(used only for managing response
rate and verifying data entry)

CHURCHILL

1997 VISITOR EXIT SURVEY



1997 Churchill Visitor Exit Survey

Thank you for agreeing to participate in this survey which is being conducted by the University of Manitoba's Health, Leisure and Human Performance Research Institute on behalf of the Department of Canadian Heritage (Parks Canada). Responses to these questions should come from the person in the travel party who has the next birthday and is already 16 years of age or older. To be entered in the prize draw, please return your completed questionnaire to the survey representative or use the addressed postage-paid (in Canada only) envelope. Your responses will be kept strictly confidential.

1. We are pleased that you chose to visit Churchill on this trip. Was Churchill the only place you seriously considered visiting? (Check [✓] appropriate response)

YES NO IF NO, → a) On this trip, I also visited: _____
 b) I also considered, but did not visit: _____

2. When planning this trip to Churchill, did you use the following information sources? Please indicate (A) whether you used each of the following information sources, and (B) if YES, indicate how useful they were to you in deciding which activities to participate in and where to visit. (For A, check [✓] either YES or NO. For B, circle the number which corresponds to the appropriate response.)

<u>Information source before the trip</u>	(A) <u>Used for planning?</u>		(B) <u>If YES, how useful?</u>				
			Not at all	Somewhat	Average	Very Useful	Extremely
Tourism flyers	<input type="checkbox"/> NO	<input type="checkbox"/> YES	1	2	3	4	5
Newspaper/Magazine articles	<input type="checkbox"/> NO	<input type="checkbox"/> YES	1	2	3	4	5
Newspaper/Magazine advertisements	<input type="checkbox"/> NO	<input type="checkbox"/> YES	1	2	3	4	5
Television commercials	<input type="checkbox"/> NO	<input type="checkbox"/> YES	1	2	3	4	5
Radio commercials	<input type="checkbox"/> NO	<input type="checkbox"/> YES	1	2	3	4	5
CAA/AAA or other motor club	<input type="checkbox"/> NO	<input type="checkbox"/> YES	1	2	3	4	5
Travel/Guide books	<input type="checkbox"/> NO	<input type="checkbox"/> YES	1	2	3	4	5
Travel agencies/Tour operators	<input type="checkbox"/> NO	<input type="checkbox"/> YES	1	2	3	4	5
<i>Travel Manitoba</i> publications	<input type="checkbox"/> NO	<input type="checkbox"/> YES	1	2	3	4	5
<i>Parks Canada</i> publications	<input type="checkbox"/> NO	<input type="checkbox"/> YES	1	2	3	4	5
Attractions/Events brochures	<input type="checkbox"/> NO	<input type="checkbox"/> YES	1	2	3	4	5
Tourism exhibits (e.g. World Curling Champ)	<input type="checkbox"/> NO	<input type="checkbox"/> YES	1	2	3	4	5
My past experience	<input type="checkbox"/> NO	<input type="checkbox"/> YES	1	2	3	4	5
Advice from friends or family	<input type="checkbox"/> NO	<input type="checkbox"/> YES	1	2	3	4	5
Internet	<input type="checkbox"/> NO	<input type="checkbox"/> YES	1	2	3	4	5
1-800 Manitoba phone line	<input type="checkbox"/> NO	<input type="checkbox"/> YES	1	2	3	4	5
Canadian Consulate abroad	<input type="checkbox"/> NO	<input type="checkbox"/> YES	1	2	3	4	5
Television documentary	<input type="checkbox"/> NO	<input type="checkbox"/> YES	1	2	3	4	5
Other _____	<input type="checkbox"/> NO	<input type="checkbox"/> YES	1	2	3	4	5

3. While in Churchill on this trip, did you (A) use any of the following information sources, and (B) if so, how useful were they to you in deciding which activities to participate in and which attractions to visit? (For A, check [✓] either YES or NO. For B, circle the number which corresponds to the most appropriate response.)

<u>Information source during the trip</u>	<u>(A) Used for planning?</u>		<u>(B) If YES, how useful?</u>				
	<u>NO</u>	<u>YES</u>	<u>Not at all</u>	<u>Somewhat</u>	<u>Average</u>	<u>Very Useful</u>	<u>Extremely</u>
Restaurants	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5
Retail shopping	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5
Motels/Hotels/Lodges, etc.	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5
Manitoba Radio	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5
Churchill residents	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5
Churchill Community Television	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5
Tourism Info Centre in Churchill	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5
Eskimo Museum	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5
Town Complex	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5
Bulletin Boards in Churchill	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5
Parks Canada Visitor Reception Centre	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5

ANSWER QUESTIONS 4 & 5 ONLY IF YOU USED THE PARKS CANADA VISITOR RECEPTION CENTRE. OTHERWISE PROCEED TO QUESTION 6.

4.

Please indicate how important it is for Parks Canada to provide the following information programs services by ranking the 7 items below from 1 to 7 where 1 = most important and 7 = least important. Use each number only once.

- opportunity to talk to staff
- internet access to information
- video presentations
- historical theatre performances
- guided walks
- visitor centre displays
- books for visitor use

5.

a. What was your **main** purpose for stopping at the Parks Canada Visitor Reception Centre? (Check [] one)

- To get information on Parks Canada attractions
- To get information on Churchill attractions
- To get information on the history/culture of Churchill
- To get information on the natural environment of Churchill and the surrounding area
- To see the displays/exhibits
- Other: _____

b. Please rate each of the following: (Circle the number corresponding to the most appropriate rating)

	<u>No</u> <u>Opinion</u>	<u>Below</u> <u>average</u>	<u>Average</u>	<u>Above</u> <u>average</u>	<u>Excellent</u>
Friendliness of staff	0	1	2	3	4
Staff's knowledge of Churchill	0	1	2	3	4
Helpfulness of staff	0	1	2	3	4
Visitor Reception Centre's facilities	0	1	2	3	4
Available tourism publications	0	1	2	3	4
Signs to the centre	0	1	2	3	4
Accessibility of the centre	0	1	2	3	4
Exhibits/displays	0	1	2	3	4

c. If you received information at the Visitor Reception Centre, did that information influence you in any of the following ways:

- I extended my stay in Churchill YES NO
- I shortened my stay in Churchill YES NO
- I decided to make another trip to Churchill in the future YES NO
- I visited new events or attractions YES NO

(Please specify: _____)

d. What did you like **BEST** about the Visitor Reception Centre? What did you like **LEAST**?

BEST? _____ LEAST? _____

e. Are there any additional services or changes that you would like to see at the Visitor Reception Centre?

YES NO (Please specify: _____)

6. While in Churchill on this trip, in which of the following did you participate? (Please check [✓] all that apply and identify the event, attraction or experience when appropriate)

- ___ attend a festival or cultural event (Specify: _____)
- ___ visit a National park (Specify: _____)
- ___ an outdoor experience
(e.g. hunting, fishing, hiking) (Specify: _____)
- ___ attend a conference/convention/seminar
with 10 or more delegates (Specify: _____)
- ___ Northern Lights viewing
- ___ shopping
- ___ visit friends and relatives
- ___ visit the Eskimo Museum
- ___ bus tour
- ___ visit Cape Merry National Historic Site
- ___ visit Sloop's Cove National Historic Site
- ___ visit any other historic site (Specify: _____)
- ___ visit Prince of Wales Fort
- ___ attend an organized wildlife viewing tour (Check all that apply)
- ___ whales
- ___ birds
- ___ polar bears
- ___ flowers/nature scenery
- ___ other (specify) _____

7. Canadian Heritage (Parks Canada) is looking for ways to deliver services to the public as efficiently and as fairly as possible. The following series of questions asks your opinion on types and amounts of program/service fees.

- a. Which type of admission fee for Parks Canada programs/services would you prefer? (Please [✓] only one)
- ___ an event pass that is good for either a theatrical performance, video show, or a guided tour
- ___ a one-day pass that allows you access to theatrical performances, video shows, and guided tours
- ___ a multiple day pass that allows you access to all programs/services for up to three days
- b. HOW MUCH WOULD YOU BE WILLING TO PAY FOR THE TYPE OF PASS YOU CHOSE? (Canadian \$) _____
- c. How much would you be willing to pay for a guided tour (approximately 1 hour), to learn about the history, wildlife, and vegetation of the Cape Merry National Historic Site?
(Canadian \$) _____

8. Please indicate the extent to which you agree or disagree with the following reasons for this trip to Churchill:

(Circle most appropriate responses).

	Strongly <u>Disagree</u>	<u>Disagree</u>	Neither Agree <u>nor Disagree</u>	<u>Agree</u>	Strongly <u>Agree</u>
I want to see new things	1	2	3	4	5
I like to go to new places	1	2	3	4	5
I like to try different kinds of food	1	2	3	4	5
I expect to be pampered	1	2	3	4	5
I want to be entertained	1	2	3	4	5
I like to venture off on my own	1	2	3	4	5
I like to learn about local culture and history	1	2	3	4	5
I like to meet the people of the host community	1	2	3	4	5
I want rest and relaxation	1	2	3	4	5
I look for educational experiences	1	2	3	4	5
I want to test my abilities, develop my skills	1	2	3	4	5
I want to enhance relationships with friends, family	1	2	3	4	5
I want to meet people with similar interests	1	2	3	4	5
I want to escape my personal problems	1	2	3	4	5
I want to be away from my family for a while	1	2	3	4	5
I want to be away from work or my daily routine	1	2	3	4	5

9. Please indicate the extent to which you agree or disagree with the following reasons for your travel in general: (Circle most appropriate responses).

	Strongly <u>Disagree</u>	<u>Disagree</u>	Neither Agree <u>nor Disagree</u>	<u>Agree</u>	Strongly <u>Agree</u>
I want to see new things	1	2	3	4	5
I like to go to new places	1	2	3	4	5
I like to try different kinds of food	1	2	3	4	5
I expect to be pampered	1	2	3	4	5
I want to be entertained	1	2	3	4	5
I like to venture off on my own	1	2	3	4	5
I like to learn about local culture and history	1	2	3	4	5
I like to meet the people of the host community	1	2	3	4	5
I want rest and relaxation	1	2	3	4	5
I look for educational experiences	1	2	3	4	5
I want to test my abilities, develop my skills	1	2	3	4	5
I want to enhance relationships with friends, family	1	2	3	4	5
I want to meet people with similar interests	1	2	3	4	5
I want a change from my everyday routine	1	2	3	4	5
I want to be away from my family for a while	1	2	3	4	5
I want to be away from work or my daily routine	1	2	3	4	5

10. Was this your first trip to Churchill? ___ YES ___ NO

If NO, how many trips have you taken to Churchill during each of the last three years?

In 1996, I took _____ trips to Churchill

In 1995, I took _____ trips to Churchill

In 1994, I took _____ trips to Churchill

11. Based on your experiences in Churchill, would you recommend it to your friends as a place to visit on vacation?

___ YES ___ NO

Why? _____

Whynot? _____

12. Please estimate as closely as possible the total expenditures made in Churchill (in Canadian dollars) by yourself and by all other household members who went on this trip (Note: write an amount on each line, or check [√] "\$zero" where applicable.)

for:	Estimate	\$zero
Private transportation in Churchill (car; helicopter rental)	\$ _____	<input type="checkbox"/>
Prepaid tour packages	\$ _____	<input type="checkbox"/>
Wildlife tours paid for in Churchill	\$ _____	<input type="checkbox"/>
Local public transportation (taxi)	\$ _____	<input type="checkbox"/>
Accommodation	\$ _____	<input type="checkbox"/>
Food and beverages from restaurants	\$ _____	<input type="checkbox"/>
Groceries and snacks	\$ _____	<input type="checkbox"/>
Recreation and entertainment	\$ _____	<input type="checkbox"/>
Retail (souvenirs, clothing, film, etc.)	\$ _____	<input type="checkbox"/>
Conference/Meeting registration fees	\$ _____	<input type="checkbox"/>
Miscellaneous other	\$ _____	<input type="checkbox"/>
Parks Canada programs/services	\$ _____	<input type="checkbox"/>

13. In choosing your destination for this trip, how important was it to you that the destination have:

	Not at all <u>Important</u>	Slightly <u>Important</u>	Quite <u>Important</u>	Very <u>Important</u>
Good quality restaurants	1	2	3	4
Variety of guided excursions/tours	1	2	3	4
Good quality hotels	1	2	3	4
Health care/medical services	1	2	3	4
Research facilities	1	2	3	4
Opportunities to experience the culture	1	2	3	4
Opportunities to view wildlife	1	2	3	4
Opportunities to learn about the history of the area	1	2	3	4

14. Considering your experience on this trip, how would you rate Churchill with respect to the following services:

	<u>N/A</u>	<u>Very Bad</u>	<u>Poor</u>	<u>Good</u>	<u>Excellent</u>
Quality of restaurants	0	1	2	3	4
Variety of guided excursions/tours	0	1	2	3	4
Quality of hotels	0	1	2	3	4
Health care/medical services	0	1	2	3	4
Quality of research facilities	0	1	2	3	4
Opportunities to view wildlife	0	1	2	3	4
Opportunities to experience the culture	0	1	2	3	4
Opportunities to learn about the history of the area	0	1	2	3	4

15. In choosing the destination for this trip, how important was it to you that the destination provide opportunities for:

	<u>Not at all Important</u>	<u>Slightly Important</u>	<u>Quite Important</u>	<u>Very Important</u>
Shopping	1	2	3	4
Attending local festivals/cultural events/theatre	1	2	3	4
Visiting museums and art events	1	2	3	4
Participating in outdoor activities like hiking	1	2	3	4
Visiting National parks	1	2	3	4
Fishing	1	2	3	4
Hunting	1	2	3	4
Viewing historical sites	1	2	3	4
Viewing archeological sites	1	2	3	4
Viewing birds	1	2	3	4
Viewing wildlife	1	2	3	4

16. Considering your experience on this trip, how would you rate Churchill with respect to opportunities provided for:

	<u>N/A</u>	<u>Very Bad</u>	<u>Poor</u>	<u>Good</u>	<u>Excellent</u>
Shopping	0	1	2	3	4
Attending local festivals/cultural events/theatre	0	1	2	3	4
Visiting museums and art events	0	1	2	3	4
Participating in outdoor activities like hiking	0	1	2	3	4
Visiting National parks	0	1	2	3	4
Fishing	0	1	2	3	4
Hunting	0	1	2	3	4
Viewing historical sites	0	1	2	3	4
Viewing archeological sites	0	1	2	3	4
Viewing birds	0	1	2	3	4
Viewing wildlife					

17. In choosing your destination for this trip, how important was it to you that the destination have:

	<u>Very Important</u>	<u>Quite Important</u>	<u>Slightly Important</u>	<u>Not at Important</u>
Unique scenery	1	2	3	4
Local health and cleanliness standards	1	2	3	4
A safe environment for local people and visitors	1	2	3	4
Wilderness and undisturbed nature	1	2	3	4
Friendly local people	1	2	3	4
Opportunities to increase knowledge	1	2	3	4
Environmental quality (air, soil, water)	1	2	3	4
Local crafts and handiwork	1	2	3	4
Native culture	1	2	3	4
Opportunities for water-based recreation	1	2	3	4

18. Considering your experience on this trip, how would you rate Churchill with respect to the following features:

	<u>N/A</u>	<u>Excellent</u>	<u>Good</u>	<u>Poor</u>	<u>Very Bad</u>
Unique scenery	0	1	2	3	4
Local health and cleanliness standards	0	1	2	3	4
A safe environment for local people and visitors	0	1	2	3	4
Wilderness and undisturbed nature	0	1	2	3	4
Friendly local people	0	1	2	3	4
Opportunities to increase knowledge	0	1	2	3	4
Environmental quality (air, soil, water)	0	1	2	3	4
Local crafts and handiwork	0	1	2	3	4
Native culture	0	1	2	3	4
Opportunities for water-based recreation	0	1	2	3	4

19. Overall, how satisfied were you with your trip to Churchill?

<u>Very dissatisfied</u>	<u>Somewhat dissatisfied</u>	<u>neither satisfied nor dissatisfied</u>	<u>somewhat satisfied</u>	<u>very satisfied</u>
1	2	3	4	5

20. Specifically, how satisfied were you with:

	<u>no opinion</u>	<u>very dissatisfied</u>	<u>somewhat satisfied</u>	<u>neither satisfied nor dissatisfied</u>	<u>somewhat satisfied</u>	<u>very satisfied</u>
The friendliness of local merchants and service providers?	0	1	2	3	4	5
The variety of things to see and do?	0	1	2	3	4	5
The value received for your vacation money?	0	1	2	3	4	5
Your feelings of personal safety?	0	1	2	3	4	5
The quality of service in restaurants?	0	1	2	3	4	5
Quality of service in hotels/lodging	0	1	2	3	4	5
Your train trip or flight	0	1	2	3	4	5
Parks Canada programs and services	0	1	2	3	4	5
Parks Canada theatrical performances	0	1	2	3	4	5
Parks Canada video shows	0	1	2	3	4	5
Wildlife viewing opportunities	0	1	2	3	4	5

ABOUT YOU AND YOUR TRAVELLING PARTY:

(Your traveling party is defined as yourself and only those for whom you feel comfortable reporting spending and activities.)

21. For yourself and then for each person in your travel party, please indicate your sex (M=male; F=female), home city/town, province/state, country and age range:

AGE (years) Check [v] one.

SEX	CITY/PROV/STATE	0-11	12-18	19-24	25-34	35-44	45-54	55-64	65-74	>74
You	F M _____	<input type="checkbox"/>								
Per. 2	F M _____	<input type="checkbox"/>								
Per. 3	F M _____	<input type="checkbox"/>								
Per. 4	F M _____	<input type="checkbox"/>								
Per. 5	F M _____	<input type="checkbox"/>								
Per. 6	F M _____	<input type="checkbox"/>								
Per. 7	F M _____	<input type="checkbox"/>								
Per. 8	F M _____	<input type="checkbox"/>								

22. How many people were in your travel party? _____ people

23. For the year 1996, what was your approximate total household income before taxes and deductions (in Canadian dollars). (Check [✓] one only)

<input type="checkbox"/> less than \$10,000	<input type="checkbox"/> \$30,000 - 39,999	<input type="checkbox"/> \$60,000 - 69,999
<input type="checkbox"/> \$10,000 - 19,999	<input type="checkbox"/> \$40,000 - 49,999	<input type="checkbox"/> \$70,000 - 79,999
<input type="checkbox"/> \$20,000 - 29,999	<input type="checkbox"/> \$50,000 - 59,999	<input type="checkbox"/> \$80,000 or over

24. How many people contributed to this household income? _____ people

25. Please indicate your highest level of schooling: (Check [✓] one only)

<input type="checkbox"/> Less than Grade 9	<input type="checkbox"/> Other non-university education only (without certificate)
<input type="checkbox"/> Grades 9-13 (without high school certificate)	<input type="checkbox"/> Other non-university education only (with certificate)
<input type="checkbox"/> Grades 9-13 (with high school certificate)	<input type="checkbox"/> University (without degree)
<input type="checkbox"/> Trades certificate or diploma	<input type="checkbox"/> University (with degree)

26. What is your present marital status? (Check [✓] one only)

<input type="checkbox"/> married (including common law)	<input type="checkbox"/> divorced or separated
<input type="checkbox"/> widowed	<input type="checkbox"/> single (never married)

27. Are you currently employed? YES NO RETIRED STUDENT

If YES, what is your occupation? _____

28. What was the purpose of your trip to Churchill?

29. How many nights did you stay in Churchill? _____ nights.

30. Finally, we would be interested to know if you are aware of any National Parks within 250km (150 miles) of Churchill? Yes No

(Specify: _____)

THANK YOU!

Please use the envelope provided to return the completed survey. The prize draw will be made on August 1, 1997 from all returned surveys. Winners will be notified by mail. Your name and address, which you provided earlier will not be used for any marketing mailing lists and will be destroyed following the prize draw.

APPENDIX C**Motive Statements for Questionnaire**

Motive Dimension Statements

Please indicate the extent to which you agree or disagree with the following reasons for your travel on this trip to Churchill: (Circle most appropriate responses).

	<u>Strongly Disagree</u>	<u>Disagree</u>	<u>Neither Agree nor Disagree</u>	<u>Agree</u>	<u>Strongly Agree</u>
I look for educational experiences	1	2	3	4	5
I want to test my abilities, develop my skills	1	2	3	4	5
I want to enhance relationships with friends, family	1	2	3	4	5
want to meet people with similar interests	1	2	3	4	5
I want rest and relaxation	1	2	3	4	5
I want a change from my everyday routine	1	2	3	4	5
I want to be away from my family for a while	1	2	3	4	5
I want to be away from work or my daily routine	1	2	3	4	5

APPENDIX D

Destination Attribute Ratings for Questionnaire

Opportunities/Services

In choosing your destination for this trip, how important was it to you that the destination have:

	<u>Not at all</u> <u>Important</u>	<u>Slightly</u> <u>Important</u>	<u>Quite</u> <u>Important</u>	<u>Very</u> <u>Important</u>
Good quality restaurants	1	2	3	4
Variety of guided excursions/tours	1	2	3	4
Good quality hotels	1	2	3	4
Health care/medical services	1	2	3	4
Research facilities	1	2	3	4
Opportunities to experience the culture	1	2	3	4
Opportunities to view wildlife	1	2	3	4
Opportunities to learn about the history of the area	1	2	3	4

Activities

In choosing the destination for this trip, how important was it to you that the destination provide opportunities for:

	<u>Not at all Important</u>	<u>Slightly Important</u>	<u>Quite Important</u>	<u>Very Important</u>
Shopping	1	2	3	4
Attending local festivals/cultural events/ theatre	1	2	3	4
Visiting museums and art events	1	2	3	4
Participating in outdoor activities like hiking	1	2	3	4
Visiting National Parks	1	2	3	4
Fishing	1	2	3	4
Hunting	1	2	3	4
Viewing historical sites	1	2	3	4
Viewing archeological sites	1	2	3	4
Viewing birds	1	2	3	4
Viewing wildlife	1	2	3	4

Physical/Social Environment

In choosing your destination for this trip, how important was it to you that the destination have:

	<u>Not at all Important</u>	<u>Slightly Important</u>	<u>Quite Important</u>	<u>Very Important</u>
Unique scenery	1	2	3	4
Local health and cleanliness standards	1	2	3	4
A safe environment for local people and visitors	1	2	3	4
Wilderness and undisturbed nature	1	2	3	4
Friendly local people	1	2	3	4
Opportunities to increase knowledge	1	2	3	4
Environmental quality (air, soil, water)	1	2	3	4
Local crafts and handiwork	1	2	3	4
Native culture	1	2	3	4
Opportunities for water-based recreation	1	2	3	4

APPENDIX E**Demographic Statements for Questionnaire**

Please indicate your sex (M=male; F=female), home city/town, province/state, country and age range:

		AGE (years) Check one.							
Sex	CITY/PROV/STATE COUNTRY	0-11	12-18	19-24	35-44	45-54	55-64	65-74	>74
F	_____	_____	_____	_____	_____	_____	_____	_____	_____
M	_____	_____	_____	_____	_____	_____	_____	_____	_____

For the year 1996, what was your approximate total household income before taxes and deductions (in Canadian dollars). (Check one only).

<input type="checkbox"/> less than \$10,000	<input type="checkbox"/> \$30,000 - 39,999	<input type="checkbox"/> \$60,000 - 69,999
<input type="checkbox"/> \$10,000 - 19,999	<input type="checkbox"/> \$40,000 - 49,999	<input type="checkbox"/> \$70,000 - 79,999
<input type="checkbox"/> \$20,000 - 29,999	<input type="checkbox"/> \$50,000 - 59,999	<input type="checkbox"/> \$80,000 or over

Please indicate your highest level of schooling: (Check one only)

<input type="checkbox"/> Less than Grade 9	<input type="checkbox"/> Other non-university education only (without certificate)
<input type="checkbox"/> Grades 9-13 (without high school certificate)	<input type="checkbox"/> Other non-university education (with certificate)
<input type="checkbox"/> Grades 9-13 (with high school certificate)	<input type="checkbox"/> University (without degree)
<input type="checkbox"/> Trades certificate or diploma	<input type="checkbox"/> University (with degree)

What is your present marital status: (Check one only)

married (including common law) divorced or separated

widowed single (never married)

Are you currently employed? YES NO RETIRED STUDENT

If YES, what is your occupation: _____

What was the purpose of your trip to Churchill? _____

APPENDIX F

Data Collection Schedule

WEEK	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.
1 May 19-24	1			2		
2 May 26-31		3			4	5
3 June 2-7	6	7			8	
4 June 19- 24			9	10		
5 June 16- 21			11	12		13
6 June 23- 28		14			15	16
7 June 30 - July 4	17		18			

APPENDIX G

Reminder Card

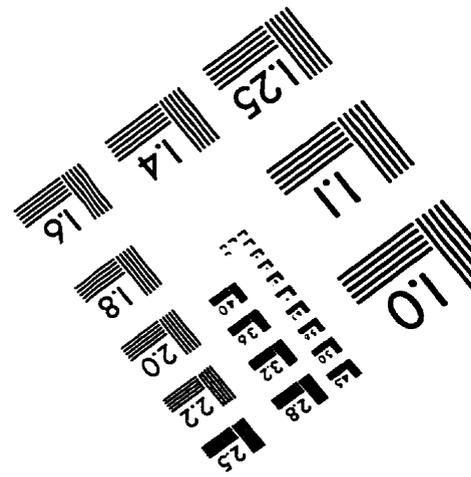
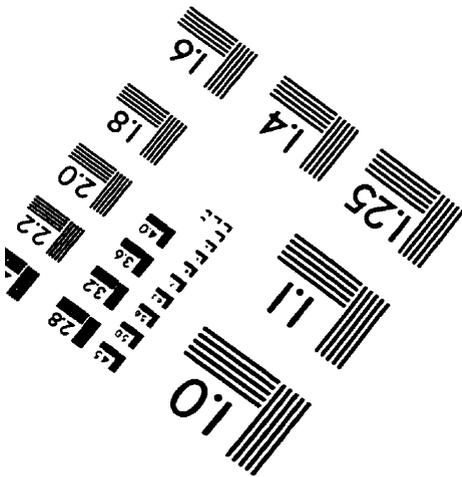
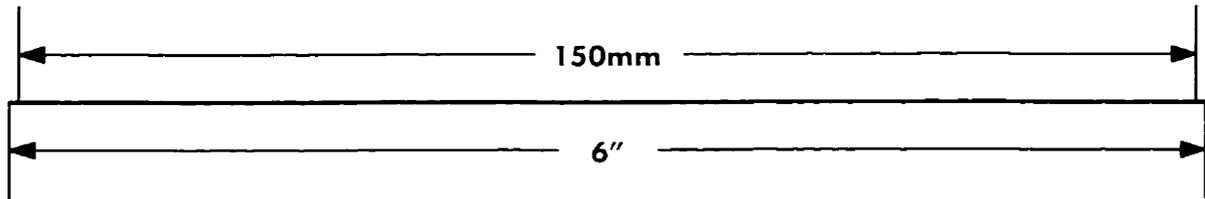
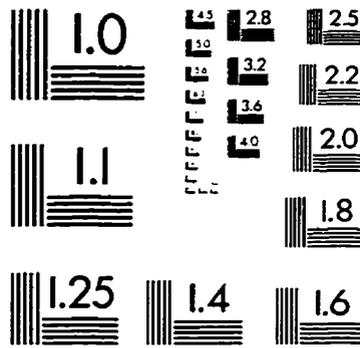
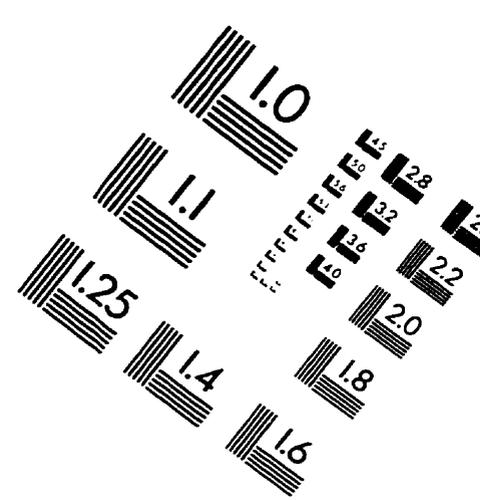
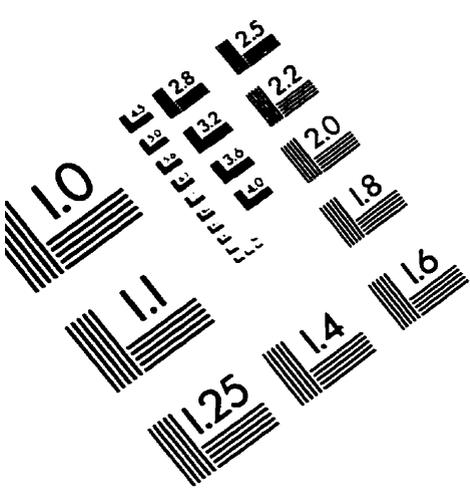
JUST A REMINDER!

When leaving Churchill you should have received a copy of the 1997 Churchill Visitor Exit Survey. Your participation is very important in order that the interests, activities and needs of individuals visiting Churchill may be better understood and accommodated.

If you did not receive a copy of the survey, please call me at (204) 474-7058 in Winnipeg (collect) and I will send one out. If you did receive it, please complete and return it as soon as possible. If you have already responded, thank you for your participation.

Dr. Kelly MacKay
Health, Leisure and Human Performance
Research Institute
University of Manitoba
102 Frank Kennedy Centre
Winnipeg, Manitoba
R3T 9Z9

IMAGE EVALUATION TEST TARGET (QA-3)



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