



# Media in the Anticipation Phase

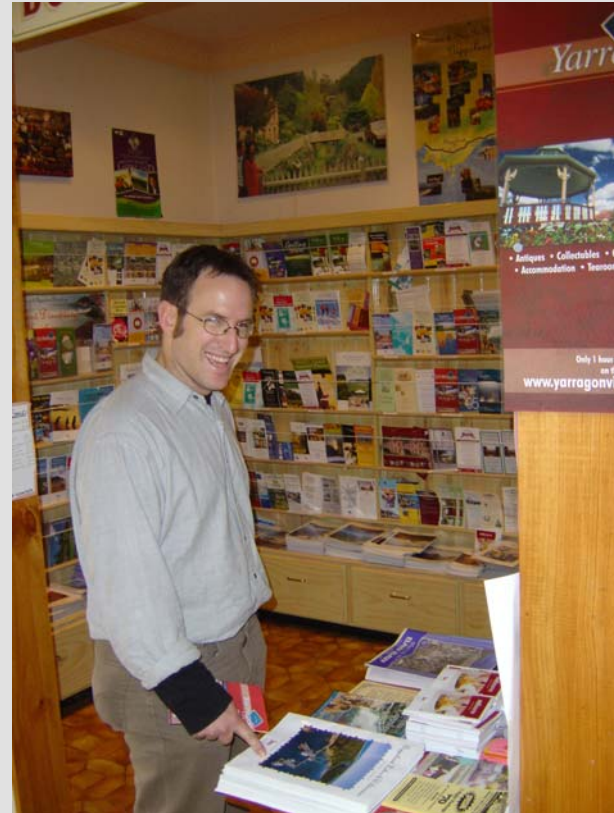
## Port Campbell National Park

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# Presentation Outline

- Background
- Visitor Satisfaction
  - Image and Media
- Research Focus
- Method
- Results
- Implications
- Conclusion



# Background

- Rising demand for tourism to protected areas
  - The role of the media in tourism promotion
  - Urbanised society, importance of the environment, technological advances
- Limited supply of protected areas
- Increasing physical and perceptual impacts on protected areas
  - Influence the visitor experience
- Media is used as a tool to manage impacts and cater for visitor satisfaction

# Media and the Visitor Experience

- Media shapes visitors' expectations of a destination
  - Basis for satisfaction
- Experiences
  - Satisfiers
- Facilities and Services
  - Dissatisfiers
- Media achieves this through its persuasiveness and the use of images

# Image Formation

- Images visitors have of a destination are created by a range of agents
  - Autonomous
  - Solicited and Unsolicited Organic
  - Overt and Covert Induced
  - Organic
- Image formation is an extended process
  - Temporally and Spatially

# Image and the Visitor Experience

- Images are a key decision-making factor
  - Motivate tourists to visit a destination
  - Shape tourists' expectations of a destination
- Organic agents
  - Images of the experience
- Induced agents
  - Images of the facilities and services
- By comparing the expected to the actual images are used to evaluate the experience

# Visitor Experience

- Recreation experience
  - Anticipation, travel to, on-site, travel back and recollection
- Research focuses on the on-site phase
  - Anticipation phase largely omitted
- Minimal research in Australian protected areas
  - Role of the media for creating expectations of the facilities and services

# Image and Experience Stage

Tourists Information Sources	Potential Provision Information	Information Agent
Place specific information sourcing	<ul style="list-style-type: none"> <li>• Overt Induced I</li> <li>• Overt Induced II</li> </ul>	<ul style="list-style-type: none"> <li>• Advertising</li> <li>• Tour operators/information centres, general tourism websites</li> </ul>
Travel to	<ul style="list-style-type: none"> <li>• Solicited organic</li> <li>• Overt Induced I</li> <li>• Overt Induced II</li> </ul>	<ul style="list-style-type: none"> <li>• Friends and relatives</li> <li>• Advertising</li> <li>• Tour operators/information centres</li> </ul>
On-site	<ul style="list-style-type: none"> <li>• Organic</li> </ul>	<ul style="list-style-type: none"> <li>• On-site</li> </ul>

# Research Focus

- Investigate visitor satisfaction over the five phases of a recreation experience
- Demonstrate the influence of the media on the visitor experience
  - Focusing on the role of the media in shaping expectations of the facilities and services in protected areas

# Port Campbell National Park (PCNP)

- Iconic Great Ocean Road, Victoria, Australia
- Over 3 million visitors annually
- 12 Apostles and Loch Ard Gorge
- Managed by Parks Victoria

# Method

- Structured survey (n=178)
  - Likert scales
  - Prompted list responses
- Media sources
  - Anticipation and travel to
- Expectations and satisfaction
  - 14 functional attributes at PCNP
  - Repeated measures



# Media Sources

- Demographic Profile
- 703 sources from 178 visitors
  - Average of 4 media sources per visitor

Information Sources	Count	% of Cases
Friends/Relatives	84	47
Tourist Information Centre	59	33
Local knowledge, live near by	53	29
Television	43	24
Travel Agent	42	23

# Media and Experience Stage

Tourists Information Sources	Information Agent	Count	% of Cases
Place specific information sourcing	Friends/ relatives	84	47
	Tourist information centre	59	33
	Travel agent	42	23
	Internet site	33	18
	Parks Victoria brochure	31	17
			401
Travel to	Tourist information centre	59	33
	Travel agent	42	23
	Signage on roads	31	17
	Melways/ roadmap	25	14
	Port Campbell <i>Parks Note</i>	19	10
			237
On-site/ Previous experience	Local knowledge, live near by	53	30

# Expectations and Experience

- Determine if the differences in means are significant
  - Unlikely to occur by chance in the wider population
- Determine the magnitude of the effect between the attributes in this sample population
  - Expectations shaped by the media were realistic
- Paired samples t test
  - 10 out of the 14 tested were statistically significant (.05%)
- Expectations were higher than visitors actual experience with all 14 functional attributes



# Expectations and Experience at PCNP

- Large effect size
  - Signage
  - Access to facilities and infrastructure
  - Information on the natural, cultural and historic resources
  - The level of traffic and crowding at sites
- Moderate Effect Size
  - Maintenance of tracks and paths
  - Information on potential dangers and risks

# Implications for PCNP

- Manage the images of the setting
  - Using induced sources to ensure visitors have accurate expectations
- In the case of PCNP
  - Tourist Information Centers, travel agents, internet, friends and relatives
  - Signage, access to facilities and infrastructure, information on natural, cultural and historic resources and the level of crowding at PCNP

# Implications for Protected Areas

- Images within the media manipulate visitors expectations of a destination
- Protected area managers should use induced media to
  - Realistic expectations of the facilities and services offered
  - Anticipation and travel to phases
  - Media sources can be directly or indirectly controlled
- By not providing this information users will create expectations which may not be achieved
  - Expectations of the facilities and services may be more points of dissatisfaction for users

# Considerations for Protected Areas

- Media should not only entice people to a destination,
  - Media should also be used to manage visitors' expectations of the facilities and services
- This will help avoid situations where experiential satisfaction is high,
  - Yet satisfaction with park management issues, such as the provision of facilities and infrastructure is low
- Enhance the potential to achieve visitor satisfaction through the recreation experience model

# Conclusion

- Increasing use of media in protected areas
- Image and media are important for creating expectations and overall visitor satisfaction
- Determine if media provided realistic expectations
- Port Campbell National Park visitor survey
- Expectations exceeded supply
- Media can and should be used to manage expectations of the setting
  - Better cater for overall visitor satisfaction