

# **Expectations of visitors to natural areas**

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## ABSTRACT

The aim of this project was to investigate some of the expectations of visitors to natural areas. The study was undertaken in 1988 at Giant's Castle and Mkuze Game Reserves in Natal during the Easter and July school vacation periods respectively. A self-administered questionnaire was distributed using the "Deliver and Collect" technique.

This report introduces the tourism-environment relationship (Chapter 2), links this theory to the practical study (Chapter 3), and provides a detailed presentation and interpretation of the results of the study (Chapters 4 and 5). The predominant observation of these results is that visitors to natural areas prefer to forego the luxuries of urban life in order to experience the natural environment. They expect and find a rustic, simple, but comfortable, level of accommodation and services, and the peaceful undeveloped atmosphere of the wilder areas of the country.

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## CHAPTER 1

# INTRODUCTION

### 1.1 AIM OF THE PROJECT

The level of satisfaction of visitors to natural areas has a potentially great influence on the future of conservation. Expectations play a substantial role in the visitor's ultimate satisfaction with a vacation experience. The aim of this project therefore is to examine some of the factors influencing the expectations of visitors to natural areas, in particular to Giant's Castle Game Reserve and Mkuze Game Reserve in Natal.

The adage "Keep the Customer Satisfied", although of obvious commercial significance, has been of limited concern in the field of conservation. It is now becoming more widely accepted, however, that it is no longer viable to base the objectives of conservation solely on moral values, but that there is a need to consider conservation in a political and economic context. Because conservation bodies, such as the Natal Parks Board (NPB) and others, rely heavily on public funds to subsidise their efforts, they have to acknowledge public opinions and demands on the resources they are committed to conserving.

It is therefore important to assess those factors influencing expectations and satisfactions when planning and managing the areas involved. It is important for planners to know how the users of these areas feel about the demand for and effects of potentially deleterious commercial utilisation of currently protected areas. Planners need to balance both the objectives of conservation and the requirements of the users of the areas concerned. It follows that management should, in the interests of all concerned, acknowledge both the short and long term values that the public places on the environment (Farrell and McLellan, 1987).

It is hoped that this examination of visitor expectations will be of interest and of use to those involved in the planning and managing of the study areas and similar areas.

## 1.2 PURPOSE AND NEED

In the past recreation and tourism planning decisions have been based largely on available physical resources and assumptions of visitor or recreator requirements. The ultimate success of these decisions, however, depends as much on adequate knowledge of recreator requirements and preferences as on the location and quality of the resources and facilities.

The objective of the visitor facilities programme at Mkuze Game Reserve is to provide a variety of facilities for visitor recreation that are not detrimental to the ecosystem and that will lead to a better understanding and improved attitudes towards nature conservation (Mkuze Game Reserve Management Plan, 1984). According to the Management Plan "...the fixing of compatible human use capacities is seriously jeopardised by a complete lack of knowledge on:

- (a) impacts of visitor numbers, in relation to activities specified for zone areas, upon the resource qualities,
- (b) trends in visitor taste, and
- (c) those factors likely to influence visitor use.

Predictive statements of this nature are vital to long term planning in both the economic and visitor enjoyment areas of consideration. In the light of these shortcomings, a monitoring program should be established with the objective of gaining information specific to Mkuze and as a more reliable means of adjusting the restraints upon usage arbitrarily decided upon at the present time."

Visitor surveys have been carried out previously in Natal Parks Board (NPB) areas, both by NPB staff (Goetz, 1982; Hibbs, 1986) and by independent researchers (Preston, 1983; Harvey, 1987). These projects have been criticised for their specificity and relevance to their respective sets of objectives only. Although this attempt is also of the "one-off" variety making use of established techniques, it is hoped that the design and findings of this survey will serve as a useful guide to the NPB and others in future investigations of this kind.

### 1.3 TOURISM AND CONSERVATION

Consideration of a region's ecological characteristics is essential to provide adequate criteria for the design of facilities and viable plan for the use and management of resources for tourism (Dasman *et al*, 1973). Tourism has the potential to promote conservation, e.g. it can provide the justification, and even incentive, for the creation of conservation areas and national parks (Brownrigg and Grieg, 1976). The efforts put into the establishment of national parks in East Africa in the face of conflicting economic and social pressures attests to the importance of tourism as an incentive for the conservation of valuable natural environments (Cohen, 1978; Mountfort, 1975). Tourism can, however, have detrimental environmental effects. Relationships that exist between those promoting tourism and those advocating conservation are particularly important when tourism is based on values derived from nature and its resources. These relationships fall into three broad categories (Budowski, 1976) :

- (a) **CONFLICT:** the presence of tourism and what it implies is detrimental to the natural resources.
- (b) **CO-EXISTENCE:** the two camps establish relatively little contact. This can be because neither tourism nor conservation is well established in the area, or because of administrative barriers, or because of mutual ignorance.
- (c) **SYMBIOSIS:** tourism and conservation are organised in such a way that both disciplines derive benefits from the relationship. In this relationship natural resources are conserved as far as possible in their original condition and even evolve towards an even more satisfactory condition. An increased number of people then derive greater benefits from these natural resources.

Mutual support between tourism and conservation can and should contribute to the realisation that conservation can be a useful tool for achieving a better quality of life. At present the majority of cases involve the relationship of co-existence moving towards

conflict. This is mainly due to an increase in tourism and a shrinking of natural areas (Budowski, 1976). In the face of development pressure and demands for economic development, purely moral arguments for resource conservation tend to carry little weight with government and decision makers. It is therefore essential to stress the economic return from tourist development of parks (Elliot, 1974). Merging tourism and conservation can be a difficult task, but may be one which proves necessary in those cases where compromise is necessary for the survival of both.

Expanding tourist activity in natural areas can foster greater environmental awareness on the part of local residents and visitors alike, and therefore support for the preservation of natural areas. It also means an intrusion of increasing numbers of tourists into areas which, if carrying capacities are not estimated and enforced, can have deleterious effects on the natural environment which attracted tourists there in the first place.

One of the most pressing problems facing managers of natural areas is how to cope with the increasing number of visitors seeking recreation in "pristine" environments (Curry-Lindahl, 1972). This problem is reflected in the demand for a larger tourist infrastructure, which usually has a negative effect with regard to the landscape as well as to the protection of the flora and fauna (Olindo, 1972; Clawson, 1972). The management of rural areas has increasingly involved the management of people. The general trend toward more visitors, more services, more management, creates a need for information about visitors. Three kinds of visitor data useful to managers of such areas (Machlis, 1985):

- (a) knowledge about the kinds of services, activities, and opportunities available to the public;
- (b) knowledge about the visitors - who they are, where they go, what they do;
- (c) knowledge about the relationship between services and visitors - are the services enjoyable, effective, desired?

## 1.4 PLAN OF DISCUSSION

Chapter 2 introduces the concepts of tourism and tourists, and discusses the relationship between tourism and the environment. A section on "Tourism Theory" deals with the events leading to a vacation, and investigates the factors influencing visitor expectations. The chapter ends with a review of the literature dealing with appropriate methods of data collection and survey design. Fortunately this is a well-documented topic, with a number of comprehensive texts available. Although criticism has been levelled at the tendency of researchers in this field to favour the use of the tried and trusted data collection methods, especially the structured interview and the standardised questionnaire, it was decided to adopt these methods in order to keep the procedure simple and easy to implement.

Chapter 3 describes the study areas, and outlines the proposed survey methods. A section on the format of the final questionnaire is included. Problems experienced during the survey are noted, and the response rates are discussed. The format to be used in Chapters 4 and 5 for the presentation and interpretation of the results is outlined.

The results of the survey are presented and interpreted in Chapters 4 and 5. The chi-squared ( $X^2$ ) test is used to compare results and responses from the two study areas. The questions are grouped according to the topic they address, but within the groups each question is dealt with individually, and the results from both study areas are included. Chapter 4 deals with the socio-economic and demographic details of the visitors to the study areas, while Chapter 5 discusses the more individual aspects, namely previous experience, attractions of the study area, preferences and attitudes towards some development possibilities.

Chapter 6 concludes the report by way of a brief synopsis and some recommendations arising from the results.

## CHAPTER 2

# LITERATURE REVIEW

The purpose of this chapter is to define the terms used in this report, to present some of the tourism theory relevant to this study, and to discuss the different survey techniques established for its implementation.

The chapter is divided into four sections:

- \* Definitions of terms (2.1);
- \* Tourism and the environment (2.2);
- \* Discussion of tourism theory related to visitor expectations (2.3);
- \* Survey techniques (2.4).

### 2.1 DEFINING TOURISM

The terms "leisure", "recreation" and "tourism" have been used in a number of contexts, often almost interchangeably, and much academic debate has been generated when attempting to define each of them (Colton, 1987). However, the fundamental distinctions between these concepts appear to be:

- \* **Leisure** is characterised by the perception of freedom and relaxation, i.e. one may do whatever one chooses to do in that time. It is the time available to the individual once the disciplines of work, sleep, and other basic needs have been met (Baud-Bovy and Lawson, 1977).
- \* **Recreation** is more easily recognisable as an activity, and is usually undertaken during leisure time (Baud-Bovy and Lawson, 1977; Mathieson and Wall, 1982; Sutcliffe, 1981). Recreation is a basic concept which appears to defy definition; it is not a single phenomenon with many forms, but is rather a myriad of different phenomena, each with different requirements, enjoyed by different participants who derive different satisfactions in different locations (Smith, 1983).

- \* **Tourism** is a subset of the wider term "recreation", and involves the element of travel. It is "recreation on the move", the engaging in of activities away from home and in which travel is at least part of the satisfaction sought (Kelly, 1985).

The concept of tourism does not only mean travelling to faraway places and staying away from home for long periods of time, it also includes the tourism-motivated day trips to places within the same country or to neighbouring countries. This change in concept brings about a new demand for tourist products, places and attractions within the home country or within a day's travel from home (Jansen-Verbeke and Dietvorst, 1987).

The officially accepted definition of a tourist is "... a person travelling for a period in excess of 24 hours in a country other than that in which he/she normally resides" (Robinson, 1976). This is unsatisfactory since it does not include the holiday-maker in his/her own home land. It is the element of travel rather than the period of stay or the geographical position of the destination that distinguishes a tourist from a recreator in the context of this survey. Note that the terms "visitor" and "tourist" will be used interchangeably in this report.

A distinction between recreation and tourism is that tourism has traditionally been associated with the economic sector whereas recreation has also included social concerns. Strictly speaking, tourism is not an "industry" but an activity, like recreation. However, in economic terms tourism generates a market for a number of industries. In some regions tourism represents a major part of the market, in other areas a complementary but frequently highly profitable demand for catering, accommodation, transport, entertainment and other facilities (Robinson, 1976).

## **2.2 TOURISM AND THE ENVIRONMENT**

The phenomenon of tourism is closely related to the structure, form, use and conservation of the landscape (Robinson, 1976), and has been referred to as a "landscape industry" (Ferrario, 1981). In many cases it is the environment which attracts tourists rather than built amenities and infrastructure, since these are insufficient by themselves for the development of tourism (Cohen, 1978).

Undeveloped rural regions are usually unattractive to commercial firms because of factors such as the isolation from main markets and suppliers, and the age structure of the population. Remoteness and rural character is, however, often a potential tourist attraction (Brownrigg and Grieg, 1976), especially in South Africa. Local tourism therefore tends to favour natural, scenic areas in peripheral regions and avoid central, more developed, areas.

As an enterprise particularly sensitive to aesthetics and the landscape, tourism is more easily linked with environmental protection than are most other industries (Stockly, 1984). Although tourism has a reputation as a "smokeless" alternative to development, this is easily misinterpreted as being an environmentally sound option (Ferrario, 1981; Stockly, 1984). On the contrary, tourism is known to have an effect on the various components of the environment (e.g. biophysical and socio-economic components of the environment). The *assessment* of the environmental impact of tourism is particularly important since the various facets of the environment constitute the basis of much tourism development, and, furthermore, tourism tends to be attracted to some of the more "fragile" environments (Pearce, 1981). The problem is not necessarily tourism *per se* but rather the way in which tourism is often undertaken. Too often lack of planning and over-exploitation result in various kinds of destruction and pollution (Crittendon, 1975).

Some costs or detrimental effects of tourism are:

- \* the infrastructure requirements are high;
- \* much of the financial benefit is directed away from the host country without creating any local economic effect;
- \* the multiplier process is generally weak in rural areas due to low self-sufficiency in narrowly based rural economies;
- \* there is a tendency to increase local prices of goods because of tourist demand;
- \* cultural values tend to be eroded, and artificial demands are created;

- \* there is physical pressure of traffic flow and parking requirements;
- \* employment is generally seasonal, part-time and vulnerable to fluctuations in consumer demand and therefore not well paid (Egan, 1983);
- \* the environmental impacts such as pollution are potentially severe (Brownrigg and Grieg, 1976; Thorsell, 1984).

Tourism developments pose special ecological problems not encountered in other types of economic activity. The environmental resources which are "exploited" for tourism attract visitors because of their outstanding beauty, recreational possibilities or educational interest, are readily damaged by disturbance (Dasman *et al*, 1973). This disturbance can take a number of forms, including increased human presence, noise, construction of roads and buildings, waste and debris, and vandalism, as well as changes in cultural and economic patterns and in basic land use patterns (Budowski, 1976). Whereas a certain amount of deterioration in environmental quality may be viewed as a necessary trade-off in some kinds of economic activity, such as mining or manufacturing, the quality of the environment is the basis of the tourism industry and must therefore be protected and conserved (Dasman *et al*, 1973). The most frequent error of tourist development is its failure to recognise that the protection of the quality of the environment should be a primary consideration (Mountfort, 1975). The negative impacts of tourism have been attributed to such factors as poor planning, rapid development of infrastructure, and overbuilding of facilities (Stockly, 1984).

On the other hand, the benefits of tourism should not be denied. Some of these benefits are:

- \* local employment with low training and skill demands is generated;
- \* local industry is stimulated by offsetting the effects of stagnation and decline in many established rural industries;
- \* the rural economy is stimulated with a new injection of expenditure and income from outside the region;

- \* the typically restricted rural economy is diversified;
- \* foreign exchange is generated;
- \* rational use of marginal lands is encouraged;
- \* the resident population and local industries may benefit from infrastructure provided for tourists (recreation and communication facilities) (Brownrigg and Grieg, 1976; Thorsell, 1984).

A cost-benefit "analysis" reveals that whilst it is difficult to quantify these costs and benefits, the social and cultural costs of tourism can very easily exceed the benefits (Brownrigg and Grieg, 1976). Whether or not this becomes a real problem depends on the nature of the community and the degree of tourist pressure to which it is subjected. The environmental impacts depend on the following four factors (Cohen 1978) :

- \* the intensity of tourist site use;
- \* the resilience of the ecosystem;
- \* the time perspective of the developers;
- \* the transformational character of the tourist development.

The very nature of tourism means that it is likely to bring about some land use conflicts and modify the economic and social characteristics of destination areas. When planning for tourist development it should be realised that some environments are more resistant to the effects of tourism than others and that the type of tourist activity will also influence the nature of the impacts. Furthermore, the impacts of tourism are likely to be mixed, enhancing some components but causing deterioration in others (Mathieson and Wall, 1982). Consideration of a region's ecological characteristics is essential to provide adequate criteria for the design of facilities and viable plans for the use and management of resources for tourism (Dasman *et al*, 1973). Tourism has become ingrained in the texture of all industrialised societies, and is a necessary mechanism to

meet the needs of developed and affluent populations increasingly affected by urban congestion and job alienation (Ferrario, 1978). If it is accepted that tourism is here to stay and that it is now invested with a definite and essential function in the socio-economic structure of the present world, we should also accept its equally important environmental implications.

Policy makers have often placed undue reliance on tourism as a means of regional development, as the benefits from tourist expenditure are usually more apparent than real. Tourism involves a lot of noise and activity, but at the end of the day locals have surprisingly little to show for it, and claims for the social and cultural benefits of tourism are becoming increasingly rare (Brownrigg and Grieg, 1976). Considerable debate exists today over the nature and extent of the impact which tourist development may have on host societies and localities (Pearce, 1981). Tourism is no longer seen as being unreservedly beneficial, and costs as well as benefits are now being attributed to its development.

### **2.3 DISCUSSION OF TOURISM THEORY**

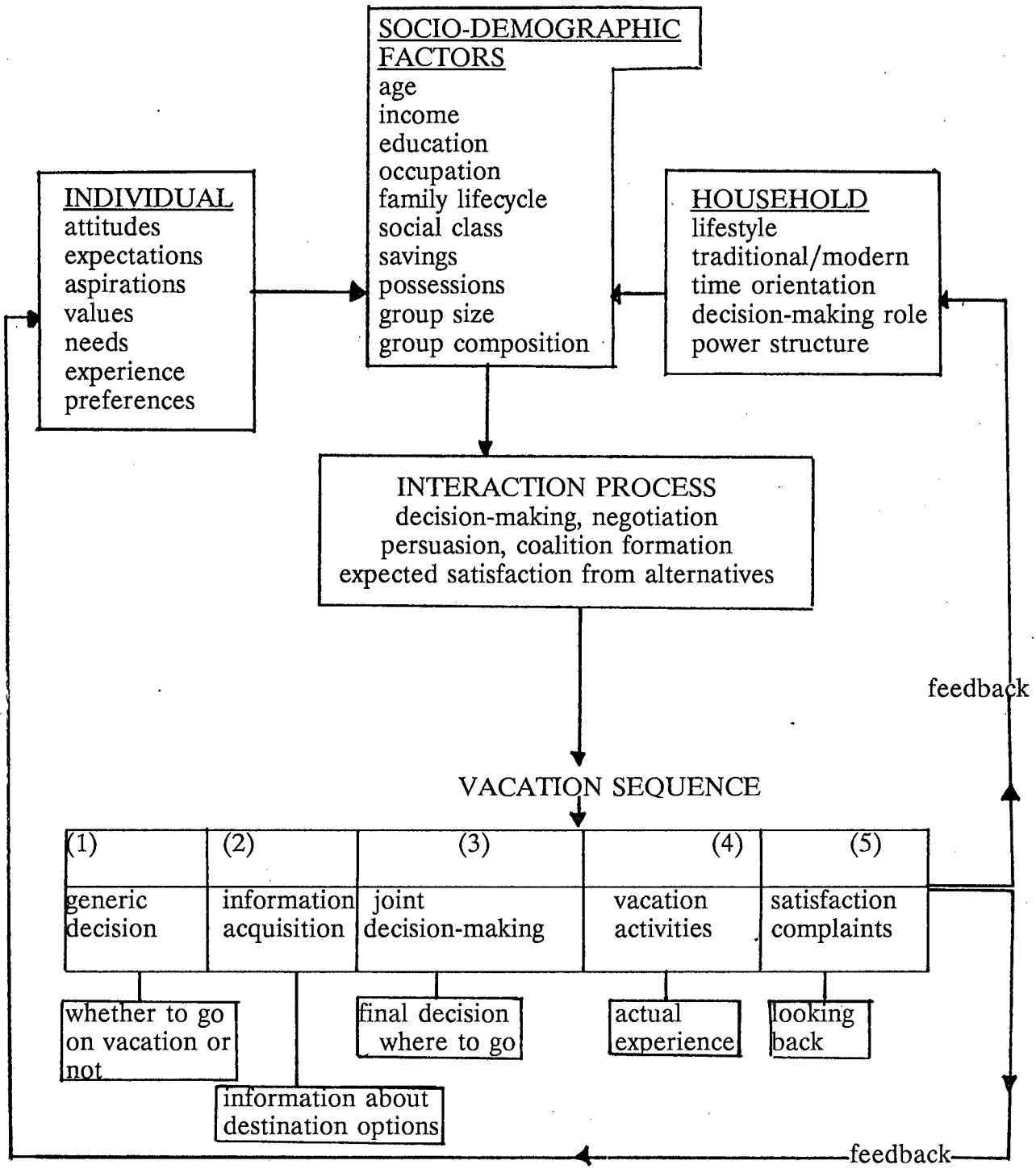
Tourism as an "industry" has experienced a rapid growth since World War Two, a growth which has been ascribed largely to the overall increase in leisure time available to the individual. This increase has been due to such factors as better leave benefits, earlier retirement, increased disposable incomes, shorter working hours, and greater unemployment (Martin, 1986).

How leisure time is spent is essentially a matter of individual choice, and there are many substitutes for each type of recreational activity. Van Raaij and Francken (1984) devised a "Vacation Sequence" to describe the sequence of events that culminate in a tourism/recreation experience (see Figure 2). This sequence starts at the actual decision to go on a vacation, and progresses through the gathering of information, final decision of where to go, and the actual experience of the vacation, to ultimate satisfaction with the vacation.

Each stage in the vacation sequence is influenced by the people involved, and their individual differences, for example in social background. Figure 2 illustrates the

interrelationship of these factors as they affect the vacation sequence, a more detailed description of which is given in Appendix G.

Figure 2 Factors influencing the vacation sequence (modified from Van Raaij and Francken, 1984, and Sutcliffe, 1981)



Pearce (1981) noted four basic steps in evaluating tourist attractions:

- (a) survey the market to discover tourist preferences;
- (b) identify and evaluate what tourists want in the area of study;
- (c) define regions in terms of the spatial interplay of resources;
- (d) check the capacity of the study region to absorb visitors in terms of both the human and space factors.

The first step is equated with attitudes and preferences, and the second step with expectations and images. An interpretation of these two sources (Pearce, 1981; Van Raaij and Francken, 1984) is that expectations and images result from information and decision-making activities, as influenced by attitudes and preferences. The objective of this project is to examine some of the socio-demographic and individual components of Van Raaij and Francken's model.

### **2.3.1 SOCIO-DEMOGRAPHIC FACTORS**

Socio-demographic and economic characteristics have been found to be significant factors in determining current demand for tourist activities and facilities (Robinson, 1976; Martin, 1986). These characteristics influence perceptions and motivations, which in turn affect decisions. They are reflected by the active expression of preferences, and are ultimately expressed as demand on different types of recreational resources (Dasman *et al*, 1973; Molyneux, 1970).

A visitor profile, derived from the identification of the socio-demographic characteristics of a defined visitor population, is a valuable tool when linked to investigations of other visitor characteristics (Dasman *et al*, 1973). Although of limited use on its own, a visitor profile can assist in identifying and explaining trends in surveys of the type used in this project.

Studies of recreation have traditionally examined the following characteristics as influences on participation in recreation: occupation, income, level of education, age, sex, language, ethnic group, place of residence, life cycle (e.g. marital status), lifestyle, social class, mobility, as well as previous experience. In his study in the Natal Drakensberg, Sutcliffe (1981) included the variables "size and composition of the recreator group" and "number of previous visits to the resort". The former variable was deemed to be an important influence in the choice of resort and on the activities participated in, while the latter provided an index of the recreator's experience of the Drakensberg and of the resort and allowed the examination of the relationship between experience and factors important in the user's decision to visit the Drakensberg.

### **2.3.2 INDIVIDUAL FACTORS**

Expectations play an important role in the ultimate satisfaction of the tourist (see Appendix G). Van Raaij (1987) distinguished between two levels of expectations, namely: general expectations which relate to such things as beautiful scenery, friendly people, good service, and specific expectations which relate more to features such as access to places of interest, absence of traffic noise. The more detailed and specific the expectations, the higher the chance that they will remain unfulfilled. The general expectations are, however, more likely to be confirmed since they can be fulfilled in a number of different ways. Tourists do not have to be able to make perfect predictions about their vacations in order to be satisfied by the experience, but fulfilled general expectations increase satisfaction. If some of the more specific expectations are realised as well, or if unexpected events prove pleasing, then satisfaction is further enhanced.

Attitudes and preferences can be changed during a visit, for example by exposure to new, often unexpected, experiences. Therefore not only expectations, but also actual satisfaction contributes to the determination of a final opinion about any tourist site (Ferrario, 1981). From a more practical point of view, that which constitutes a tourist resource and its degree of attractiveness must ultimately be what satisfies the preferences, interests and requirements of the tourists themselves. It is therefore necessary to know how well the local offer fits into the preference patterns of potential visitors.

The attractions of an area arise to a large extent from the "images" they present (Baud-Bovy and Lawson, 1977). These "images" are usually a result of such influences as advertising and publicity information, as well as direct experiences (i.e. own previous experiences) and related experiences (i.e. other people's experiences). Advertising plays a relatively minor supporting role, whereas the strongest reasons behind a decision to visit a place are recommendations by word of mouth from friends or relatives (Ferrario, 1981).

A generally accepted hypothesis is that people respond not to environments, but to their mental images of those environments (Sutcliffe, 1981), that is, tourists respond to a symbolic environment, and not necessarily to the physical or social environment. For example, the people who are attracted to and who use the facilities at a recreation resort give the place some of its character, influence the image which it has in the minds of other recreators, and constitute a substantial proportion of the force which determines the future of the resort (Butler-Adam, 1981). Depending on the images which people get from the place, and on their expectations, they will either visit or avoid it. Marketing and advertising concepts used to promote destinations and tourist attractions depend very heavily on the use and development of positive images or meanings for travellers. The objective of promotion is to reinforce or build the image of the attraction, destination, or other service needed by visitors. It would appear that the expectations a tourist has about a place are closely entwined with the image that place presents to the visitor. Therefore that image must be protected and enhanced (Colton, 1987).

## **2.4 SURVEYS: A REVIEW OF ESTABLISHED TECHNIQUES**

Visitor surveys are conducted to monitor the changes and trends in the tourism industry of an area, describing the characteristics and behaviour of visitors to an area during a specified period (Perdue and Botkin, 1988).

Numerous comprehensive texts on surveying procedures are available, including the widely used and recommended Babbie (1973), Dixon and Leach (1979), and Isaac and Michael (1971), which were consulted during the research for this survey. In addition,

Bentham and Moseley (1982) offer a useful set of guidelines for social surveys which the author found to be one of the more concise and practical reports.

## **2.4.1 UNSTRUCTURED TECHNIQUES**

### **2.4.1.1 Observation**

Careful observation can give a lot of information about an area and its inhabitants. Systematic observation can reveal simple facts about behaviour, and can throw light on the problematic area of attitudes and preferences. What people do in situations of choice may reveal more about their underlying feelings than what they might say or even think their feelings are. A major limitation of observational studies is that they reveal very little about feelings, motives or decision-making, nor can they shed much light on past events (Bentham and Moseley, 1982).

### **2.4.1.2 Informal personal interviews**

This type of survey is usually conducted by steering conversations around certain key issues which can only be defined after a good deal of preliminary work. Interviews of this kind are often time-consuming and the information acquired is clearly not amenable to formal statistical analysis (Bentham and Moseley, 1982).

## **2.4.2 QUESTIONNAIRE SURVEY METHODS**

This survey technique simplifies the stage of data analysis, and allows the use of inferential statistics to draw general conclusions from a sample survey. Social surveys take two main forms: the interview schedule and the questionnaire (Dixon and Leach, 1979). However, the researcher must decide which technique is best suited to the objectives of the study, the data to be collected, the target population, and the resources available. In some cases the presence of an interviewer may give reassurance and explanation, in other situations the impersonal nature of a questionnaire may seem more suitable.

### **2.4.2.1 Self-administered questionnaire surveys**

These are usually discussed in terms of postal surveys. Characteristically this method is very low in cost in terms of time and money, and avoids the often substantial costs associated with the use of interviewers. Possible sources of error are also reduced, such as:

- (a) interviewers can influence the responses they get;
- (b) postal surveys can be anonymous (with an interview there is often the suspicion that confidentiality may be breached); and
- (c) many people are more candid in a postal survey situation than in an interview.

The response rates using this technique are nearly always lower than from personal interviews (Bentham and Moseley, 1982). Response rates may be as high as 90% or as low as 10% (Dixon and Leach, 1979). Questionnaires need to have a simple structure, and should not include questions needing detailed instructions. For small scale projects restricted in locality, interviewing or "Delivery and Collection" would both be feasible alternatives to postal surveys (Dixon and Leach, 1979). With a self-administered questionnaire, a large number of respondents can be contacted by a lone researcher.

### **2.4.2.2 Interview schedule**

This technique usually produces a high response rate (usually over 70%), and is advantageous in that the interviewer can detect careless or insincere answers (Dixon and Leach, 1979). The interviewer makes it possible for longer and more complex questionnaires to be used. However, this technique requires more resources. Often interviewers need to be recruited, trained and paid; if the researcher is doing the interviewing the amount of time needed is often great; and the costs of data processing and analysis is often high. There is also the potential problem of bias: an interviewer can unintentionally influence the respondent (e.g. by gesticulation) (Bentham and Moseley, 1982). A single field-worker can rarely conduct enough interviews before beginning unconsciously to bias answers in line with expectations, and before boredom

leads to carelessness and haste. If a researcher lacks interviewing experience, the degree of detail should be limited and the questions need to be straightforward. In such a case, there is a great deal to be said for non-interviewing techniques.

#### **2.4.2.3 Delivery and collection**

This technique is appropriate where the study area is compact. There is contact with enough respondents to produce quantifiable data without involving the delays and costs of postage, and there is some evidence to show that personal delivery is an encouragement to reply (Dixon and Leach, 1979). Because the response rate is likely to be higher than for a postal survey, this method might be preferred where the area to be covered is small and travel costs will be low.

#### **2.4.3 SURVEY METHOD CHOSEN FOR THIS PROJECT**

Interviews and questionnaires show great versatility with respect to variety of analytical techniques (Dann, Nash and Pearce, 1988), and are recognised as being efficient data collecting tools (Hartmann, 1988). Researchers have relied almost exclusively on the structured interview and the standardised questionnaire in accordance with the established guidelines of survey research. One criticism of research in the field of leisure and tourism has been that too often a single methodology, with one dominant data collection technique is chosen (Hartmann, 1988).

The survey technique for this project had to be chosen whilst bearing in mind the constraints particular to the resources available, i.e.:

- (a) the time allotted for the completion of the project;
- (b) the financial resources were limited;
- (c) research was to be conducted by one person;
- (d) the subjective nature of the topic, and the need for the respondent's anonymity;

- (e) the target population and situation, i.e. people on vacation in a game reserve, called for an unobtrusive technique;
- (f) limited statistical knowledge on the part of the researcher required a simple, descriptive survey.

From the review of established techniques, and a summary of resource limitations, it was apparent that the questionnaire techniques would be most appropriate for this project. Their chief advantages being that they are simple to administer and analyse, and they are reasonably cheap to conduct. The designing of the survey will be discussed in greater detail in the following section.

## CHAPTER 3

# CONTEXT AND METHODOLOGY

## 3.1 DESCRIPTION OF THE STUDY AREAS

The Natal Parks Board (NPB) is a statutory body, formed in terms of the Nature Conservation Ordinance of 1974. The official terms of reference are to conserve the flora and fauna of Natal. The NPB controls a number of reserves and resorts throughout Natal, within which the conservation of natural resources is a priority. However, the importance of recreational and educational aspects is recognised and an attempt is made to cater for these activities with the provision of appropriate facilities and expertise.

Giant's Castle Game Reserve and Mkuze Game Reserve were chosen as the two study areas, representative of the areas managed by the Natal Parks Board. Giant's Castle is situated in the Drakensberg, and Mkuze is a Zululand game reserve (see Figure 3). Due to the limited time available for the study, these were the only areas included in the study, even though it would have been desirable to have conducted the survey in more areas. The two game reserves have different topographical, floral and faunal characteristics, and therefore offer different kinds of experiences and activities. Their management is aimed at protecting and maintaining species, habitats, and ecosystems for the benefit of present and future generations. Conservation in areas such as these can benefit from tourism input, but it is important to remember that the principal intention is to protect the area from deleterious development.

The natural attractions as well as the facilities provided by the NPB draw a large number of tourists to the study areas. Those involved in planning need to know the visitors' responses to the natural and introduced amenities in order to ascertain the level of visitor satisfaction and to plan appropriate development of these areas. This project aims to provide an indication of the expectations of visitors to the study areas.

### 3.1.1 GIANT'S CASTLE GAME RESERVE

This game reserve is situated in the Natal Drakensberg, about 70 kilometres from Estcourt, and 63 kilometres from Mooi River. It was proclaimed in 1903 and is approximately 34 600 hectares in extent. It consists of rugged country at the headwaters of the Bushman's and Little Tugela rivers, and ranges in altitude from little more than 1 300 metres to 3 280 metres at the highest point of the Drakensberg situated in the reserve (NPB Brochures).

The average rainfall of the area is 1100 mm per annum, most of this falling in the months from September to April, often as thunderstorms. The summers are mild, and winters are generally cold, with frequent frosts, and snowfalls regularly occur at the higher altitudes.

Hutted accommodation consists of a lodge, four self-contained cottages (designed for six people) with their own kitchens; four 4-bedded, one 3-bedded, and eight 2-bedded bungalows with bathrooms but sharing communal cooking amenities. Visitors are required to bring their own food and drinks, but everything else is provided (including gas operated refrigerators). Cooks are also available (NPB Brochures).

Vehicle travel is restricted to the access road to the camp. In the remainder of the reserve travel can only be done on foot or horseback. There are numerous walks and trails of varying length and difficulty. Horseback trails and casual riding are available on request. There are also three mountain huts for overnight stays. The lammergeyer hide is popular with people interested in bird photography. The Main Caves Site Museum is established in a bushman cave, has lifelike bushmen figures and a display of their tools and clothing. A taped commentary explaining the facets of the museum is available.

Interesting species to be seen by visitors include the Eland, the Lammergeier (bearded vulture), and the Black Eagle. Trout fishing is allowed in the mountain streams, as is swimming. Picnic facilities are available near the rest camp. An open camp site is situated approximately 18 kilometres from the main rest camp. A ranger/naturalist is stationed at the reserve, and regular walks, talks, film and slide shows are given.

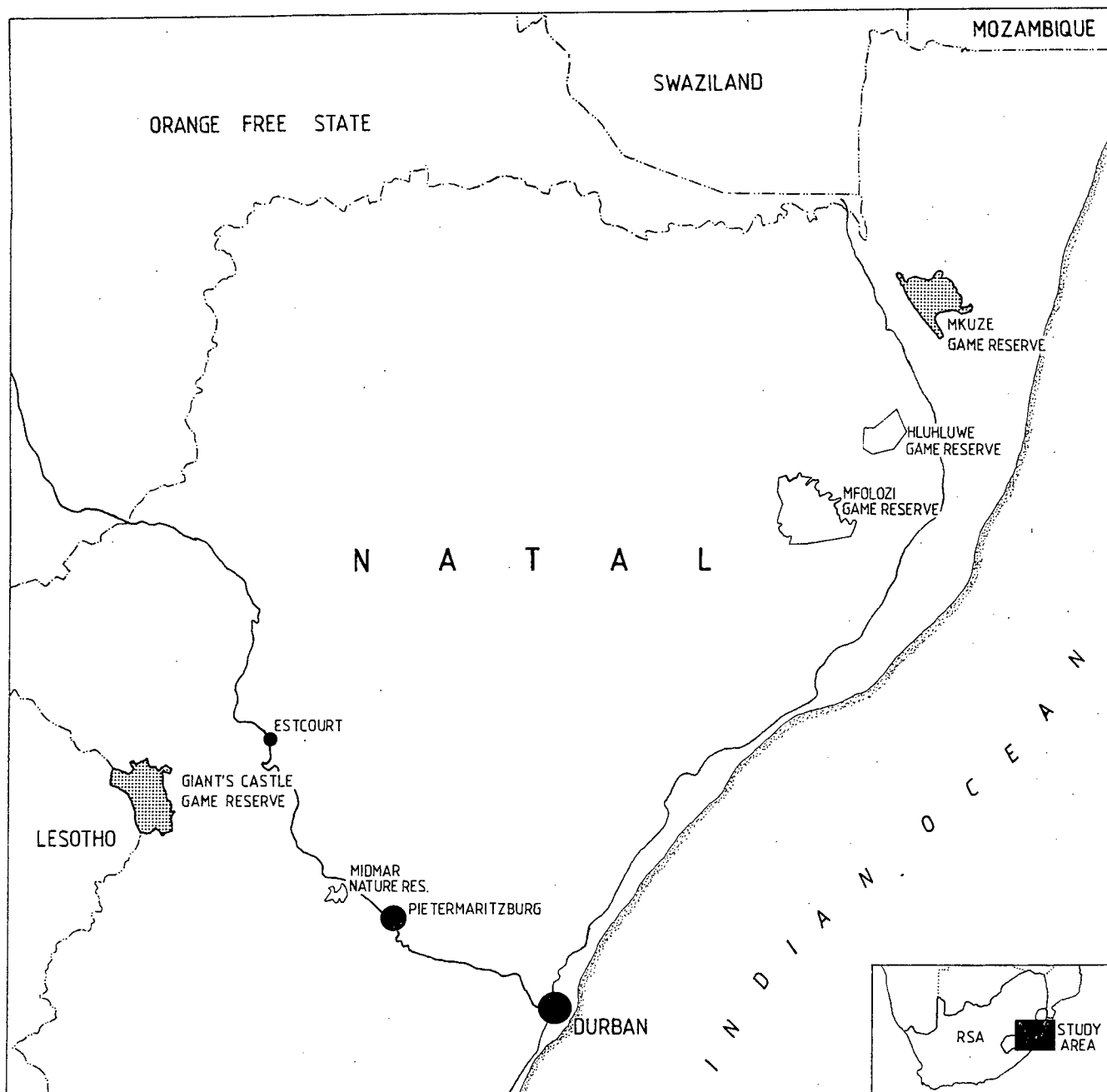


FIG. 3

MAP OF NATAL SHOWING THE LOCALITY OF GIANTS CASTLE AND MKUZE GAME RESERVES

Legend and scale:

- Game Reserves Studied (hatched box)
- National Road (thick line)
- Main Road (thin line)

Scale: 10 0 50 100 Kilometres

North arrow (N) and date: A 89

### 3.1.2 MKUZE GAME RESERVE

Mkuze was proclaimed in 1912, and opened to visitors in 1959. It is approximately 30 000 hectares in extent, and is situated in the Zululand area, east of the Lebombo mountains, 18 kilometres from Mkuze Village and about 35 kilometres north of Hluhluwe village (NPB Brochures). The topography is fairly flat, with the exception of the western foothills region. The vegetation is a varied mosaic of woodland and thicket, with patches of xeric sand forest, and gallery forest along the river. Several seasonal pans are filled from Mkuze river floodwater, and these may retain water for several seasons, but usually dry up in dry seasons (Bruton and Cooper, 1980).

Accommodation facilities for visitors include two 6-bedded cottages, five 4-bedded and four 2-bedded bungalows, six 3-bedded squaredavels, four 3-bedded rustic huts, and the camping-caravan site at the entrance gate can accommodate 60 visitors. In the hutted camp everything, except food and drink, is provided and meals are prepared and served by cooks.

Activities include short walks and day walks conducted by game guards, 3-day bushveld trails during the months from April to October, four hides, Nsumo pan, and 85 kilometres of roads through a variety of vegetation types. Game viewing and bird watching are the main attractions at this game reserve. Numerous large mammal species are present e.g. both species of rhinoceros, giraffe, wildebeest, zebra, impala, duiker, warthog, leopard and cheetah. Other amenities are an office/reception area/curio shop block; availability of petrol and oil, and a call office for phone calls and phonograms.

### 3.2 PREPARING THE SURVEY

The review of established survey techniques (section 2.4) indicated the self-administered questionnaire as being appropriate for this project. A preliminary questionnaire was compiled, and a pretest survey was conducted at the Midmar Dam Public Resort Nature Reserve. Using results obtained from this survey (see Appendix A), a revised questionnaire was drawn up and a second pretest was conducted at Royal Natal National Park.

The practical objectives of the pretesting phase were:

- \* to investigate the appropriateness of question formats in order to obtain clear and useful answers from respondents;
- \* to check the clarity of the phrasing and ordering of questions, and to eliminate ambiguity;
- \* to ascertain the acceptability of asking for sensitive information (e.g. socio-economic information); and,
- \* to decide on an appropriate data collection technique for this project.

The literature advised that an initial draft of a self-administered questionnaire should be pretested with interviews. This procedure provides immediate identification of problems since an interviewer can detect confusion at the time of the interview (Babbie, 1973). Also, an open-ended format may be used profitably in the pretest to determine appropriate response categories for what will eventually become a closed-ended question. Pretest respondents should be reasonably representative of the population to be surveyed. However, it should be remembered that the goal of pretesting is to refine the research instrument rather than to describe the surveyed population.

Two female interviewers, who had some experience in surveys of this kind, assisted with the pretest phase. They were briefed on the objectives of the exercise, and were asked

to note the responses of the visitors at the sites. For the first of the pretests, Questionnaire One (see Appendix A) was used as an interview schedule, with the interviewers recording the responses of one adult member of every group using hutted accommodation. The questionnaire was a combination of open- and closed-ended questions, and a rating scale. A number of socio-economic questions were asked using the open-ended format (e.g. age, sex, income), and it was found that this was not entirely appropriate since obscure and unclassifiable answers were obtained. The socio-economic questions were placed at the end of the interview, in accordance with the advice of Stopher and Meyberg (1979), Babbie (1973), and others.

During the exercise, it was decided that a number of questionnaires be left with the visitors, in order to try out the "Deliver and Collect" technique. This was discovered to be successful, and easiest to administer, and therefore it was decided that this method be tested more thoroughly during a second pretest. There appeared to be a better response to closed-ended questions than to open-ended questions using both techniques. The interview schedule was slightly less successful than the self-administered questionnaire, since the former revealed a tendency toward bias in that an apparently disproportionate number of respondents were young males.

For the second of the pretests, Questionnaire 2 was compiled (see Appendix A) using recommendations from the first, and also included some new questions. The Deliver and Collect method was used, distributed by the researcher and the same two interviewers who assisted with the first pretest. The quality of responses was considered to be good, and the distribution method was commended for its low level of intrusion on visitors.

During the drafting of the final questionnaire (see Appendix B), documented advice of other researchers was consulted. Sutcliffe (1981) used some open-ended questions in which he asked visitors to state the factors which were important in their decision to visit a particular area. These responses provided insight into both the general factors of importance, and some of the specific aspects about the landscape, resort, and activities which were important to them.

The pretests confirmed the conclusion of the literature review, that the most easily administered survey technique was the "Deliver and Collect" method, using a self-administered questionnaire composed mainly of closed-ended questions. Using the observations and information obtained by the pretest questionnaires, a pilot questionnaire was drafted. Due to the time restrictions, the pilot test was not conducted on as large or as comprehensive a scale as is desirable. However, the questionnaire was presented to ten people of differing ages and backgrounds in order to ascertain whether the questions were clear, and easy to follow. After this the final changes were made, and the questionnaire was translated into Afrikaans, and printed. A major fault with this procedure was that this pilot test did not identify the difficulty that some respondents had with contingency questions.

It was decided that a self-administered questionnaire (see Appendix B) would be distributed, using the "Deliver and Collect" method, to visitors entering the gates at two game reserves in Natal, during peak school holiday periods. At each of the two study areas in mind, there is only one entry/exit point, facilitating the collection of forms when the visitors left the area. The visitor survey was conducted at Giant's Castle Game Reserve during the period 29 March to 17 April 1988 (the Easter school vacation), and at Mkuze Game Reserve from 29 June to 17 July 1988 (the mid-year school vacation period).

### **3.3 MEASURING THE VARIABLES**

The discussion in section 2.3.2 revealed the complexity of the concept "expectations". Numerous factors influence both the general and specific expectations people have about a recreation or tourism experience. To attempt to identify actual visitor expectations with any degree of precision would be complicated, if not impossible. This project therefore aims to obtain a reliable indication of visitor expectations by identifying some of the influencing factors.

During the pilot testing phase of the project, visitors were asked directly whether they felt their expectations of the study area had been fulfilled, and to rate the extent of this on a scale from 1 to 5. The results obtained (see Table 3.1) were, however, of limited use

since they presented only a superficial indication with no scope for more meaningful analysis. In the final questionnaire, this direct question was omitted, and attention was directed to the factors influencing expectations of visitors to each study area.

*Table 3.1: Expressed extent of fulfilment of expectations (pretests results)*

	not at all	satisfactorily			fully
	1	2	3	4	5
Midmar Dam	0	3,45	3,45	41,38	51,72
Royal Natal	0	3,57	7,14	17,86	71,43

### 3.3.1 SOCIAL BACKGROUND

Social, economic and demographic characteristics of the individual are significant factors in influencing the preferences and demand for recreational facilities and activities. These characteristics are important to determine as they influence the perceptions and motivations, and ultimately affect decisions, as was mentioned in the discussion of the "Vacation Sequence" (section 2.3). Age, sex, home language, ethnic group, place of residence, occupation, and level of education were considered to be relevant indicators within the South African context, without being so "sensitive" that respondents would refuse to answer correctly (see Question 11).

Since it is likely that certain features would be more important to day visitors than to visitors staying at the study area for a night or longer, and vice versa, respondents were asked how long they intended to stay at the game reserve (see Question 1). The types of groups visiting the game reserves were identified by asking for the number of adults and the number of children (under 18 years of age) in each party (see Question 2). The group composition may have had an influence on the type of activities participated in, as well as features of importance during the visit (Sutcliffe, 1981).

In order to check that the sample of respondents was representative of visitors using the different accommodation types, respondents were asked to state which accommodation they would be using during their stay (see Question 3), and whether this was their first choice or not.

### **3.3.2 PREVIOUS EXPERIENCE**

Respondents were asked whether this was their first visit to a game reserve (see Question 4) in order to ascertain whether their experience was limited to non-reserve type vacations, or whether their expectations were based on other game reserve experiences. Respondents who had experienced game reserve vacations in the past were asked whether they had been to the study area before (see Question 5). Previous experience of the study area would bring about more specific expectations, based on experience of other game reserves.

This question included a further set of contingencies:

- \* those who had been to the study area before were asked how many times they had visited the area during the past 5 years. The more previous visits to the area within a relatively short period, the more specific the expectations could be assumed to be.
- \* those who had never been to the study area before were asked how they had heard about it. The source of information would influence both general and specific expectations of newcomers to the study area to varying degrees.

### **3.3.3 ATTRACTIONS OF THE AREA**

The first objective was to ascertain whether the study area was the respondent's initial choice of destination (see Question 6). Where this was not the case, the respondent was asked where he/she originally wanted to go, and why, in order to assess how the study area compared to the initial choice (i.e. each similar places offering similar features, or

entirely different). Once it could be established that the study area was the respondent's choice, or at least a reasonable alternative, the questions could deal more specifically with what attracted the respondent to the study area (see Question 7). This question was phrased in the open-ended format, i.e. "What attracted you to Giant's Castle/Mkuze Game Reserve?", with the intention of identifying the core or fundamental reason for the visit. Responses would be spontaneous, and the respondent would be free to answer in his/her own words. After this, a list of specific features and amenities of the game reserve was presented. The respondent was required to rate the level of importance of each of these aspects individually (see Question 8), on a scale from 0 to 5 (0 = never considered, 1 = not important, 5 = very important).

#### **3.3.4 PREFERENCES**

The more specific preferences of visitors to game reserves was investigated. Respondents were required to consider a series of questions consisting of two "improvement" alternatives, and to indicate which of these options was preferred, on a scale from 1 to 5 (see Question 10). The response "3" would indicate no preference, either because both options were equally acceptable, or because neither of the options was favourable. A score of 4 or 5 would indicate a preference for the option on the right hand side, and a score of 1 or 2 would indicate a preference for the option on the left hand side of the scale. A score of 1 or 5 indicated a strong preference for the relevant option. No inter-relating of the sections of this question was required.

#### **3.3.5 ATTITUDES TOWARDS SOME DEVELOPMENT POSSIBILITIES**

The NPB reserves surveyed in this project do not offer "resort" facilities, although a number of natural areas and national parks do offer more sophisticated features for visitors. An attempt was made to determine the reaction of visitors within an "unsophisticated" reserve, to the suggestion of introducing resort-type facilities, i.e. to what extent do visitors anticipate a holiday resort with luxury facilities, as opposed to a low-key natural area with simple accommodation facilities (see Question 9). The respondent was required to react to each facility or feature suggested, using a scale from 1 to 5 (1 = inappropriate, 5 = good).

### **3.4 FORMAT OF THE QUESTIONNAIRE**

The final questionnaire consisted of 11 questions. A mixture of open-ended and closed-ended questions was used, some of the latter using rating scales. Contingency questions were included.

The questionnaire began with a covering page, stating the intentions of the study. The questions on the first page were simple, and factual, requiring no real mental exertion. The more involved questions followed, and the questionnaire ended with the questions related to social background.

The questionnaires were given out to visitors on arrival, and collected as they departed from the study area. Separate English and Afrikaans versions were available. The estimated time for completion of the questionnaire was about 10 minutes.

### **3.5 PROBLEMS EXPERIENCED**

There was a poor response to two-part contingency questions, i.e. questions 3 (accommodation type), 5 (previous experience of the game reserve, or source of information), and 6 (was the study area the first choice as a holiday area). The first part of the question was answered well, but the second part was either ignored or poorly answered. The problem could have been due to the format of the question, or even the wording or layout on the questionnaire.

Although the responses received were informative, open-ended questions were difficult to analyse, e.g. in the case of question 7 (What attracted you to this game reserve?). This format was more suitable for questions where a more easily categorisable answer is given, e.g. question 1 (length of stay), 2 (Number of adults/children in the group), and 11 (Home language; Ethnic group). This format was less suitable for the question "Place of residence (name of town/city)" where the response was "town" or "city" in some cases.

It was found that respondents tended to vote at the extremities of the scales rather than

use intermediate scores. In question 8 (factors important when deciding to visit the game reserve) it was noticed that little distinction was made between the "Never Considered" and "Not Important" options, and in future either may be omitted. The favouring of the score "1" in question 9 (appropriateness of introducing resort features in the area) is to be expected due to the nature of the questions in the context of the game reserve.

Although question 10 (trade-offs between development options) was phrased with some trepidation, the responses were satisfactory, and respondents seemed to have had little trouble with the format. However, a problem arose when respondents gave the neutral response, i.e. 3. It was impossible to distinguish whether "no preference" indicated that both options were equally favourable or unfavourable.

### **3.6 OVERALL RESPONSE**

The response rates were 30% at Giant's Castle Game Reserve, and 45% at Mkuze Game Reserve. These rates were within the range expected using the "Deliver and Collect" method of distribution. A number of factors may have played a role in the discrepancy between the rates at each game reserve, e.g. the experience of the researcher, and the enthusiasm of the respondents.

The response rates were calculated by dividing the number of completed questionnaires by the total number of questionnaires distributed (see Tables 3.2 and 3.3). Questionnaires were rejected when more than 20% of the form was not filled in (20% was taken to be one full page). Also, the survey conducted at Mkuze Game Reserve was continued after the decided survey period, and a number of questionnaires completed after the main survey were received by the researcher after analysis had been done.

*Table 3.2: Response rate at Giant's Castle Game Reserve*

Number of Questionnaires printed:	380 English
	<u>120 Afrikaans</u>
	500
Number of Questionnaires unused:	<u>-20</u>
	480
Number of Questionnaires completed	144
Number of Questionnaires rejected	<u>-14</u>
Total used:	130
RESPONSE RATE : $144/480 = 30\%$	

*Table 3.3: Response rate at Mkuze Game Reserve*

Number of Questionnaires printed:	400 English
	<u>100 Afrikaans</u>
	500
Number of Questionnaires unused:	<u>-95</u>
	405
Number of Questionnaires completed	183
Number of Questionnaires rejected	<u>-68</u>
Total used:	115
RESPONSE RATE : $183/405 = 45,19\%$	

A comparison with the actual gate records at Giant's Castle Game Reserve during the survey period revealed that the relative proportions of local visitors to other visitors in the sample group compared favourably with the actual visitor population (see Table 3.4).

*Table 3.4: Ratios from gate records versus survey sample at Giant's Castle Game Reserve, with respect to place of residence*

RATIOS	GATE RECORD	SURVEY SAMPLE
Natal : Rest of S.A.	65:35	55:45
S.A. : Foreign	89:11	91:9

As a form of trend analysis, a comparison of responses from Giant's Castle Game Reserve and from Mkuze Game Reserve was made using the chi-squared ( $X^2$ ) test to identify significant differences in distributions.

The comments given by respondents in the spaces provided on the questionnaire are transcribed directly from the questionnaires, in Appendices D, E, and F (from questions 8, 9, and 10 respectively). Responses to the question "What attracted you to Giant's Castle/Mkuze Game Reserve" are transcribed directly in Appendix C, and key terms extracted from these responses can be found in Section 4.1.2. These comments are very informative, since they express views which were not solicited but which are obviously strongly held since the respondents made the effort to record them. A number of these comments take the anti-development stance, and others include suggestions related to accommodation and facilities, which may be of interest to those NPB staff concerned with the management of these areas.

### **3.7 PRESENTATION AND INTERPRETATION OF RESULTS**

Numerous factors influence the expectations of visitors to natural areas, such as game reserves. In this project, the factors which were investigated can be divided into the following groups:

- \* composition of the sample: sample size, length of stay and type of accommodation to be used, socio-economic and demographic information, discussed in Chapter 4;

- \* previous experience of the study areas, attractions of the area, and other influencing factors, namely preferences and attitudes towards development are discussed in Chapter 5.

The data are presented in the form of frequency tables, with measurement mainly on the qualitative (nominal, sometimes ordinal) scales; therefore

- \* modes have been used as measures of central tendency, and
- \* in order to detect differences in the distribution of responses from the two sampling areas the chi-squared ( $X^2$ ) test was employed. Tail probabilities ( $p$ ) are quoted. A 5% significance level is adopted, and the responses of the two groups can be considered to be significantly different where the given value of  $p$  is less than 0,05.

Histograms, showing frequencies as a percentage of the total response, are included as a graphic portrayal of the tabulated results since the distribution of responses was not always adequately reflected by the modal values of the frequency tables. Where no significant difference in the distribution of responses from the two study areas is observed, the two sample groups are assumed to be of the same population, and the overall response is represented in a stacked-bar histogram. Where a significant difference in distribution of responses is noted, each sample group is represented individually on the histogram.

## CHAPTER 4

# SOCIO-DEMOGRAPHIC COMPOSITION OF THE SAMPLE

This chapter presents the results obtained for those questions dealing with the socio-demographic characteristics of the visitor population, as discussed in section 2.3.1. A visitor profile is derived from these characteristics. Questions 1, 2, 3 and 11 of the questionnaire are examined.

## 4.1 LENGTH OF STAY

*Question 1:*

*How long will you be staying at Giant's Castle/Mkuze Game Reserve ?*  
\_\_\_\_\_ nights

*Table 4.1 Length of stay (\* indicates modal response)*

NUMBER OF NIGHTS:	0	1	2	3	4	>4
	day visit					
GIANT'S CASTLE	39 (30%)	9	21	28*	17	16
MKUZE	17 (14%)	20	32*	18	16	12
TOTAL	56	29	53*	46	33	28

The results (Table 4.1 and Figure 4.1) reveal that the proportion of day visitors was greater at Giant's Castle Game Reserve than at Mkuze Game Reserve. Of those visitors staying overnight or longer, the modal length of stay was greater at Giant's Castle (3 nights) than at Mkuze (2 nights). Taken overall, however, the modal length of stay was 2 nights. Modal length of stay noted in previous research was 2 nights (Preston, 1983; Harvey, 1986).

An interesting observation is that even during a "peak season", i.e. the school holiday, the average group spends a short time at the reserve (i.e. only a couple of nights). Also, most of the day visitors at Mkuze and at Giant's Castle Game Reserve came from Natal (see Table 4.2). This supports the theory that people are tending to go on shorter vacations in their own country or in the vicinity of their home (Jansen-Verbeke and Dietvorst, 1987).

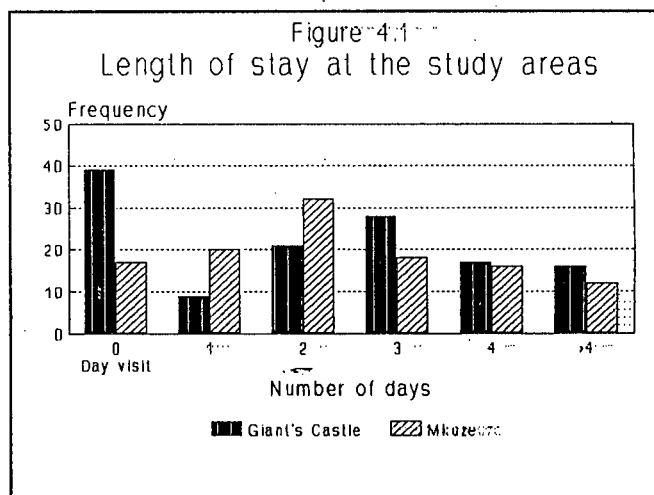


Table 4.2 *Origin of day visitors*

	NATAL	TRANSVAAL	CAPE	OFS	FOREIGN
GIANT'S CASTLE	21	10	0	0	6
MKUZE	7	1	2	0	5
TOTAL	28	11	2	0	11

## 4.2 GROUP COMPOSITION

Question 2:

*How many adults (over 18) are in your group ?  
How many children are in your group ?*

Table 4.3 *Number of adults in the group*

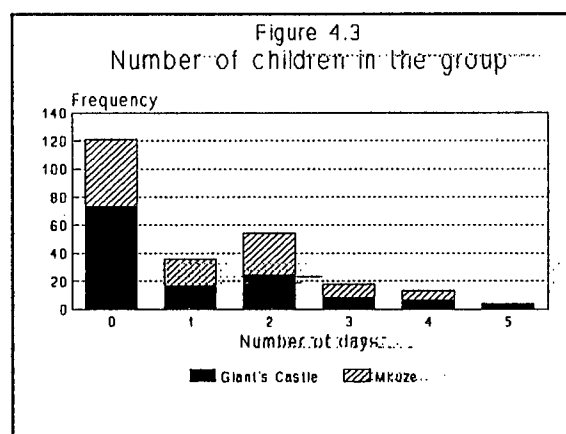
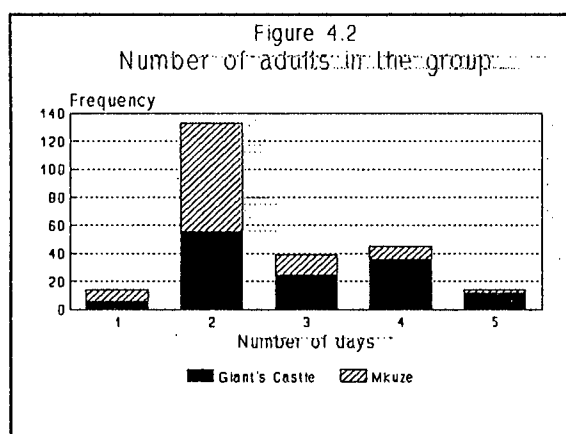
	1	2	3	4	5
GIANT'S CASTLE	5	55*	24	35	11
MKUZE	9	78*	15	10	3
TOTAL	14	133*	39	45	14

(\* indicates modal response)

**Table 4.4** *Number of children in the group*

	0	1	2	3	4	5
GIANT'S CASTLE	73*	16	24	8	6	3
MKUZE	48*	20	30	10	7	0
TOTAL	121*	36	54	18	13	3

(\* indicates modal response)



The modal group composition was found to be 2 adults, and 0 children (see Table 4.3 and 4.4, and Figures 4.2 and 4.3). The fact that the surveys were conducted during the main school holidays makes this result somewhat surprising, i.e. more children were expected. However, possible reasons for this phenomenon may be related to the type of activity offered at the reserves: e.g. at Giant's Castle the main activity is walking, which may be considered too strenuous for children; at Mkuze the main activities include game viewing from hides where silence is required, or driving around the reserve all day which may be too restrictive or confined for children. Also, only children of 14 years and older are allowed on the conducted walks at Mkuze.

### 4.3 ACCOMMODATION INFORMATION

*Question 3:*

*Which accommodation will you be using during your stay?*

COTTAGE                       BUNGALOW     SQUARED AVEL  
 RUSTIC HUT                       CAMPING AND CARAVAN SITE

*Was this your first choice ? YES / NO--> What was your first choice?*

Table 4.5 lists the accommodation options at the two study areas, and shows the relative number of respondents using these units during the survey period.

**Table 4.5** *Accommodation used by visitors in the study area during the survey (n/a indicates accommodation types were not available)*

ACCOMMODATION TYPE	GIANT'S CASTLE	MKUZE
BUNGALOW	49	21
COTTAGE	28	9
CAMPING	14	42
MOUNTAIN HUT	5	n/a
RUSTIC HUT	n/a	7
SQUARED AVEL	n/a	19

**Table 4.6** *First Choice of accommodation*

	FIRST CHOICE OF ACCOMMODATION	NOT THE FIRST CHOICE
GIANT'S CASTLE	60	15
MKUZE	81	16
TOTAL	141	31

Camping is proving to be very popular at Mkuze Game Reserve. A number of comments (see Appendix C) referred specifically to this, and to camping being an acceptable, low cost, accommodation type suitable for family vacations, and it would appear that the provision of such a facility at other game reserves in the Zululand area would be appreciated by prospective visitors.

Although the results shown in Table 4.6 indicate that visitors were able to reserve the accommodation of their choice, the visitors may not have been aware of the types of accommodation available to them and therefore accepted whatever was available at the time of booking. Since a substantial proportion, namely an average of 50%, of respondents had not visited the reserve before, they probably did not know what to expect, therefore accepted what was available at the time of booking, i.e. availability influences choice substantially.

#### **4.4 SOCIO-ECONOMIC BACKGROUND**

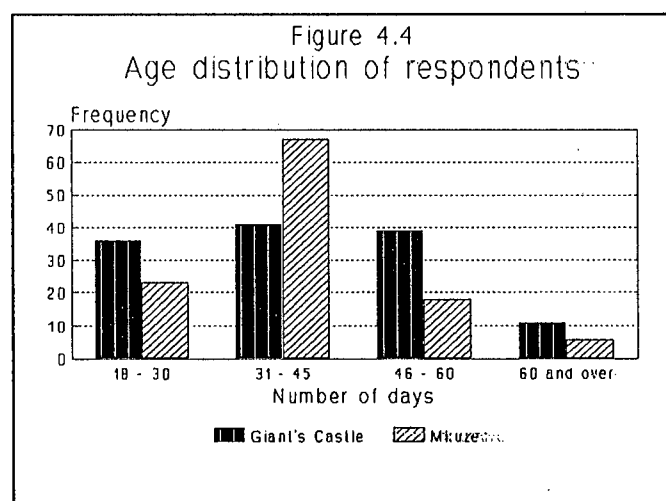
The variables age, sex, home language, ethnic group, occupation and level of education are discussed here (Question 11 of the questionnaire).

##### **4.4.1 AGE OF RESPONDENTS**

*Table 4.7 Age of respondents (\* indicates modal response)*

	[18-30]	[31-45]	[46-60]	[60+]	
GIANT'S CASTLE	36	41*	39	11	$X^2 = 17,681$ $df = 3$
MKUZE	23	67*	18	6	
TOTAL	59	108*	57	17	$p = 0,0005$

The results reveal that the modal age of respondents was the same at both game reserves, i.e. the age group of 31 to 45 years (see Table 4.7, and Figure 4.4). This is comparable to the results of surveys conducted in the past (Preston, 1983; Harvey, 1987). However, a significant difference between the overall responses at the two areas was detected. The



distribution of ages of visitors at Giant's Castle Game Reserve is more evenly spread than at Mkuze Game Reserve, with a definite peak in the 31-45 category.

#### 4.4.2 SEX OF RESPONDENTS

*Table 4.8 Sex of respondents*

	MALE	FEMALE	
GIANT'S CASTLE	73	55	$X^2=2,866$ df= 1
MKUZE	78	36	
TOTAL	151	91	p = 0,009

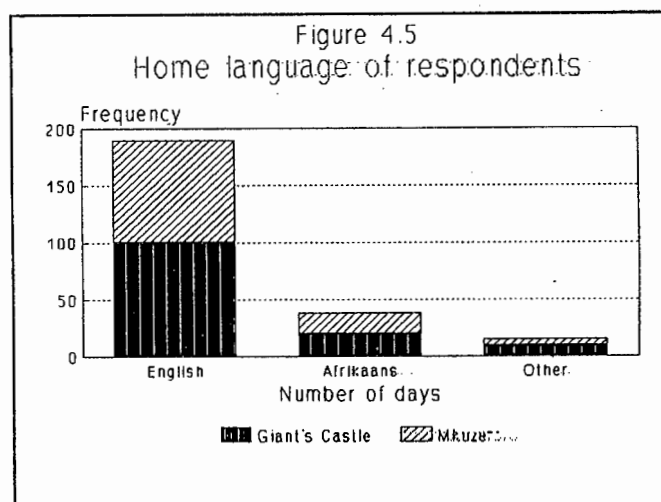
It was found that a greater number of male visitors responded to the questionnaire (see Table 4.8). Each visitor group received at least one copy of the questionnaire, and so the sex of the respondent often depended on who decided to fill in the form. There was a significant difference between the results to this question from the two game reserves: there were more female respondents at Giant's Castle than at Mkuze Game Reserve.

#### 4.4.3 HOME LANGUAGE OF RESPONDENTS

*Table 4.9 Home language of respondents (\* indicates modal response)*

	ENGLISH	AFRIKAANS	OTHER	
GIANT'S CASTLE	100*	20	9	$X^2=0,306$ df=2
MKUZE	90*	18	6	
TOTAL	190*	38	15	p=0,858

The results show (see Table 4.9 and Figure 4.5) that the proportion of English-speaking visitors is far greater than the proportion of Afrikaans visitors, which in turn is greater than the proportion of visitors speaking another language. None of the respondents answered that they are both English and Afrikaans speakers, as would be expected of some South



African families. There was no significant difference between the two study areas, as far as language of visitors was concerned ( $p=0,858$ ).

#### 4.4.4 ETHNIC GROUP OF RESPONDENTS

Table 4.10 *Ethnic group of respondents*

	WHITE	OTHER	
GIANT'S CASTLE	114	4	$X^2 = 1,595$
MKUZE	94	0	$df = 1$
TOTAL	208	4	$p = 0,317$

Although NPB resorts and reserves have been opened to all race groups, all of the respondents at Mkuze were "white", and only 4 respondents at Giant's Castle were Indians, the rest being white (see Table 4.10). Unfortunately, the proportion of other respondents was too small to allow the opportunity of identifying differences and trends related to ethnic groups.

#### 4.4.5 PLACE OF RESIDENCE OF RESPONDENTS

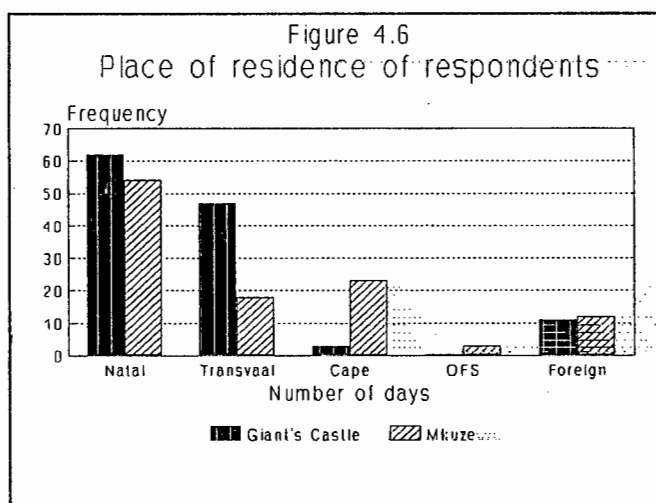
Table 4.11 Place of residence (\* indicates modal response)

	NATAL	TRANSVAAL	CAPE	OFS	FOREIGN	
GIANT'S CASTLE	62*	47	3	0	11	$X^2=31,29$
MKUZE	54*	18	23	3	12	df=4
TOTAL	116*	65	26	3	23	$p=2,98 \times 10^{-4}$

The results of this question were significantly different at the 95% level at the two game reserves surveyed. There was a majority of Natalian visitors to Giant's Castle Game Reserve, with few visitors from the Cape Province; whereas the visitors to Mkuze came from a greater distribution of places: i.e. a number of visitors from the Cape, and from the Orange Free State (see Table 4.11 and Figure 4.6). The difference is related to the marked difference in Transvaal and Cape visitors.

The relatively high proportion of visitors from Natal, compared to that of visitors from the rest of South Africa, cannot be assumed to be a result of the staggering of official school holidays since all white South African schools were on vacation during the study periods. However, from the work done in the past, it would appear that this distribution

trend is normal. The short length of stay (revealed by question 1) may also be an explanatory factor, since it is a long way to travel from the rest of South Africa for a holiday of such short duration.



#### 4.4.6 OCCUPATION OF RESPONDENTS

Table 4.12 Occupations of respondents (\* indicates modal response)

OCCUPATION	GIANT'S CASTLE	MKUZE	TOTAL
Professional	27*	17	44*
Managerial	20	23	43
Education	15	25*	40
Clerical	13	6	19
Student	12	9	21
Industry	9	3	12
Sales	6	5	11
Social services	5	2	7
Agricultural	4	12	16
Religious	0	0	0
Other	12	9	21

$$X^2 = 16,222$$

$$df = 10$$

$$p = 0,0093$$

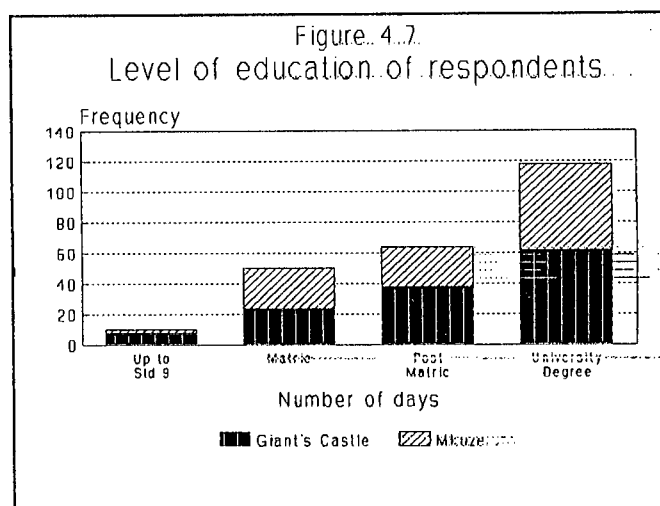
The most frequently represented occupation of respondents are professionals, those in managerial positions, and educationists (the latter possibly being due to the schools being on vacation) (see Table 4.12). Those working in the religious sector were not represented. The respondents whose occupation fell into the category "Other" were, for example; housewives or involved in the arts (e.g. writers, actors). The results obtained from the two game reserves were significantly different at the 95% level.

#### 4.4.7 LEVEL OF EDUCATION OF RESPONDENTS

Table 4.13 Level of education (\* indicates modal response)

	UP TO STD.9	MATRIC	POST MATRIC	UNIVERSITY DEGREE	
GIANT'S CASTLE	7	23	37	61*	$X^2 = 2,817$ df = 3
MKUZE	3	27	27	57*	
TOTAL	10	50	64	118*	p = 0,4207

The results, shown in Table 4.13 and Figure 4.7, show that the visitors to the study areas have a relatively high level of education, 49% of the total survey population having university degrees. Linking this with the previous question (i.e. occupation) it is seen that a large proportion of visitors are well educated people in relatively high income occupations. Despite this, Preston and Fuggle (1986) contend that "...the knowledge about wildlife within the reserves, understanding of ecological functioning, awareness of conservation management, and insight into environmental inter-relationships are all at a very low level". There was no significant difference between the results of this question from the two study areas ( $p=0,4207$ ).



#### 4.5 DISCUSSION OF RESULTS AND POSSIBLE SOURCES OF ERROR

The overall results identify the "modal" respondent as being a white, English-speaking male, aged between 31 and 45 years, who lives in Natal. He is a professional person with a University degree. He stays in the study area for 2 nights, accompanied by one other adult and no children. He has previous experience of game reserves, and visited the study area on the recommendation of a friend. In half of the cases, the respondent had visited the study area before.

Some possible sources of error are:

- \* The surveys were conducted during "white" school holidays, and thus should not be taken as representative of the overall visitor population. It is advisable to monitor visitor profiles over a longer period of time in order to detect trends from season to season.

- \* The number of children per group may not have been fully represented by the sample, for practical reasons such as groups with children having too much to contend with to bother with filling in a questionnaire.
  
- \* There may have been a different proportion of males and females visiting the reserve than was reflected by this profile. The sample may have been more representative if every adult visitor had participated in the survey, but this could not have been achieved with the questionnaire administration technique used.
  
- \* The respondent was assumed to be of the same language group as the rest of the party. This may not have been the case, however, and there may well have been a greater proportion of people speaking a language other than English who were visiting the reserve at the time.
  
- \* Although a number of "non-White" visitors were observed at both of the study areas, only 4 Indian visitors responded to the questionnaire at Giant's Castle Game Reserve. This means that the visitor profile may not have adequately reflected the actual visitor population at the study areas during the survey period.
  
- \* People involved in professional, educational and managerial employment may be more familiar with questionnaires and filling in forms, and therefore responded more willingly to this survey. Other visitors who were less comfortable with questionnaires and forms may have been less inclined to participate in the survey. The large proportion of respondents who have a high level of education may be an indication that these people were more inclined to participate in surveys, or answer questionnaires, whereas people with a lower level of education did not fill in the questionnaires and therefore were not sufficiently represented in the visitor profile.

## CHAPTER 5

# INDIVIDUAL FACTORS INFLUENCING EXPECTATIONS

This chapter presents the results of those questions related to the individual factors mentioned in Van Raaij and Francken's model (see section 2.3.2), specifically:

- \* Previous experience (5.1);
- \* Attractions (5.2);
- \* Preferences (5.3);
- \* Attitudes (5.4).

## 5.1 PREVIOUS EXPERIENCE

The previous experience of visitors to the study areas is investigated in this section (Questions 4 and 5 of the questionnaire are discussed).

### 5.1.1 EXPERIENCE OF GAME RESERVES

*Question 4:*

*Is this your first visit to a game reserve ?*

*Table 5.1 Previous experience of game reserves in general*

	FIRST VISIT TO GAME RESERVE	PREVIOUS EXPERIENCE
GIANT'S CASTLE	14	116
MKUZE	14	101
TOTAL	28	217

The results indicate that the majority of the visitor sample had been to a game reserve before (see Table 5.1), and from this it seems likely that respondents expected to experience an undeveloped, natural area, and to see plants and animals in their natural state. Furthermore, it appears that the proportion of respondents who had and who had not previously been to Giant's Castle Game Reserve was similar, but that the greater portion of respondents at Mkuze Game Reserve had not been there before. (The latter observation is consistent with the results obtained by Harvey, 1986).

### 5.1.2 EXPERIENCE OF THE STUDY AREA

*Question 5:*

*Have you been to Giant's Castle/ Mkuze Game Reserve before ?*

*If YES: How often have you been during the past 5 years?*

*If NO: How did you know about it?*

*Table 5.2 Previous experience of the study area*

	FIRST VISIT TO THE STUDY AREA	BEEN TO STUDY AREA BEFORE
GIANT'S CASTLE	65	51
MKUZE	43	56
TOTAL	108	107

The results, shown in Table 5.2, show that the number of respondents who had visited the study area previously is similar to the number of respondents visiting the area for the first time. Thus about half of the visitors have more specific expectations of the area, based on their past experience, and the remainder of the visitors have general expectations related to information from sources other than personal experience.

**Table 5.3** *Number of previous visits to the study area*

	1	2	3	4	>4
GIANT'S CASTLE	14	9	10	6	16*
MKUZE	21*	2	3	4	11
TOTAL	35*	11	13	10	27

Of those respondents who had been to the study area before, the modal number of visits was once at Mkuze Game Reserve, and more than 4 times at Giant's Castle Game Reserve (Table 5.3). Overall, however, the modal number of previous visits to both of the study areas was found to be one.

**Table 5.4** *Source of information about the study area*  
(\* indicates modal response)

	Heard from friends	Other NPB areas	Publicity	Other	Driving past
GIANT'S CASTLE	28*	15	16	4	1
MKUZE	29*	23	12	7	1
TOTAL	57*	38	28	1	2

The results regarding the sources of information about the study area for those respondents who had not been to the study area before (see Table 5.4), supports the points noted in Chapter 2, namely that recommendation by word of mouth from friends and acquaintances is the strongest reason behind the tourist's decision to visit a place, whereas advertising and publicity information play a minor supporting role. The image of the study area in the mind of the individual visitor is generated largely by the source of information about the place. This information source can be the individual's own experience of the place, the related experience of an acquaintance, or various other sources, such as the media.

## 5.2 ATTRACTIONS OF THE STUDY AREAS

This section discusses the results obtained from questions 6, 7 and 8 of the Questionnaire (Appendix B).

### 5.2.1 CHOICE OF HOLIDAY AREA

*Question 6:*

*Was Giant's Castle/Mkuze Game Reserve your first choice as a holiday area?*

*Table 5.5 Choice of holiday area (\* indicates modal response)*

	THIS WAS THE FIRST CHOICE	THIS WAS NOT THE FIRST CHOICE
GIANT'S CASTLE	85*	38
MKUZE	73*	41
TOTAL	158*	79

*Table 5.6 Original destination choice (where the study area was not the first choice)*

RESPONSE	GIANT'S CASTLE		MKUZE	
	NPB	OTHER	NPB	OTHER
GAME RESERVE	1	1	19	6
BERG AREA	22	5	5	0
COASTAL RESORT	0	2	1	2
OTHER (e.g. touring)	3			4

According to the results shown in Table 5.5, the study area concerned was the first choice as a holiday area for the majority of respondents. Where this was not the case, the initial choice tended to be a similar type of place, usually also run by the NPB (see Table 5.6). This may be influenced by the booking system where the prospective visitor telephones the NPB reservations office enquiring about a particular area to find that no accommodation is available at that area; an alternative is requested or suggested, and so the visitor books a place at a similar area, also managed by the NPB.

## 5.2.2 SPECIFIC ATTRACTIONS OF THE STUDY AREA

### *Question 7:*

*What attracted you to Giant's Castle/Mkuze Game Reserve?*

Visitors were attracted to the two areas by the different features and characteristics of those areas. The most frequently quoted attractions were walks and trails, mountains, and scenery at Giant's Castle Game Reserve, and bird watching and game viewing at Mkuze Game Reserve. The key words and most frequent comments were extracted, and are presented in Table 5.7, and the number of references to these key words are noted. Actual responses are transcribed in Appendix C.

*Table 5.7 The key words extracted from responses to Question 7*

KEY WORDS EXTRACTED	REFERENCES		
	GIANT'S CASTLE	MKUZE	TOTAL
WALKS AND TRAILS	38	5	43
BIRD WATCHING	6	34	40
GAME VIEWING	5	32	37
SCENERY	30	4	34
PEACEFULNESS	21	11	32
UNDEVELOPED (natural)	14	12	26
NPB (facilities, reputation)	18	7	25
HIDES	2	17	19
PROXIMITY (to home or destination)	12	6	18
RECOMMENDED BY FRIENDS	4	8	12
VEGETATION	1	7	8
LACK OF PEOPLE	4	4	8

Taking the combined totals of Table 5.7, it is seen that those comments related to "Activities" are mentioned most frequently, i.e. walks and trails, birdwatching, and game viewing. Comments about the atmosphere of the area, i.e. scenery, peacefulness, undeveloped, come next. Amenities and convenience features are ranked next, e.g. NPB facilities and reputation, proximity to home.

### 5.2.3 IMPORTANCE OF SPECIFIC FEATURES

#### Question 8:

*How important was each of the following features when making a decision to come to Giant's Castle/Mkuze Game Reserve : was it Never Considered, Not Important, or Very Important? (Please circle the appropriate rating on the scale).*

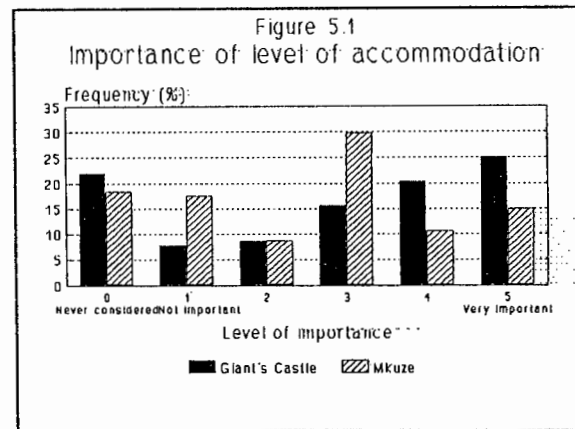
Responses of both sample groups are recorded: Facilities and amenities (Table 5.8); Accessibility features (Table 5.9); Educational aspects (Table 5.10); Aesthetics and atmosphere (Table 5.11); and Activities (Table 5.12). Additional comments volunteered by respondents are transcribed in Appendix D.

#### 5.2.3.1 Facilities and Amenities

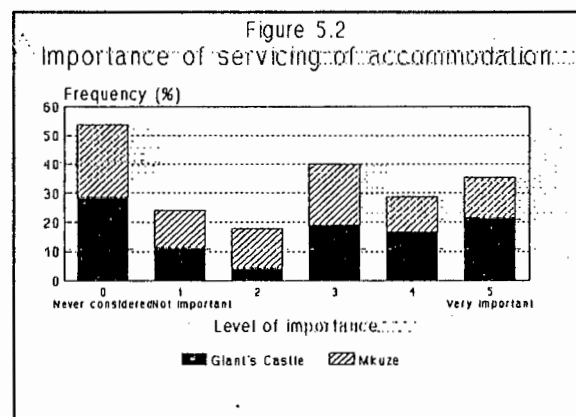
**Table 5.8** *Importance of facilities and amenities*  
(\* indicates modal response)

	Never Considered	Not Important				Very Important	
	0	1	2	3	4	5	(df = 5)
<b>LEVEL OF ACCOMMODATION</b>							
GIANT'S CASTLE	28	10	11	20	26	32*	X <sup>2</sup> =17,109
MKUZE	21	20	10	34*	12	17	p=0,0043
TOTAL	49	30	21	54*	38	49	
<b>SERVICING OF ACCOMMODATION</b>							
GIANT'S CASTLE	36*	14	5	24	21	27	X <sup>2</sup> =10,092
MKUZE	29*	15	16	24	14	16	p=0,0726
TOTAL	65*	29	21	48	35	43	
<b>AVAILABILITY OF COOKS</b>							
GIANT'S CASTLE	50*	13	11	12	12	29	X <sup>2</sup> =15,172
MKUZE	63*	13	7	12	12	7	p=0,0096
TOTAL	113*	26	18	24	24	36	
<b>ENTERTAINMENT</b>							
GIANT'S CASTLE	74*	29	14	5	4	1	X <sup>2</sup> =18,053
MKUZE	93*	15	2	2	1	1	p=0,0028
TOTAL	167*	44	16	7	5	2	
<b>PICNIC FACILITIES</b>							
GIANT'S CASTLE	55*	22	7	16	15	12	X <sup>2</sup> =7,592
MKUZE	46*	16	18	15	12	7	p=0,1802
TOTAL	101*	38	25	31	27	19	

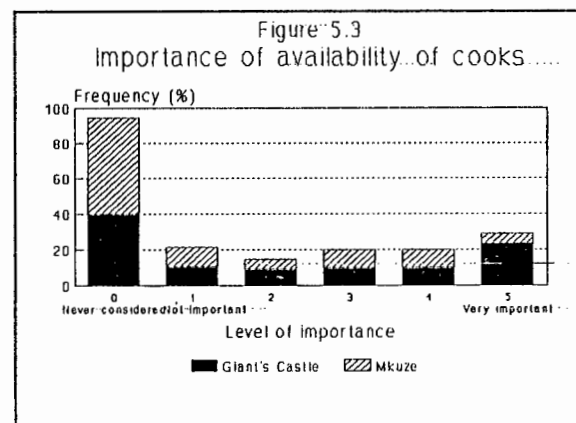
Level of accommodation: Responses to this feature were significantly different from the two sample areas (see Table 5.8). The modal responses were Important (5) at Giant's Castle and Neutral (3) at Mkuze Game Reserve. From Figure 5.1 it can be seen that Level of Accommodation tended to be more important to visitors at Giant's Castle Game Reserve than at Mkuze where the responses were spread more evenly over the scale. The difference in numbers of day visitors to the areas may have had some bearing on this observation, since it seems likely that this feature would have little influence on the day visitor's decision to visit the reserve.



Servicing of accommodation: There was no significant difference in the responses from the two samples. Figure 5.2 shows the overall distribution of responses to the importance of the Servicing of Accommodation. Although the modal response was Never Considered (0), the distribution from (1) to (5) shows that for those visitors who did consider this aspect when making a decision about vacation destinations, the greater proportion of visitors considered it to be important than not (see Figure 5.2).

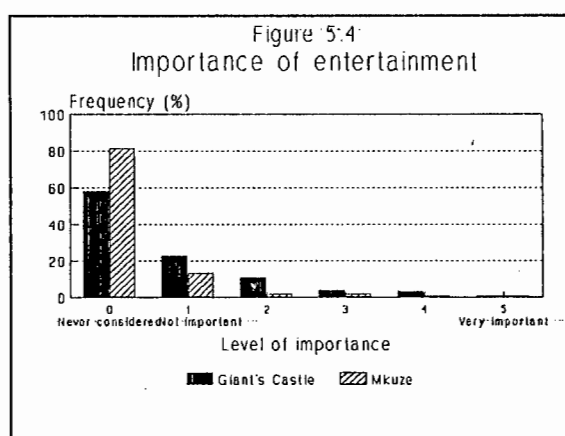


Availability of cooks: The chi-squared test revealed no significant difference in response to Availability of Cooks at the two study areas. Hibbs (1986) based a visitor survey conducted in NPB hutted camps on the satisfaction of visitors with the existing system of cooks preparing and serving food, and found that most people were in favour

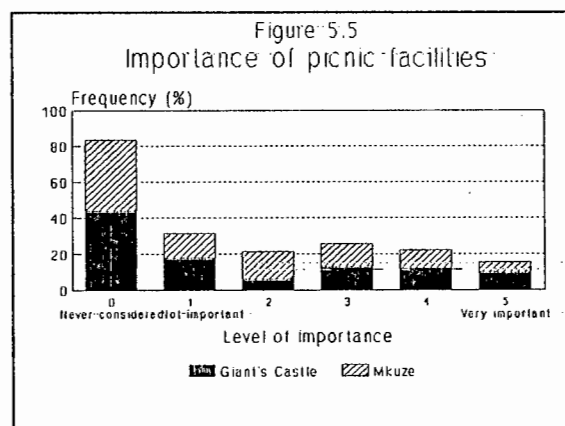


of retaining this catering system rather than self-catering. Preston (1983), on the other hand, found that the convenience of not having to cook and wash up was not particularly important to visitors. However, this survey sought to identify which features were important to the respondent *when deciding* to visit the game reserve, i.e. before the event, and from the overall results shown in Figure 5.3 it would appear that the availability of cooks was not a deciding feature at all. Taking the other work mentioned into consideration as well as comments given in response to this question (Appendix D), this feature should thus be regarded as one which is appreciated at the time rather than as a major influencing factor.

**Entertainment:** Although not provided at the reserves Entertainment was "Never Considered" overall by respondents at both reserves. However, a greater proportion of visitors at Giant's Castle rated this feature as having some importance than did the visitors at Mkuze (see Figure 5.4). A number of written comments (see Appendix D) revealed that visitors were opposed to any form of entertainment being provided: they went there because of natural characteristics, and in general did not desire such amenities.



**Picnic facilities:** Most respondents had never considered picnic facilities when deciding to go on vacation, according to Table 5.8 and Figure 5.5. This should not lead to the assumption, however, that these facilities are not used by visitors, but merely that they are not of prominent importance in the decision-making process.



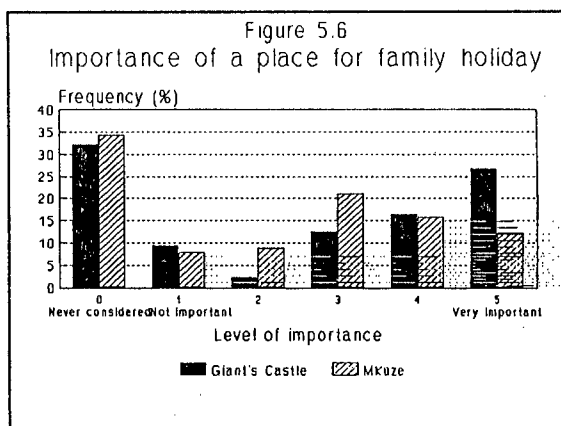
Multi-modality in overall responses was observed in the cases of "Level of accommodation" and "Servicing of accommodation" at both reserves, and "Availability of cooks" at Giant's Castle. Thus the modal value masks the slightly weaker opinion at the other end of the scale. For example, in the case of "Level of accommodation" slightly fewer respondents rated it as "Never Considered" than those who thought it was "Very Important". This could have been influenced by the answers given by day visitors, for whom these features would have had little value.

### 5.2.3.2 Accessibility

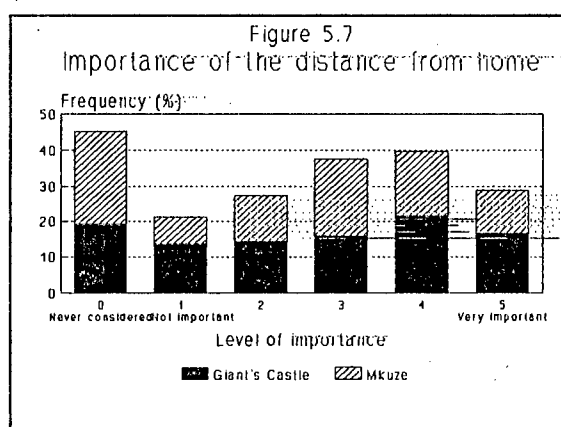
*Table 5.9 Importance of accessibility features (\* indicates modal response)*

	Never Considered	Not Important				Very Important	
	0	1	2	3	4	5	(df = 5)
<b>PLACE FOR FAMILY HOLIDAY</b>							
GIANT'S CASTLE	41*	12	3	16	21	34	$X^2=13,751$
MKUZE	39*	9	10	24	18	14	$p=0,017$
TOTAL	80*	21	13	40	39	48	
<b>DISTANCE FROM HOME</b>							
GIANT'S CASTLE	24	17	18	20	27*	21	$X^2=5,421$
MKUZE	30*	9	15	25	21	14	$p=0,366$
TOTAL	54*	26	33	45	48	35	
<b>EASE OF ACCESS BY ROAD</b>							
GIANT'S CASTLE	18	15	12	30*	29	23	$X^2=5,230$
MKUZE	26*	9	14	25	26*	14	$p=0,388$
TOTAL	44	24	26	55*	55*	37	
<b>VALUE FOR MONEY</b>							
GIANT'S CASTLE	25	6	7	11	30	48*	$X^2=8,402$
MKUZE	28*	7	7	19	27	26	$p=0,135$
TOTAL	53	13	14	30	57	74*	

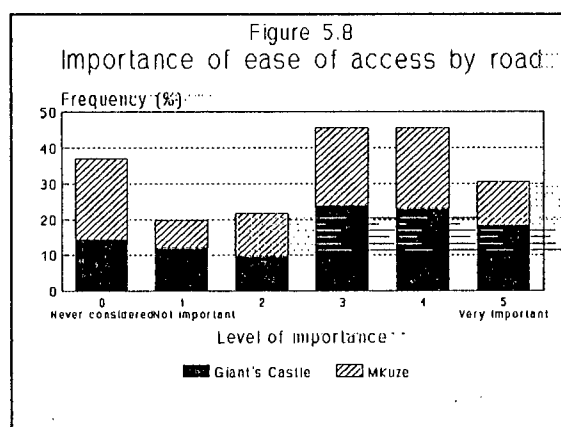
Place for a family holiday: The modal value showed that a place for a family holiday was never considered by respondents at both study areas. The response distributions for this aspect were, however, significantly different. Ignoring the modal value, both distributions show that visitors tended to rate this feature as important, but this is more strongly the case at Giant's Castle than at Mkuze (see Figure 5.6).



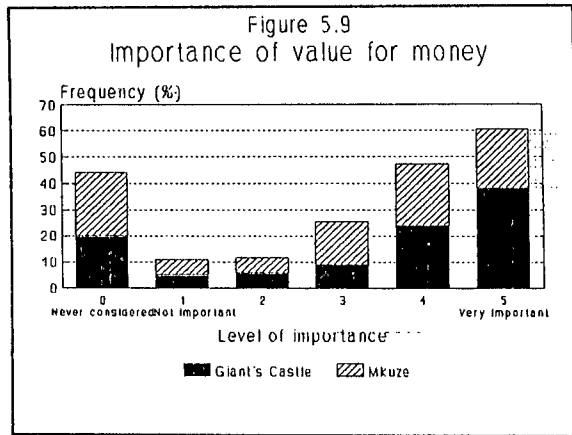
Distance from home: There was no significant difference in response distributions from the two samples for the feature Distance from Home. The modal response was Never Considered (0), but the response obtained for the remainder of the scale shows that those visitors who did consider it felt that the distance from their homes to the study area was an important decision-making factor (Figure 5.7).



Ease of access by road: The modal overall response to Ease of access by road was found to be in the middle of the range and tending towards importance. The rest of the distribution shows that visitors who did consider this feature found it to be an important aspect of their decision about where to spend their vacations (Figure 5.8).



Value for money: The modal overall response to the level of importance of Value for money in the decision-making process was that it was very important. Although there was a large portion of visitors who said they had not considered this aspect when deciding where to go Figure 5.9 shows that the majority of visitors did consider this factor, and felt that it was an important influencing aspect. This result implies that a large proportion of visitors feel that they get good value for money when visiting these two Natal Parks Board areas.

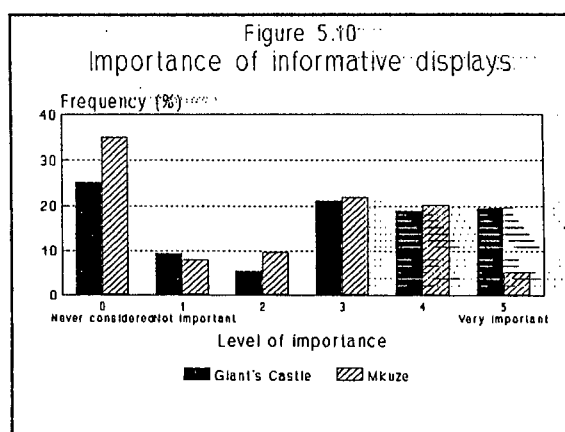


### 5.2.3.3 Educational Aspects

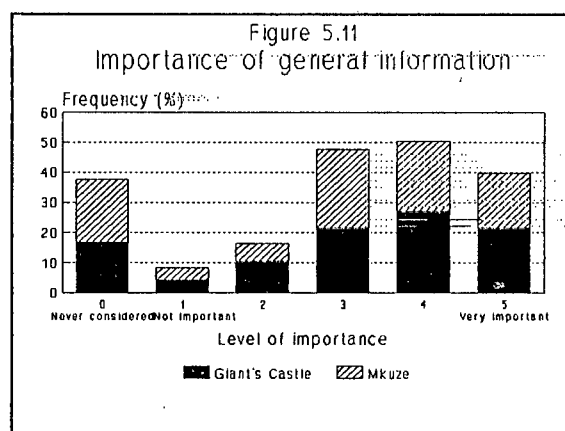
Table 5.10 Importance of educational aspects (\* indicates modal response)

	Never Considered	Not Important					Very Important	
	0	1	2	3	4	5	(df = 5)	
<b>INFORMATIVE DISPLAYS</b>								
GIANT'S CASTLE	32*	12	7	27	24	25	$X^2=13,287$	
MKUZE	40*	9	11	25	23	6	$p=0,021$	
TOTAL	72*	21	18	52	47	31		
<b>GENERAL INFORMATION</b>								
GIANT'S CASTLE	21	5	13	27	34*	27	$X^2=3,019$	
MKUZE	24	5	7	30*	27	21	$p=0,697$	
TOTAL	45	10	20	57	61*	48		
<b>TALKS AND LECTURES</b>								
GIANT'S CASTLE	38*	13	18	23	24	10	$X^2=15,224$	
MKUZE	56*	15	17	13	9	4	$p=0,009$	
TOTAL	94*	28	35	36	33	14		
<b>FILMS AND SLIDE SHOWS</b>								
GIANT'S CASTLE	41*	20	17	24	14	10	$X^2=11,694$	
MKUZE	58*	15	12	12	14	3	$p=0,039$	
TOTAL	99*	35	29	36	28	13		
<b>WALKS CONDUCTED BY A RANGER</b>								
GIANT'S CASTLE	40*	18	12	22	21	14	$X^2=6,906$	
MKUZE	32*	7	9	21	25	20	$p=0,228$	
TOTAL	72*	25	21	43	46	34		
<b>SELF-GUIDED WALKS</b>								
GIANT'S CASTLE	15	3	2	8	27	72*	$X^2=17,041$	
MKUZE	16	4	9	15	32	38*	$p=0,004$	
TOTAL	31	7	11	23	59	110*		
<b>AVAILABILITY OF RANGERS</b>								
GIANT'S CASTLE	33*	15	9	26	24	20	$X^2=2,510$	
MKUZE	29*	14	14	19	23	15	$p=0,775$	
TOTAL	62*	29	23	45	47	35		

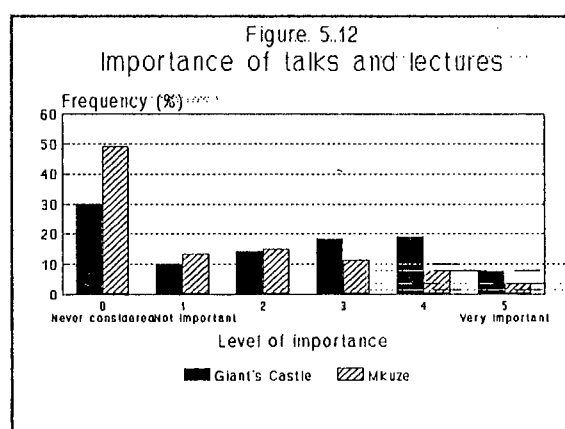
**Informative displays:** There was a significant difference in response to the level of importance of informative displays at the two study areas. Although the modal response was Never Considered, Figure 5.10 shows that visitors at Giant's Castle tended to find this a more important feature than did visitors at Mkuze Game Reserve, where the response dropped sharply at the Very Important option on the scale.



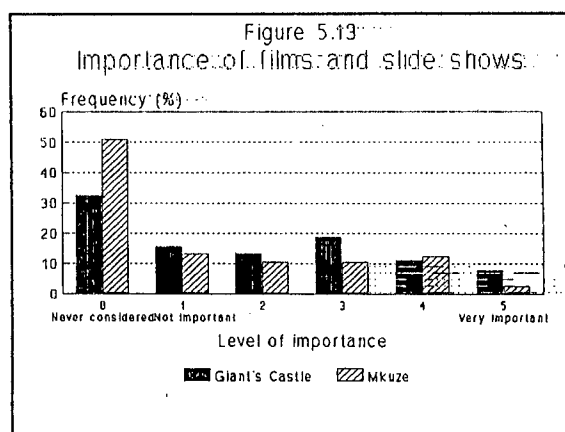
**General information:** The overall modal response to the level of importance of general information was (4), i.e. it was important to visitors at both areas. Figure 5.11 shows this strong trend, but also indicated that a number of visitors had not considered this feature when deciding to visit the study area.



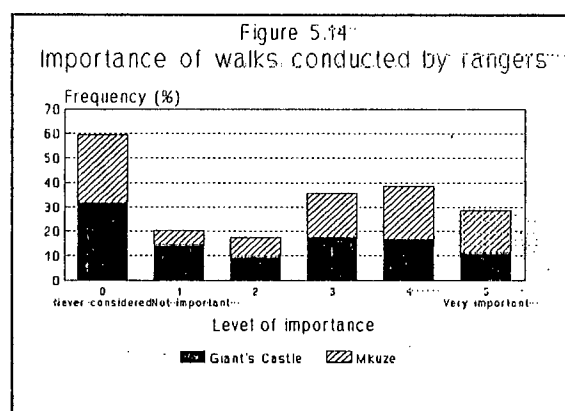
**Talks and lectures:** Although the modal responses to the level of importance of talks and lectures from both study areas was Never Considered, there was a significant difference in the response distributions from the two sample groups (Figure 5.12), with stronger support for this aspect at Giant's Castle than at Mkuze Game Reserve. An active interpretation officer is stationed at Giant's Castle, which may have some bearing on this result as people may associate this activity with Giant's Castle but as it is not a regular activity at Mkuze Game Reserve decisions to visit are not based on this.



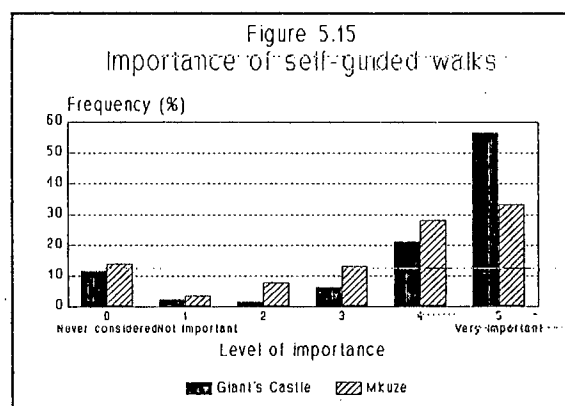
Films and slide shows: The response distributions from the two sample groups were significantly different. Although the modal response was Never Considered, visitors at Giant's Castle felt that films and slide shows were more important than did visitors to Mkuze Game Reserve (Figure 5.13). The remarks made in relation to the level of importance of Talks and Lectures probably also apply in this case.



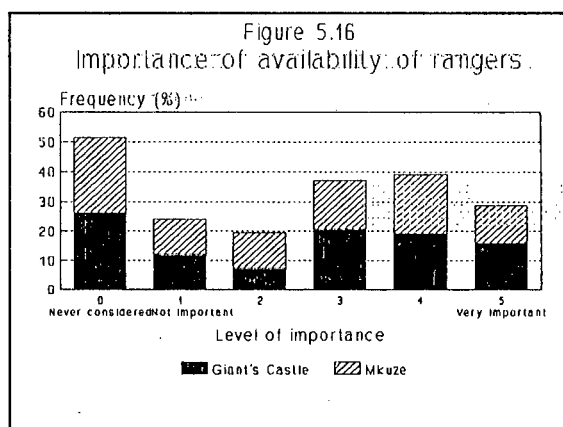
Walks conducted by rangers: The overall response distribution for the level of importance of walks conducted by rangers shows that the modal response was Never Considered. Aside from this, of those visitors who did consider this activity when deciding where to go on vacation, more rated it important than not.



Self-guided walks: The modal response to the level of importance of self-guided walks was Very Important at both study areas. Despite this, there was a significant difference in the response distributions of the two sample groups (Figure 5.15). There were more visitors at Giant's Castle than at Mkuze who felt this was an important factor to be considered. This result probably has a lot to do with the type of activity associated with each of the two areas. At Giant's Castle a popular activity is walking in the Drakensberg, whereas at Mkuze game viewing from a car or hide is a very popular pastime.



Availability of rangers: Figure 5.16 shows that the overall modal response to the level of importance of the availability of rangers was Never Considered. However, the rest of the distribution shows that a larger proportion of visitors to the two areas felt that this was an important factor to consider.



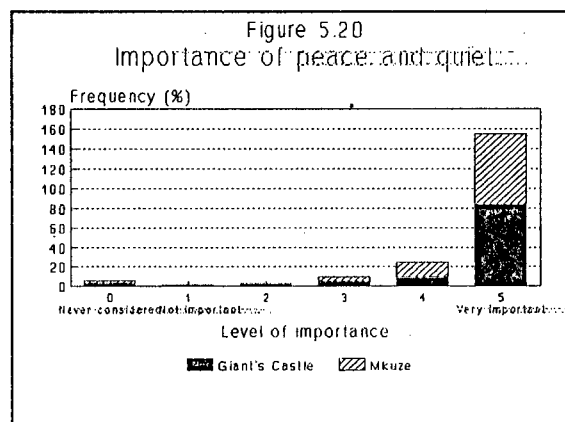
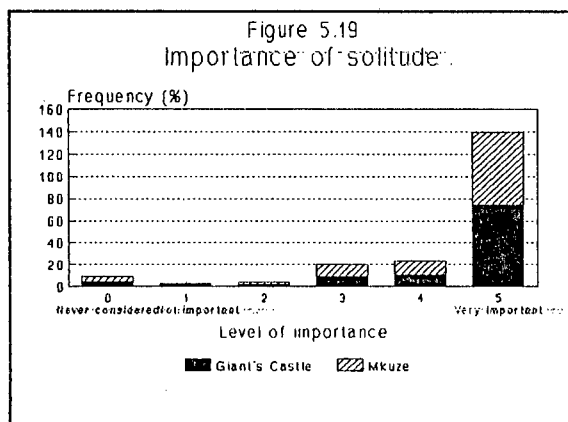
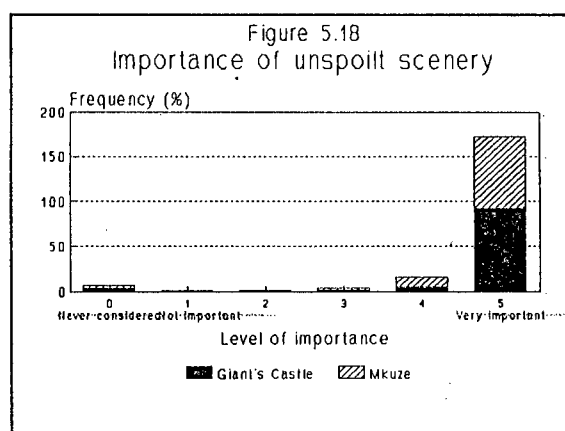
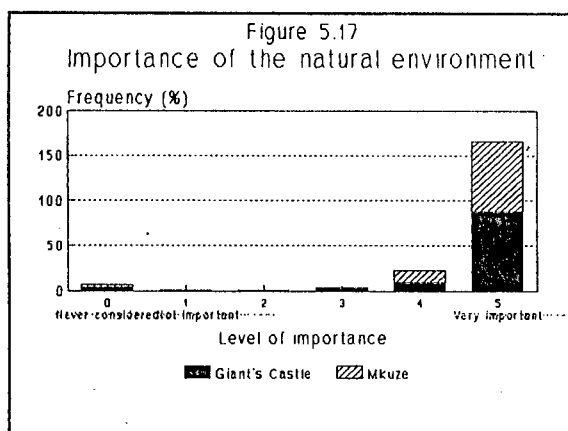
A comparison between the distributions of responses from day visitors and visitors staying at the study area overnight or longer was done, but no significant differences between these distributions were observed, except for "Self-guided walks" at Mkuze Game Reserve. This indicates that the length of stay does not have much influence on the visitors' predetermined requirement for educational facilities. Overnight visitors at Mkuze placed importance on self-guided walks, and overnight visitors to Giant's Castle placed emphasis on general information. Both of these relate well to the type of activity offered at each of the reserves (e.g. maps and information about the area at Giant's Castle; driving and hides for game viewing at Mkuze).

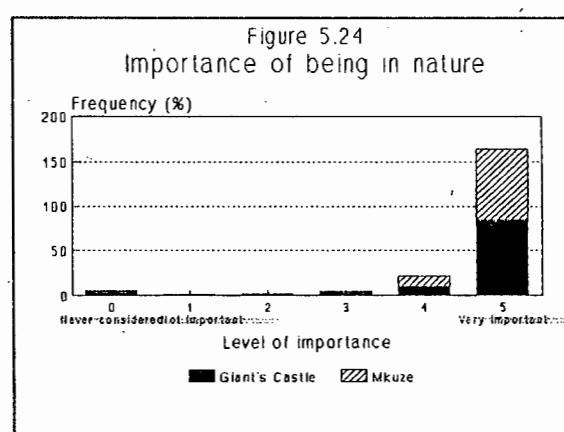
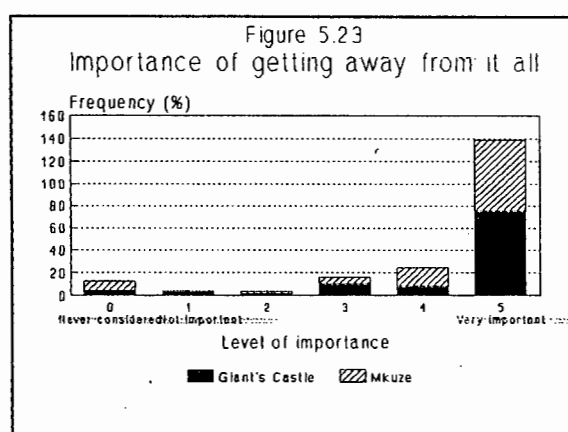
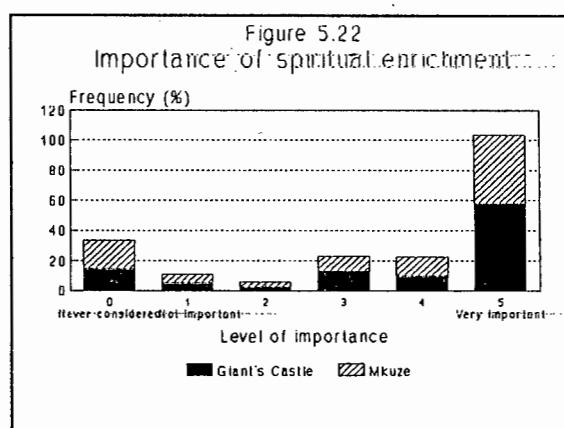
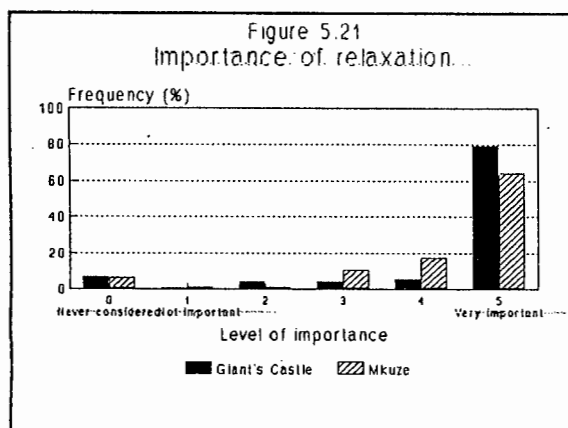
### 5.2.3.4 Aesthetics and Atmosphere

Table 5.11 Importance of aesthetics and atmosphere (\* indicates modal response)

	Never Considered	Not Important				Very Important	
	0	1	2	3	4	5	(df = 5)
<b>NATURAL ENVIRONMENT</b>							
GIANT'S CASTLE	4	0	0	2	11	110*	$X^2=3,453$
MKUZE	4	1	0	3	16	90*	$p=0,630$
TOTAL	8	1	0	5	27	200*	
<b>UNSPOILT SCENERY</b>							
GIANT'S CASTLE	4	0	1	1	5	116*	$X^2=9,158$
MKUZE	4	0	0	4	14	92*	$p=0,103$
TOTAL	8	0	1	5	19	208*	
<b>SOLITUDE</b>							
GIANT'S CASTLE	5	3	1	11	13	94*	$X^2=4,649$
MKUZE	6	1	4	13	15	75*	$p=0,460$
TOTAL	11	4	5	24	28	169*	
<b>PEACE AND QUIET</b>							
GIANT'S CASTLE	3	1	1	5	11	105*	$X^2=4,740$
MKUZE	4	1	2	7	18	82*	$p=0,448$
TOTAL	7	2	3	12	29	187*	
<b>RELAXATION</b>							
GIANT'S CASTLE	9	0	5	5	7	99*	$X^2=16,517$
MKUZE	7	1	1	12	20	73*	$p=0,005$
TOTAL	16	1	6	17	27	172*	
<b>SPIRITUAL ENRICHMENT</b>							
GIANT'S CASTLE	18	6	2	16	12	73*	$X^2=5,397$
MKUZE	22	7	5	12	15	52*	$p=0,369$
TOTAL	40	13	7	28	27	125*	
<b>GETTING AWAY FROM IT ALL</b>							
GIANT'S CASTLE	5	4	1	12	10	95*	$X^2=10,269$
MKUZE	10	1	3	8	19	73*	$p=0,068$
TOTAL	15	5	4	20	29	168*	
<b>BEING IN NATURE</b>							
GIANT'S CASTLE	4	1	1	3	12	106*	$X^2=1,924$
MKUZE	3	0	2	3	14	92*	$p=0,859$
TOTAL	7	1	3	6	26	198*	

The modal response to all of these features, at both study areas, was Very Important (see Table 5.11). These appear to be the main attractions of game reserves, perhaps even more so than the much publicised wildlife. This may be a reaction to the often stressful lifestyles synonymous with urban living environments, and people find it necessary to "escape" to the undeveloped areas that are left. Figures 5.17 to 5.24 clearly show that all of the features listed under the heading "Aesthetics and atmosphere" were considered to be very important decision-making factors by the majority of visitors to the two areas.



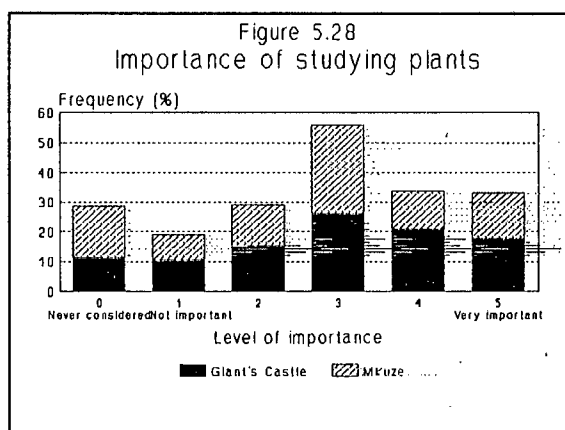
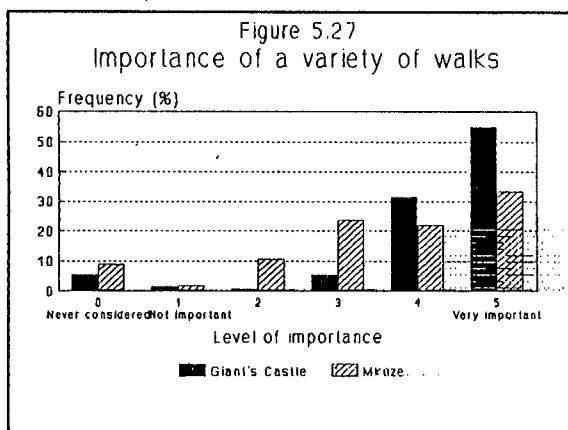
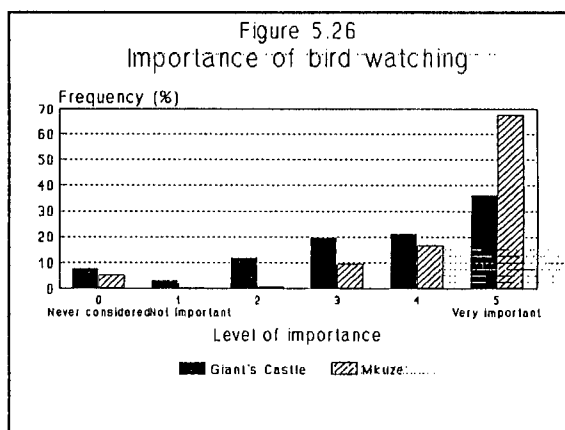
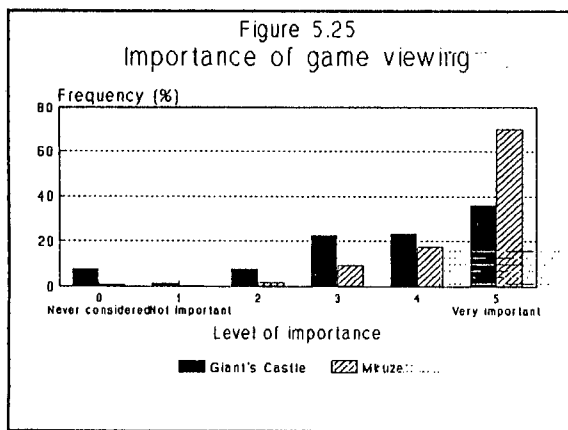


### 5.2.3.5 Activities

Table 5.12 Importance of activities (\* indicates modal response)

	Never Considered	Not Important				Very Important	
	0	1	2	3	4	5	(df = 5)
<b>GAME VIEWING</b>							
GIANT'S CASTLE	10	2	10	29	30	46*	$X^2=33,367$
MKUZE	1	0	2	11	20	80*	$p=2,98 \times 10^{-6}$
TOTAL	11	2	12	40	50	126*	
<b>BIRD WATCHING</b>							
GIANT'S CASTLE	10	4	15	25	27	46*	$X^2=31,289$
MKUZE	6	0	1	11	19	77*	$p=8,34 \times 10^{-6}$
TOTAL	16	4	16	36	46	123*	
<b>VARIETY OF WALKS</b>							
GIANT'S CASTLE	7	2	1	7	40	70*	$X^2=33,942$
MKUZE	10	2	12	27	25	38*	$p=3,04 \times 10^{-6}$
TOTAL	17	4	13	34	65	108*	
<b>STUDYING PLANTS</b>							
GIANT'S CASTLE	14	13	19	33*	26	22	$X^2=4,271$
MKUZE	20	10	16	34*	15	18	$p=0,511$
TOTAL	34	23	35	67*	41	40	
<b>SCENIC DRIVES</b>							
GIANT'S CASTLE	65*	23	9	12	5	3	$X^2=88,557$
MKUZE	9	6	4	35	24	36*	$p= < 10^{-6}$
TOTAL	74*	29	13	47	29	39	

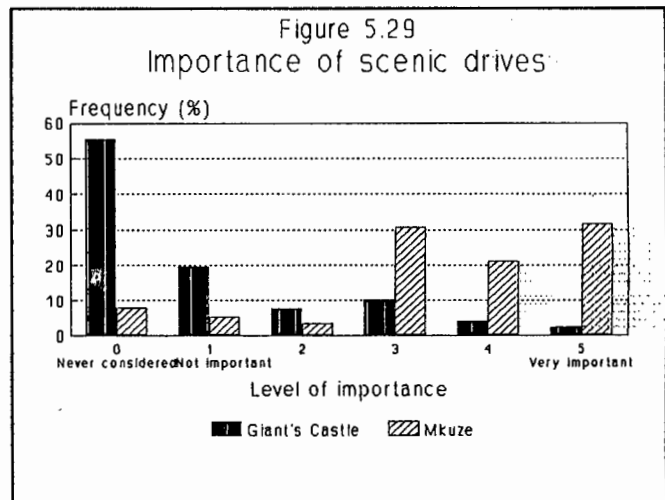
All of these features, with the exception of "studying plants", were responded to significantly differently at the two study areas. This was to be expected due to the inherently different activities at the two areas. The differences in distributions of responses from day visitors and those staying overnight or longer were compared but no significant difference in response was observed for any of the activities in either of the study areas. Thus it appears that day visitors and those staying for a longer period place similar importance on the activities available in the two areas.



Although the distribution of responses from the two samples were significantly different for level of importance of game viewing, bird watching and variety of walks, the modal responses and trends (seen in Figures 5.25, 5.26 and 5.27 respectively) show that these features were important considerations in the visitor's decision-making.

Studying plants received an overall modal response at (3) on the scale, indicating that there was a "neutral" consideration of this aspect. The distribution shown in Figure 5.28 does, however, show that a greater proportion of visitors to the two study areas felt that this was an important feature, than the proportion of visitors who placed no importance on it or never considered it.

The responses to the level of importance of scenic drives were significantly different from the two samples. The modal response at Giant's Castle was never considered, whereas at Mkuze the modal response was very important (Figure 5.29) This was possibly because at Mkuze one of the attractions is driving around the reserve observing animals, whereas the only drive available at Giant's Castle is between the gate and the main office.



### 5.3 PREFERENCES

#### Question 10:

Supposing it was decided to channel finances into the improvement of certain visitor facilities, where would your preferences lie in each of the following trade-off situations (i.e. choose between the left and the right hand side of each trade-off, and circle the appropriate score).

The responses to this question are presented in Table 5.13. Additional comments given by respondents at the end of the question are transcribed in Appendix F.

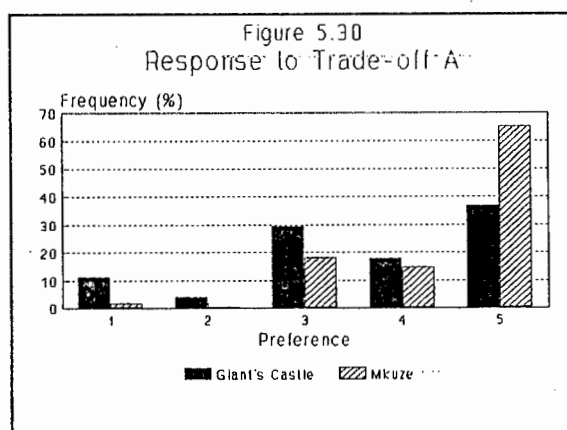
Table 5.13 Responses to proposed trade-off situations from the two study areas

	1	2	3	4	5	(df = 4)	
<b>A</b>	<b>INCREASED VARIETY OF ACCOMMODATION TYPES</b>				<b>INCREASED VARIETY OF WALKS AND TRAILS</b>		
GIANT'S CASTLE	14	5	36	22	45*	$X^2=25,90$	
MKUZE	2	0	21	17	75*	$p=0,00003$	
TOTAL	16	5	57	39	120*		
<b>B</b>	<b>DEVELOPMENT OF OVERNIGHT TRAILS</b>				<b>MORE SOPHISTICATED ACCOMMODATION</b>		
GIANT'S CASTLE	56*	29	24	7	7	$X^2=13,87$	
MKUZE	67*	14	23	0	11	$p=0,008$	
TOTAL	123*	43	47	7	18		
<b>C</b>	<b>SELF-GUIDED ACTIVITIES</b>				<b>GUIDED ACTIVITIES</b>		
GIANT'S CASTLE	36	19	41*	13	14	$X^2=5,20$	
MKUZE	34*	20	31	7	23	$p=0,267$	
TOTAL	70	39	72*	20	37		
<b>D</b>	<b>HIDES AND VIEWING SPOTS</b>				<b>SPORTS FACILITIES</b>		
GIANT'S CASTLE	84*	13	21	3	1	$X^2=12,71$	
MKUZE	90*	15	4	3	3	$p=0,013$	
TOTAL	174*	28	25	6	4		
<b>E</b>	<b>MORE TALKS AND SHOWS ON ENVIRONMENTAL ISSUES</b>				<b>MORE INFORMATIVE DISPLAYS</b>		
GIANT'S CASTLE	30	13	51*	17	12	$X^2=1,51$	
MKUZE	21	12	51*	17	14	$p=0,824$	
TOTAL	51	25	102*	34	26		

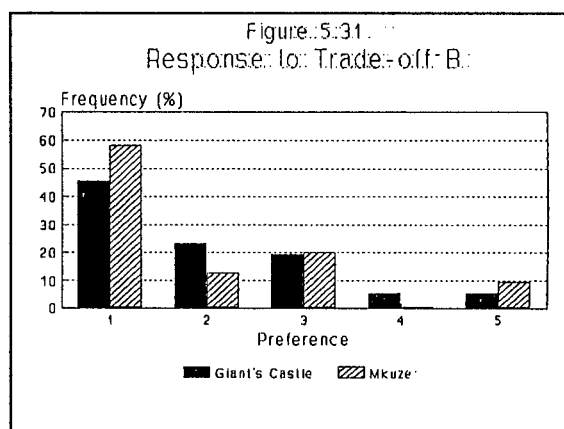
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	1	2	3	4	5	(df = 4)
<b>F BETTER ACCOMMODATION FACILITIES</b>						
GIANT'S CASTLE	17	5	43*	23	31	$X^2=11,30$
MKUZE	5	3	38*	34	35	$p=0,023$
TOTAL	22	8	81*	57	66	
<b>G BETTER RECREATION FACILITIES</b>						
GIANT'S CASTLE	10	8	56*	21	27	$X^2=0,56$
MKUZE	8	9	49*	22	27	$p=0,967$
TOTAL	18	17	105*	43	54	
<b>H BETTER INFORMATION FACILITIES</b>						
GIANT'S CASTLE	53*	22	35	6	7	$X^2=3,89$
MKUZE	53*	27	28	5	2	$p=0,421$
TOTAL	106*	49	63	11	9	
<b>I DEVELOPMENT OF ACCOMMODATION BY PRIVATE COMPANIES</b>						
GIANT'S CASTLE	7	1	15	11	89*	$X^2=2,09$
MKUZE	7	0	17	14	77*	$p=0,719$
TOTAL	14	1	32	25	166*	

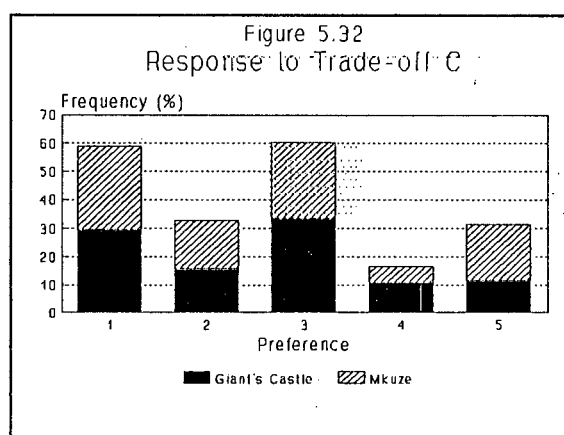
This trade-off was between increased variety of accommodation types and increased variety of walks and trails. The response distributions from the two samples were significantly different, but the modal response at both areas was in favour of increased variety of walks and trails. Figure 5.30 shows that there was very little support for an increased variety of accommodation types from visitors at either of the two areas.



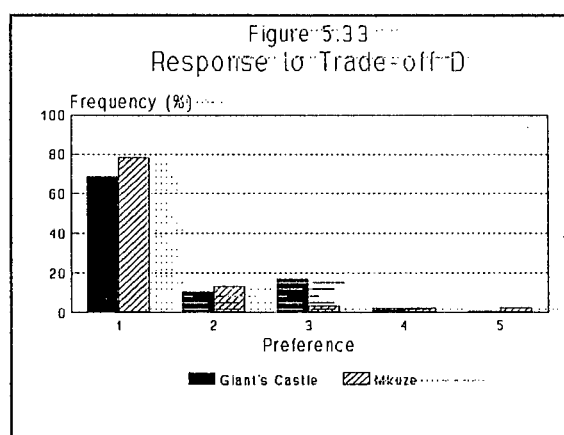
Where the trade-off was between the development of overnight trails or more sophisticated facilities both respondent groups voted strongly in favour of overnight trails, and very little support for alteration of existing accommodation was observed (see Figure 5.31). The distributions of responses from the two areas was significantly different, but the overall trend clearly shows provision of activity-related facilities have preference over accommodation.



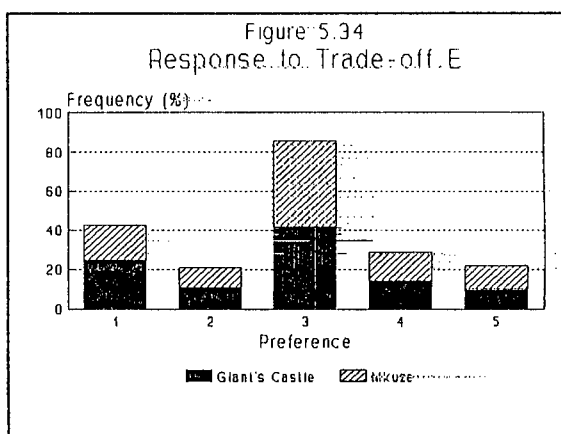
Trading off self-guided activities and guided activities (Figure 5.32) showed a preference for self-guided activities. The modal response was neutral, i.e. no preference, but the distribution shows that the response to self-guided activities was only slightly lower than the modal response.



Where visitors were asked whether they preferred hides and viewing spots or sports facilities the response could almost be called unanimous (see Figure 5.33). The preference was for hides and viewing spots, with almost no support for sports facilities. There was a significant difference in the responses from the two areas: respondents at Giant's Castle Game Reserve being more inclined towards indecision (voting at 3) than the respondents from Mkuze. This may be attributable to the fact that hides are already a great attraction at Mkuze, whereas at Giant's Castle the only hide is the Lammergeier hide.

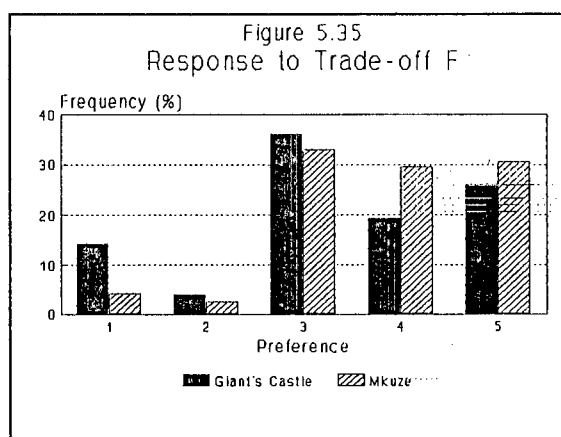


More talks and shows on environmental issues versus More informative displays deals essentially with a comparison between guided and self-guided activities. The displays are seen to be passive interpretation media, for use by the visitors in their own time. The results show that visitors could not decide on a preference for either, see Figure 5.34. The modal response is 3, i.e. "neutral".

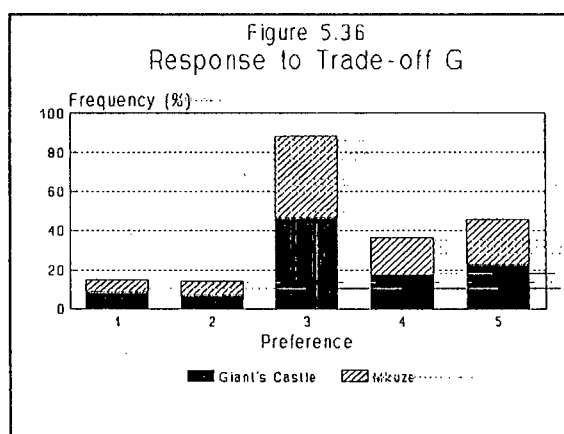


The "network" of trade-offs, consisting of F, G, and H, compares preferences for accommodation facilities, information facilities, and recreation facilities. These facilities are discussed as general topics rather than according to specific aspects.

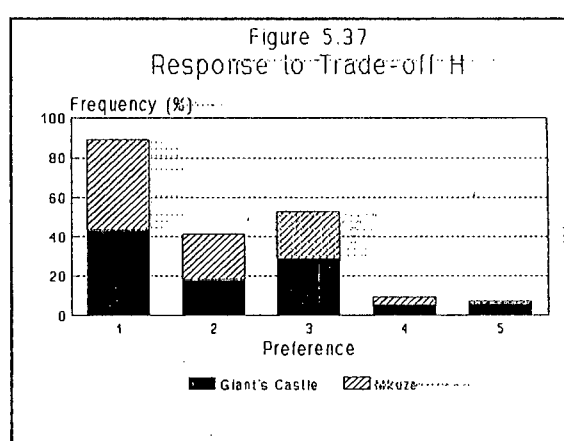
The modal response for trade-off F, i.e. between better accommodation facilities and better information facilities (Figure 5.35) was Neutral for both sample groups. However, the distribution of responses reveals that visitors at both areas far preferred to have improved information facilities than accommodation facilities. The responses were significantly different from the two areas since there was more support for better accommodation facilities from Giant's Castle visitors than from Mkuze visitors.



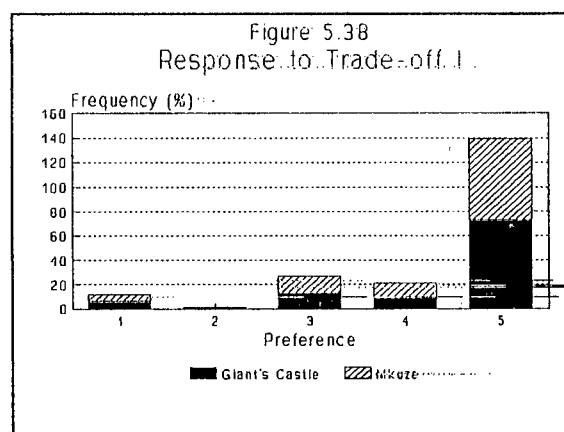
For trade-off G, i.e. better recreation facilities versus better accommodation facilities, the majority of respondents were undecided (modal response was neutral at both study areas). However, the majority showed a preference for accommodation facilities, with little support for recreational facilities (Figure 5.36).



Responses to trade-off H, i.e. better information facilities versus better recreation facilities, showed a definite favouring of information facilities at both reserves. Once again, recreation facilities received very little attention (Figure 5.37).



Reaction to Development of accommodation by private companies versus Accommodation developed solely by the Natal Parks Board shows a strong preference for accommodation developed solely by the Natal Parks Board in NPB areas (see Figure 5.38). The results and comments reveal some mistrust about the motives of private developers, who appear to be seen in terms



of commercialisation and expense. Several comments attached to this question reveal the visitor's adverse reaction to private developers in game reserves. Of the 36 respondents who commented on the trade-offs, 13 comments were opposed to private development and commercialisation (see Appendix F). NPB is the preferred development agent, probably since the respondents feel the NPB has conservation needs, rather than the accumulation of profit, in mind.

From these responses it becomes apparent that recreation is one of the lower priorities of visitors to these areas, whereas the division of opinion between information and accommodation facilities is less well defined. There is an overall preference for improved information facilities, then for improved accommodation facilities. Since accommodation was rated as being very important (Question 8), the level of accommodation offered is probably considered to be satisfactory. Self-guided activities appear to be preferred to those conducted by rangers. Visitors appear to prefer the NPB to be in control of the accommodation and development within the game reserves.

#### 5.4 ATTITUDES TOWARDS SOME DEVELOPMENT POSSIBILITIES

##### Question 9:

Since this is a conserved natural area, would you consider the presence of each of the following to be "Inappropriate", "Neutral" or "Good" ? (Please circle the appropriate rating on the scale).

The responses to Question 9 are presented in Table 5.18. Comments given by respondents at the end of this question appear in Appendix E. As can be seen from Table 5.14, the distributions of responses are strongly uni-modal, the mode being 1 in each case, i.e. inappropriate, with the exceptions of a shop selling basic supplies, and the tarring of existing roads.

*Table 5.14 Responses to development suggestions (\* indicates modal response)*

	INAPPROPRIATE		NEUTRAL			GOOD
	1	2	3	4	5	
<b>GUIDED TOUR IN MINIBUS</b>						(df = 4)
GIANT'S CASTLE	98*	3	20	4	4	$X^2=22,73$
MKUZE	54*	12	32	8	8	$p=0,0001$
TOTAL	152*	15	52	12	12	
<b>SHOP SELLING BASIC SUPPLIES</b>						
GIANT'S CASTLE	27	7	23	27	46*	$X^2=10,53$
MKUZE	11	6	33*	32	32	$p=0,032$
TOTAL	38	13	56	59	78*	
<b>TARRING OF EXISTING ROADS</b>						
GIANT'S CASTLE	20	11	39	12	46*	$X^2=62,65$
MKUZE	73*	8	17	4	12	$p= < 10^{-6}$
TOTAL	93*	19	56	16	58	
<b>SWIMMING POOL</b>						
GIANT'S CASTLE	79*	8	18	14	9	$X^2=1,95$
MKUZE	64*	5	22	13	10	$p=0,745$
TOTAL	143*	13	40	27	19	
<b>TENNIS COURTS</b>						
GIANT'S CASTLE	99*	7	11	9	3	$X^2=7,96$
MKUZE	94*	1	14	3	1	$p=0,093$
TOTAL	193*	8	25	12	4	
<b>SQUASH COURTS</b>						
GIANT'S CASTLE	109*	4	9	5	2	$X^2=2,76$
MKUZE	98*	2	10	3	0	$p=0,598$
TOTAL	207*	6	19	8	2	

table continued on following page

	INAPPROPRIATE		NEUTRAL		GOOD		
	1	2	3	4	5		
<b>BOWLING GREENS</b>							(df = 4)
GIANT'S CASTLE	103*	8	10	5	3		$X^2=8,29$
MKUZE	100*	2	10	1	0		$p=0,081$
TOTAL	203*	10	20	6	3		
<b>OPEN PLAYING FIELD</b>							
GIANT'S CASTLE	84*	13	21	7	4		$X^2=6,32$
MKUZE	88*	5	11	5	5		$p=0,176$
TOTAL	172*	18	32	12	9		
<b>CHILDREN'S PLAYGROUND</b>							
GIANT'S CASTLE	57*	13	28	11	19		$X^2=2,24$
MKUZE	52*	8	32	7	15		$p=0,691$
TOTAL	109*	21	60	18	34		
<b>AIRCONDITIONING</b>							
GIANT'S CASTLE	85*	6	21	7	8		$X^2=10,46$
MKUZE	53*	6	34	10	10		$p=0,033$
TOTAL	138*	12	55	17	18		
<b>ACCOMMODATION ON A TIME-SHARING BASIS</b>							
GIANT'S CASTLE	105*	8	9	2	4		$X^2=7,29$
MKUZE	97*	1	12	1	1		$p=0,121$
TOTAL	202*	9	21	3	5		
<b>HOTEL (1 or 2 stars)</b>							
GIANT'S CASTLE	105*	8	9	2	4		$X^2=3,77$
MKUZE	102*	2	5	1	3		$p=0,438$
TOTAL	207*	10	14	3	7		
<b>HOTEL (4 or 5 stars)</b>							
GIANT'S CASTLE	116*	5	6	0	2		$X^2=5,14$
MKUZE	106*	1	5	1	0		$p=0,273$
TOTAL	222*	6	11	1	2		
<b>RESTAURANT</b>							
GIANT'S CASTLE	76*	10	17	13	13		$X^2=1,71$
MKUZE	66*	9	21	9	9		$p=0,788$
TOTAL	142*	19	38	22	22		
<b>TAKE-AWAY FOOD OUTLET</b>							
GIANT'S CASTLE	80*	16	15	6	12		$X^2=4,12$
MKUZE	77*	10	18	2	7		$p=0,390$
TOTAL	157*	26	33	8	19		

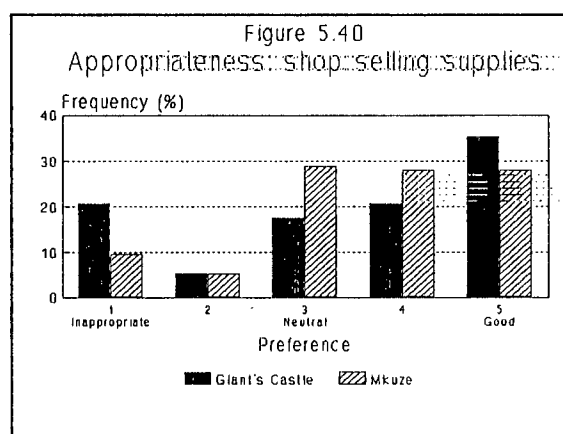
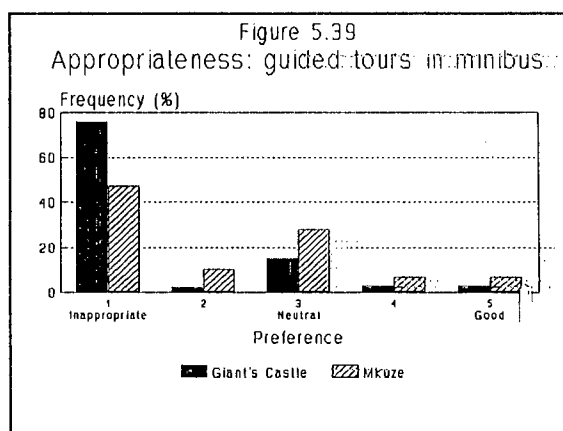
A significantly different response from the two game reserves was noted in response to guided tours in a minibus. Respondents rated a guided tour in a minibus more favourably at Mkuze Game Reserve, than at Giant's Castle Game Reserve (see Figure 5.39). This is to be expected, since at Giant's Castle there is a limited road network, whereas at Mkuze one of the most popular

activities is viewing game while driving along the 85 kilometres of roads. Hibbs (1986) also found that no significant interest was shown in a similar facility described in his survey, even at game reserves with extensive road systems.

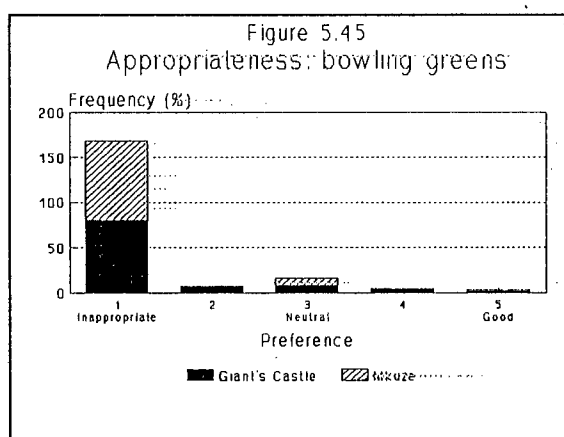
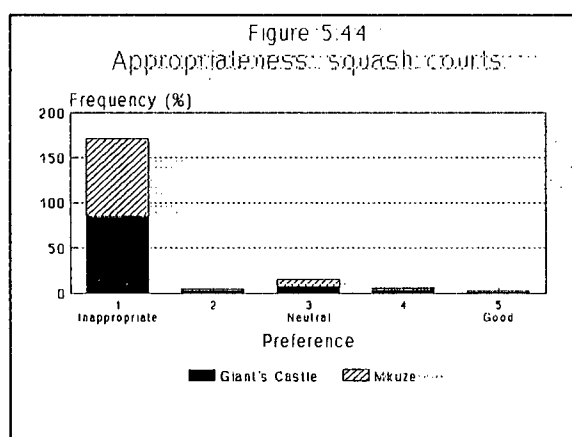
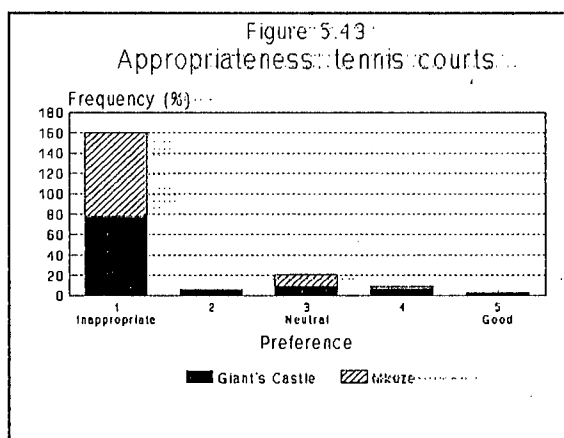
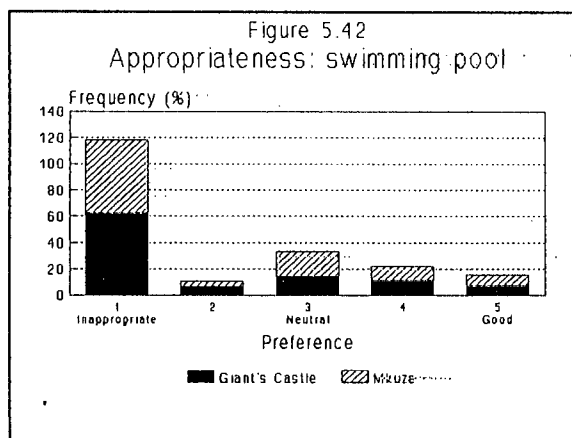
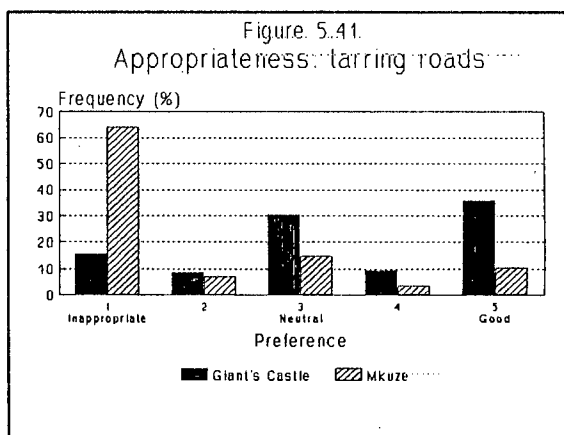
The shop selling basic supplies was considered to be a good idea overall at both the game reserves (see Figure 5.40). The responses from the two game reserves were significantly different. This discrepancy may well be due to the distances of each game reserve from the nearest commercial centre: Giant's Castle is 60 kilometres away from Estcourt, whereas Mkuze is only 18 kilometres away from the village of Mkuze where supplies are available. The comments

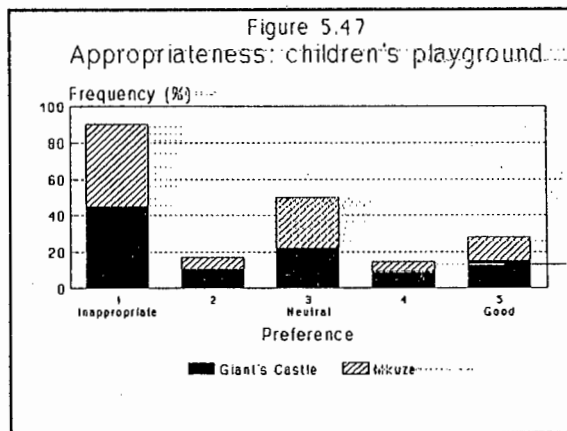
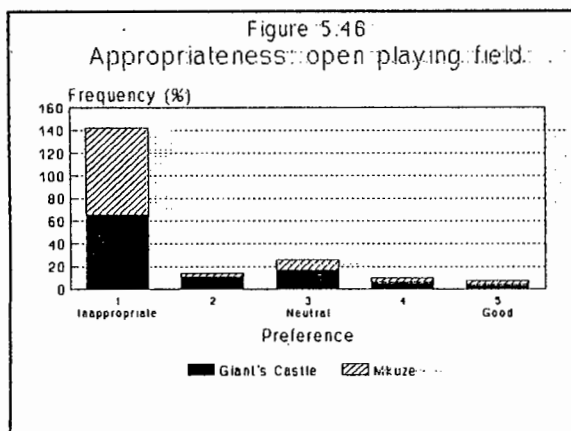
(see Appendix E) reveal a strong support for the introduction of this facility. Hibbs (1986) also found that visitors favoured the inclusion of this facility.

The tarring of existing roads was considered to be important at Giant's Castle, but inappropriate at Mkuze (see Figure 5.41). The responses from the two areas was significantly different. Hibbs (1986) noted this response in a similar survey, and concluded that it was the lack of specificity of the question that resulted in the confusion, i.e. it did not specify whether internal or approach roads were meant. Comments show that at Giant's Castle respondents required approach roads to be tarred whereas at Mkuze respondents mentioned both internal and approach roads.

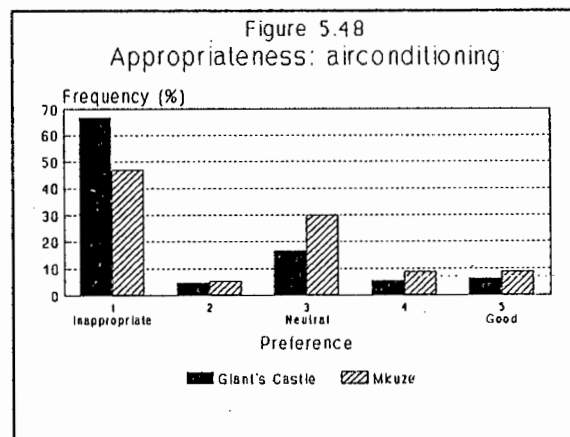


Sports facilities, namely a swimming pool (Figure 5.42), tennis courts (Figure 5.43), squash courts (Figure 5.44), bowling greens (Figure 5.45), an open playing field (Figure 5.46), and a children's playground (Figure 5.47) were all considered to be inappropriate by the majority of visitors to the study areas. Very few visitors were in favour of, or even neutral about, the provision of such amenities, with the exception of a children's playground which received some support.

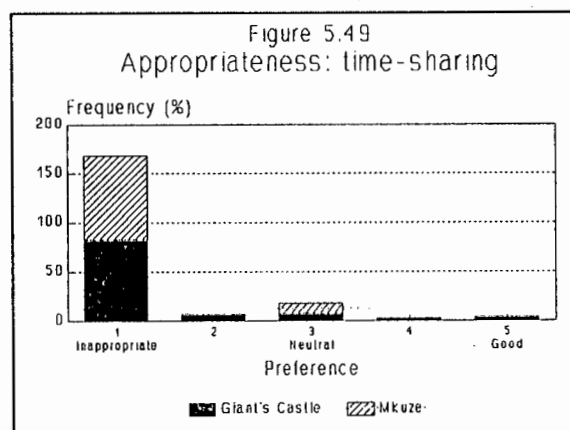




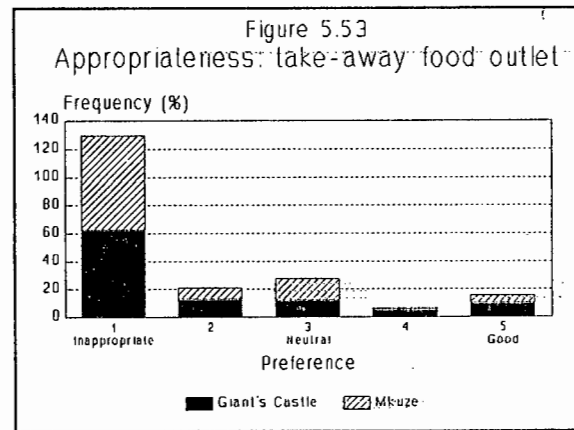
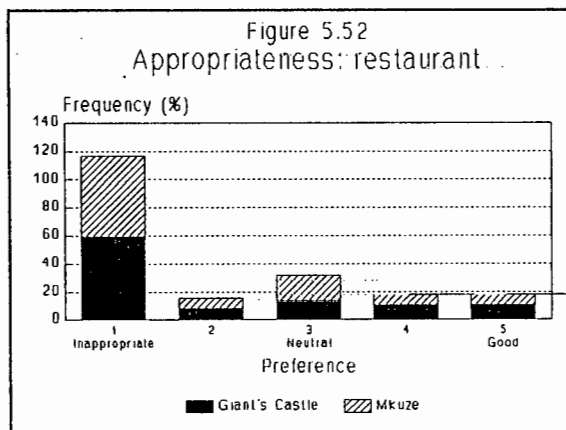
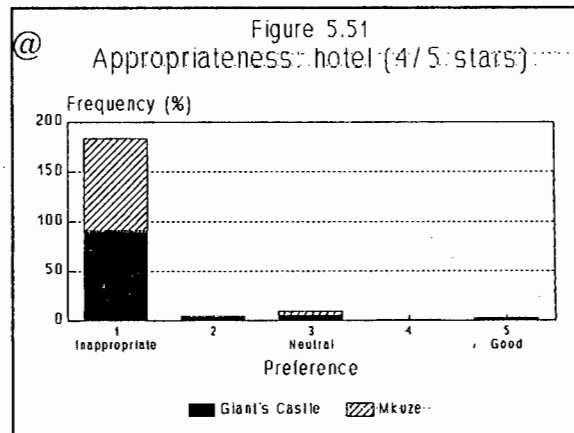
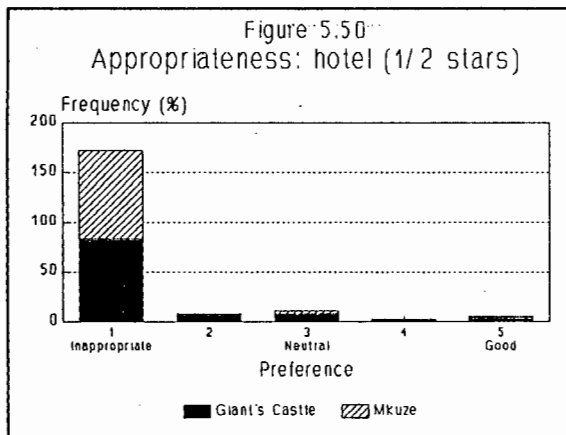
At Mkuze, where the weather is warmer all year round, there was support for the availability of airconditioning, whereas at Giant's Castle this facility was seen to be inappropriate (Figure 5.48). It should be noted that this survey was conducted during the cooler part of the year, in mid-winter at Mkuze, and perhaps if the survey season had been different, a different response would have been obtained. An example such as this reveals the value of year-round monitoring which would have identified seasonal changes in visitor requirements.



Accommodation on a time-sharing basis was considered to be inappropriate by the majority of visitors to the study areas (see Figure 5.49). This is of interest since the NPB has recently introduced the "Joint Venture Scheme: Let's Build the Future Together". Although this is not considered to be conventional time-sharing, it is an alternative booking system. It will be interesting to note just how popular the new venture proves to be.



Hotels, both on the lower scale, i.e. 1 to 2 stars (Figure 5.50), and on a more luxurious scale, i.e. 4 to 5 stars (Figure 5.51), were considered to be inappropriate in a game reserve by the majority of visitors to the study areas. Catering services, namely restaurants (Figure 5.52) and a take away food outlet (Figure 5.53) also received a negative response as visitors considered them inappropriate in a natural area.



## 5.5 DISCUSSION OF RESULTS

The features of importance when deciding to visit the study area (section 5.23) were self-guided walks, the natural environment, unspoilt scenery, solitude, peace and quiet, relaxation, spiritual enrichment, getting away from it all, being in nature, game and bird watching, and the variety of walks. Important factors when visiting Giant's Castle Game

Reserve were the level of accommodation, value for money, distance from home, and general information. When deciding to visit Mkuze Game Reserve scenic drives and ease of access by road were important factors. The following aspects were responded to significantly differently (at the 95% level) at the two areas: place for a family holiday, informative displays, self-guided walks, game viewing, bird watching, variety of walks, and scenic drives.

The trade-off situations (question 10, see Section 5.3) received similar modal responses from the two study areas, with the exception of the trade-off between self-guided activities and activities conducted by rangers. No preference was indicated at Giant's Castle Game Reserve whereas at Mkuze Game Reserve there was a preference for self-guided activities. Priorities appear to be firstly information facilities, then accommodation, and lastly recreation. The latter received markedly little support from respondents at both areas, and it appears that visitors go to places such as the study areas because of, rather than in spite of, the absence of these facilities. There was a noticeably adverse response to the development of accommodation by private companies (see Comments in Appendix F).

All the features suggested in question 9 (see Section 5.4) were considered to be inappropriate at Mkuze Game Reserve, except for the shop selling basic supplies which received a generally favourable response. At Giant's Castle Game Reserve, the shop and the tarring of existing roads were considered to be appropriate, but the remainder of the suggested facilities, were seen to be inappropriate in a natural area.

The features which appear to be the most important to prospective visitors are those related to the aesthetics and atmosphere of the game reserves, as well as to the activities peculiar to the areas (specifically, game and bird watching, and walking). The impression gained is that visitors enjoy the self-guided activities offered in these areas. As can be seen from the comments (Appendix D) there is a call for self-guided activities and also improvement of existing accommodation facilities, rather than development of additional or more sophisticated facilities.

## CHAPTER 6

**CONCLUSION****6.1 SYNOPSIS**

A visitor survey was conducted at Giant's Castle and Mkuze game reserves, with the aim of examining some of the factors influencing the expectations of visitors to natural areas. This stemmed from a concern for the conservation of natural environments, and the recognition of the demand for recreational opportunities in natural areas. Information about visitor characteristics and requirements are important considerations when planning the compatible conservation of resources and provision of visitor facilities.

The survey investigated those aspects of a visitor's background which may have some bearing on the expectations that influence and determine the "success" of a game reserve vacation. It should be noted that limited resources restricted the survey to Giant's Castle Game Reserve in the Easter school holiday, and to Mkuze Game Reserve during the July school holiday period. This seasonal factor did not appear to influence the responses to most of the questions. The final questionnaire used for the survey "evolved" from a process involving a literature review, consultation with researchers involved in similar work, and pretest interviews and questionnaires.

Expectations appear to be centred more on the experience of being in a natural area, than on comfort and accommodation considerations. Accommodation requirements were simple. Luxury accommodation and facilities were seen by respondents as being unnecessary, and may in fact detract from the natural and rustic experience sought by most visitors. Aesthetics and general atmosphere were considered to be very important, as were game and bird watching, and walks and trails. The main source of information about the area was found to be either personal experience or experiences related by friends.

## **6.2 RECOMMENDATIONS ARISING FROM RESULTS**

### **6.2.1 PROCEDURE**

The procedure used proved to be satisfactory for this project, in spite of the problems and possible sources of error noted. If the NPB decided to introduce some form of visitor monitoring, in order to improve the quality of visitor-related information to be used in planning, the implementation of a simple yet informative method such as that used in this project should be considered. The sampling and questionnaire design problems encountered should also be taken into consideration when formulating questionnaires for future surveys.

### **6.2.2 VISITOR EXPECTATIONS**

The provision of a greater variety of self-guided activities, with a view to improved interpretation through this medium, may be an area where more research and interpretive effort should be directed. This appears to be a preferred educational activity (see comments in Appendix D and F). Also, considering the relatively high level of education of the respondents, the question of whether interpretation efforts are effectively directed at present, or whether these should be revised in the light of visitor characteristics and preferences, should be addressed.

Additional points of interest are:

- \* the apparently low level of participation in the survey of people from racial groups other than "white", and the consequent lack of information regarding the expectations and attitudes of such groups.
- \* the viability of increasing the availability of camping and caravanning facilities in reserves, particularly in Zululand.

### 6.3 CONCLUSION

The Natal Parks Board must be commended for its attempt to maintain environmental sensitivity when developing natural areas, providing access and facilities to interested visitors. Visitors appear to expect this, and indications are that they would be disappointed with higher density development in these areas. The interpretation and education efforts are of great value to the future of conservation. The responses of visitors to NPB game reserves attest to this: visitors want NPB to continue its work in these areas, and are against development by private companies. There are, however, improvements which visitors feel would enhance the vacation experience at these reserves without detracting from the conservation-orientated atmosphere of the areas, e.g. camping facilities, more self-guided walks. NPB should be aware of the needs and interests of visitors to their areas, and should monitor visitor profiles and requirements on an on-going basis in order to ensure that they have both the public's support and its interests adequately catered for. However, because these surveys are expensive to undertake in terms of time and information management, monitoring should be specific to a particular defined purpose.

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## 8. SOCIO-ECONOMIC INFORMATION.

Please complete the following section, as it is vital for the statistical analysis of this survey.

AGE:..... SEX:..... ETHNIC GROUP:.....

LEVEL OF EDUCATION:..... OCCUPATION:.....

PLACE OF RESIDENCE:.....

INCOME (gross per annum):.....

Thank you for your co-operation.

## LIST REFERRED TO IN QUESTION 5:

<u>FACILITY/ACTIVITY</u>	<u>AWARENESS</u>	<u>USAGE</u>	<u>RESPONSE</u>
MUSEUM/HISTORICAL VILLAGE	YES /NO	YES /NO	
GAME PARK	YES /NO	YES /NO	
HORSE RIDES	YES /NO	YES /NO	
LAUNCH TOURS	YES /NO	YES /NO	
BOAT SHOP	YES /NO	YES /NO	
LAUNCHING FACILITIES	YES /NO	YES /NO	
BOAT CLUBS	YES /NO	YES /NO	
RESTAURANT	YES /NO	YES /NO	
SHOP	YES /NO	YES /NO	
LAUNDROMAT	YES /NO	YES /NO	
SWIMMING POOL	YES /NO	YES /NO	
TENNIS COURTS	YES /NO	YES /NO	
SQUASH COURTS	YES /NO	YES /NO	
BOWLING GREENS	YES /NO	YES /NO	

QUESTIONNAIRE 2  
ROYAL NATAL NATIONAL PARK

THIS SURVEY FORMS PART OF AN INVESTIGATION INTO THE EXPECTATIONS OF VISITORS TO NATURAL RECREATION AREAS. INFORMATION COLLECTED WILL BE USED IN A M.Sc. REPORT FOR THE UNIVERSITY OF CAPE TOWN AND THE NATAL PARKS BOARD. YOUR CO-OPERATION IN COMPLETING THE FOLLOWING QUESTIONNAIRE WILL BE GREATLY APPRECIATED.

ACCOMMODATION TYPE: \_\_\_\_\_

1. HOW LONG WILL YOU BE STAYING AT ROYAL NATAL NATIONAL PARK (RNNP) ?

\_\_\_\_\_ NIGHTS

2. WHAT BRINGS YOU TO RNNP (TICK ONE OF THE FOLLOWING) ?

- WEEKEND BREAK
- HOLIDAY
- BUSINESS OR STUDY
- OTHER (specify)

3. HAVE YOU BEEN TO RNNP BEFORE ?      [YES] [NO]

WHEN WAS THE LAST TIME?  
AND THE TIME BEFORE THAT?

HOW DID YOU KNOW  
ABOUT RNNP (tick  
one) ?

- HEARD FROM FRIENDS
- NPB REPUTATION
- PUBLICITY
- OTHER (specify)

4. WHAT ATTRACTED YOU TO RNNP ?

\_\_\_\_\_

5. WERE THERE ANY OTHER FACTORS WHICH INFLUENCED YOUR DECISION TO COME HERE RATHER THAN ELSEWHERE ?

\_\_\_\_\_

6. DO YOU FEEL THAT ALL YOUR EXPECTATIONS OF RNNP WERE FULFILLED ?      [YES] [NO]

PLEASE INDICATE THE EXTENT TO WHICH RNNP FULFILLED YOUR EXPECTATIONS ON THE FOLLOWING SCALE:

not at all		satisfactorily		fully
1	2	3	4	5

7. DO YOU FEEL THAT RNNP LACKS ANY IMPORTANT FEATURES ?

YES      NO  
IF "YES", WHAT ? .....

8. HOW IMPORTANT ARE THE FOLLOWING FEATURES OF YOUR STAY  
(please circle the appropriate rating):

	NOT IMPORTANT					VERY IMPORTANT
ACCOMMODATION	1	2	3	4	5	
INTERPRETATION	1	2	3	4	5	
NATURAL ENVIRONMENT	1	2	3	4	5	
UNSPOILT SCENERY	1	2	3	4	5	
PRICE	1	2	3	4	5	
PROXIMITY AND ACCESS	1	2	3	4	5	
ENTERTAINMENT	1	2	3	4	5	
SOLITUDE	1	2	3	4	5	
PEACE AND QUIET	1	2	3	4	5	
FACILITIES	1	2	3	4	5	
ORGANISED ACTIVITIES	1	2	3	4	5	

9. BEARING IN MIND THAT THIS IS A NATURAL AREA, WOULD YOU  
CONSIDER THE PRESENCE OF THE FOLLOWING TO BE "GOOD",  
"INAPPROPRIATE", OR NEITHER. i.e. "NEUTRAL" ?

	GOOD	INAPPROPRIATE	NEUTRAL		
TARRED ROADS	1	2	3	4	5
INTERPRETATION	1	2	3	4	5
SWIMMING POOL	1	2	3	4	5
CONFERENCE FACILITIES	1	2	3	4	5
LECTURES/SLIDE SHOWS	1	2	3	4	5
RESTAURANT	1	2	3	4	5
AIR CONDITIONING	1	2	3	4	5
SHOP SELLING BASIC SUPPLIES	1	2	3	4	5
TOUR BUS WITH GUIDE	1	2	3	4	5
PLAYING AREA FOR CHILDREN	1	2	3	4	5
SPORTS FACILITIES	1	2	3	4	5
TAKE-WAY FOOD OUTLET	1	2	3	4	5

PLEASE FEEL FREE TO COMMENT FURTHER ON THE BACK OF THE  
QUESTIONNAIRE

10. WERE ANY FEATURES OF YOUR STAY UNEXPECTED ? IF SO, WHAT?

---



---

PLEASE COMPLETE THE FOLLOWING, AS IT IS ESSENTIAL  
INFORMATION FOR THE STATISTICAL ANALYSIS OF THIS SURVEY.  
COMPLETE ANONYMITY IS ASSURED.

AGE: \_\_\_\_\_ SEX: [male] [female]

ETHNIC GROUP: \_\_\_\_\_

PLACE OF RESIDENCE: \_\_\_\_\_

OCCUPATION: \_\_\_\_\_

LEVEL OF EDUCATION: \_\_\_\_\_

INCOME (per annum): \_\_\_\_\_

THE FOLLOWING IS A LIST OF FACILITIES / ACTIVITIES AVAILABLE AT RNNP.

WERE YOU AWARE OF THESE ? (mark yes/no in column 1)

If YES : DID YOU OR DO YOU INTEND TO USE THEM (yes/no in column 2)

If NO : IF YOU HAD BEEN AWARE OF THEM WOULD YOU HAVE USED THEM (yes/no in column 2).

	AWARE	USED	COMMENTS
CURIO SHOP			
POST OFFICE			
INTERPRETIVE DISPLAY			
HOTEL RESTAURANT			
HOTEL SHOP			
CAMPING SITE			
HUTTED ACCOMMODATION			
HIKING TRAILS			
TROUT HATCHERY			
GUIDED WALKS			
FILM SHOWS			

IF THERE ARE ANY OTHER COMMENTS YOU WOULD LIKE TO MAKE, PLEASE MAKE USE OF THE BACK OF THIS QUESTIONNAIRE.

THANK YOU FOR YOUR ASSISTANCE.

RESULTS OF PRETESTS

QUESTIONNAIRE 1  
MIDMAR DAM PUBLIC RESORT NATURE RESERVE

LENGTH OF STAY:                   weekend; nights; days  
                                  note: must specify unit, i.e. close question

BEEN TO MIDAMR BEFORE:  
SOURCE OF INFORMATION:   heard from friends, been before

REASONS FOR COMING HERE: preferred to respond using given categories

SPECIAL ATTRACTIONS:    been before, sailing and watersports, neat and clean area and accommodation,, peace and quiet, to meet friends, facilities, proximity to home, NPB, nice surroundings, relaxation.

ASPECTS NOT ANTICIPATED: having to leave at 10:30 am, cleaning of units, unexpectedly good accommodation, multi-racial

FULFILLMENT OF EXPECTATIONS:

SCORE	1	2	3	4	5
RESPONSE	0	1	1	12	15

Learning points:

- close socio-economic questions to prevent obscure answers (especially if using deliver and collect method). Income too "sensitive".
- rating scale worked well (few blanks)
- provide units wherever possible (e.g. length of stay)
- list of facilities too complicated as phrased now, i.e. can be improved and made clearer



## IMPORTANCE OF FEATURES

	1	2	3	4	5
ACCOMMODATION	3	1	2	4	20
INTERPRETATION	0	0	0	2	26
NATURAL ENVIRONMENT	0	0	0	2	25
UNSPOILT SCENERY	1	4	5	6	11
PRICE	2	1	12	4	8
PROXIMITY AND ACCESS	24	1	2	1	0
ENTERTAINMENT	24	1	2	1	0
SOLITUDE	1	2	4	8	12
PEACE AND QUIET	1	1	1	5	19
FACILITIES	2	2	10	6	8
ORGANISED ACTIVITIES	22	2	1	1	0

	<u>GOOD</u>	<u>INAPPROPRIATE</u>	<u>NEUTRAL</u>
TARRED ROADS	8	6	13
INTERPRETATION	4	4	7
SWIMMING POOL	7	16	4
CONFERENCE FACILITIES	2	17	4
LECTURES/SLIDE SHOWS	9	6	8
RESTAURANT	2	18	6
AIR CONDITIONING	5	16	3
SHOP SELLING BASIC SUPPLIES	17	5	4
TOUR BUS WITH GUIDE	3	17	4
PLAYING AREA FOR CHILDREN	13	5	6
SPORTS FACILITIES	7	14	4
TAKE-WAY FOOD OUTLET	0	23	2

AGE:            18-30      31-40      41-50      51-60      60+  
                       5                7                8                4                6

SEX:            17 MALE;    14 FEMALE

ETHNIC GROUP: ALL RESPONDENTS WHITE

RESIDENCE:    13 NATAL;    12 TRANSVAAL;    1 OFS;    2 OVERSEAS

OCCUPATION:    ALL ANSWERED

EDUCATION:    ALL ANSWERED

INCOME:        11/28 ANSWERED

Learning points:

- closing of socio-demographic questions an improvement
- lists improved, scales worked well
- response good where choice of answers given

## VISITOR SURVEY

### GIANT'S CASTLE GAME RESERVE

The objective of this survey is to find out the expectations of visitors to natural recreation areas, such as Giant's Castle Game Reserve.

Information collected will be used in a report for a Masters degree in Environmental Science at the University of Cape Town. The project has the approval and support of the Natal Parks Board.

Your co-operation in completing the following questionnaire will be greatly appreciated. If you wish to comment further, please make use of the spaces provided or the back of this questionnaire. None of the information given here will be able to identify an individual respondent, thus complete confidentiality is assured.

\*\*\* PLEASE PLACE A CROSS (X) IN THE APPROPRIATE BOX \*\*\*

1. HOW LONG WILL YOU BE STAYING AT GIANT'S CASTLE GAME RESERVE ? \_\_\_\_\_ NIGHTS

2. HOW MANY ADULTS (over 18) ARE IN YOUR GROUP? \_\_\_\_\_  
HOW MANY CHILDREN IN THE GROUP ? \_\_\_\_\_

3. WHICH ACCOMMODATION WILL YOU BE USING ?

- COTTAGE  
 - BUNGALOW  
 - CAMPING SITE

WAS THIS YOUR FIRST CHOICE ?

YES  NO ]-----> WHAT WAS YOUR FIRST CHOICE?  
\_\_\_\_\_

4. IS THIS YOUR FIRST VISIT TO A GAME RESERVE ? [YES] [NO]

5. HAVE YOU BEEN TO GIANT'S CASTLE GAME RESERVE BEFORE?

[ YES ]----> HOW MANY TIMES DURING THE LAST YEAR ? \_\_\_\_\_  
HOW MANY TIMES DURING THE LAST 5 YEARS ? \_\_\_\_\_

[ NO ]-----> HOW DID YOU KNOW ABOUT IT ? (mark one)

- HEARD FROM FRIENDS  
 - OTHER NATAL PARKS BOARD RESERVES  
 - PUBLICITY  
 - DRIVING PAST  
 - OTHER ( specify) \_\_\_\_\_  
\_\_\_\_\_

6. WAS GIANT'S CASTLE GAME RESERVE YOUR FIRST CHOICE AS A HOLIDAY AREA ?

YES  NO ]

[ NO ]----> IF NO:

WHAT WAS ? \_\_\_\_\_

WHY ? \_\_\_\_\_

WHY DID YOU NOT GO TO YOUR FIRST CHOICE ?  
\_\_\_\_\_

7. WHAT ATTRACTED YOU TO GIANT'S CASTLE GAME RESERVE ?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

8. HOW IMPORTANT WAS EACH OF THE FOLLOWING FEATURES WHEN MAKING A DECISION TO COME TO GIANT'S CASTLE GAME RESERVE: WAS IT NEVER CONSIDERED, NOT IMPORTANT OR VERY IMPORTANT?  
(Please circle the appropriate rating on the scale)

	NEVER CONSIDERED	1	NOT IMPORTANT	2	3	4	VERY IMPORTANT	5
<u>FACILITIES AND AMENITIES</u>								
LEVEL OF ACCOMMODATION	0	1	2	3	4	5		
SERVICING OF ACCOMMODATION	0	1	2	3	4	5		
AVAILABILITY OF COOKS	0	1	2	3	4	5		
ENTERTAINMENT	0	1	2	3	4	5		
PICNIC FACILITIES	0	1	2	3	4	5		
<u>ACCESSIBILITY</u>								
PLACE FOR FAMILY HOLIDAY	0	1	2	3	4	5		
DISTANCE FROM HOME	0	1	2	3	4	5		
EASE OF ACCESS BY ROAD	0	1	2	3	4	5		
VALUE FOR MONEY	0	1	2	3	4	5		
<u>EDUCATIONAL ASPECTS</u>								
INFORMATIVE DISPLAYS	0	1	2	3	4	5		
GENERAL INFORMATION	0	1	2	3	4	5		
TALKS AND LECTURES	0	1	2	3	4	5		
SLIDE SHOWS AND FILMS	0	1	2	3	4	5		
WALKS CONDUCTED BY RANGER	0	1	2	3	4	5		
SELF-GUIDED WALKS	0	1	2	3	4	5		
AVAILABILITY OF A RANGER	0	1	2	3	4	5		
<u>AESTHETICS AND ATMOSPHERE</u>								
NATURAL ENVIRONMENT	0	1	2	3	4	5		
UNSPOILT SCENERY	0	1	2	3	4	5		
SOLITUDE	0	1	2	3	4	5		
PEACE AND QUIET	0	1	2	3	4	5		
RELAXATION	0	1	2	3	4	5		
SPIRITUAL ENRICHMENT	0	1	2	3	4	5		
GETTING AWAY FROM IT ALL	0	1	2	3	4	5		
BEING IN NATURE	0	1	2	3	4	5		
<u>ACTIVITIES</u>								
GAME VIEWING	0	1	2	3	4	5		
BIRD WATCHING	0	1	2	3	4	5		
VARIETY OF WALKS	0	1	2	3	4	5		
STUDYING PLANTS	0	1	2	3	4	5		
FISHING	0	1	2	3	4	5		
HORSERIDING	0	1	2	3	4	5		
DRIVING	0	1	2	3	4	5		
NATURAL HISTORY MUSEUM	0	1	2	3	4	5		
OTHER (specify)	0	1	2	3	4	5		

ANY COMMENTS: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

9. SINCE THIS IS A CONSERVED NATURAL AREA, WOULD YOU CONSIDER THE PRESENCE OF EACH OF THE FOLLOWING TO BE "INAPPROPRIATE", "NEUTRAL" OR "GOOD" ? (Please circle the appropriate rating on the scale)

	INAPPROPRIATE	NEUTRAL			GOOD
	1	2	3	4	5
GUIDED TOUR IN MINIBUS	1	2	3	4	5
SHOP SELLING BASIC SUPPLIES	1	2	3	4	5
TARRING OF EXISTING ROADS	1	2	3	4	5
SWIMMING POOL (chlorinated)	1	2	3	4	5
TENNIS COURTS	1	2	3	4	5
SQUASH COURTS	1	2	3	4	5
BOWLING GREENS	1	2	3	4	5
OPEN PLAYING FIELD	1	2	3	4	5
CHILDREN'S PLAYGROUND (with swings, etc)	1	2	3	4	5
AIR CONDITIONING	1	2	3	4	5
ACCOMMODATION ON TIME-SHARING BASIS	1	2	3	4	5
A HOTEL (1-2 STAR)	1	2	3	4	5
A HOTEL (4-5 STAR)	1	2	3	4	5
RESTAURANT	1	2	3	4	5
TAKE-AWAY FOOD KIOSK	1	2	3	4	5

ANY COMMENTS: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

10. SUPPOSING IT WAS DECIDED TO CHANNEL FINANCES INTO THE IMPROVEMENT OF CERTAIN VISITOR FACILITIES, WHERE WOULD YOUR PREFERENCES LIE IN THE FOLLOWING TRADE-OFF SITUATIONS (Circle the appropriate score)  
NOTE: '3' INDICATES NO PREFERENCE

INCREASED VARIETY OF ACCOMMODATION TYPES

1 2 3 4 5

INCREASED VARIETY OF WALKS AND TRAILS

DEVELOPMENT OF OVERNIGHT TRAILS

1 2 3 4 5

MORE SOPHISTICATED ACCOMMODATION

MORE SELF-GUIDED ACTIVITIES

1 2 3 4 5

MORE ACTIVITIES CONDUCTED BY RANGERS

MORE HIDES AND VIEWING SPOTS

1 2 3 4 5

INTRODUCTION OF SPORTS FACILITIES

MORE TALKS AND SHOWS ON ENVIRONMENTAL ISSUES

1 2 3 4 5

MORE INFORMATIVE DISPLAYS

BETTER ACCOMMODATION FACILITIES

1 2 3 4 5

BETTER INFORMATION FACILITIES

BETTER RECREATION FACILITIES

1 2 3 4 5

BETTER ACCOMMODATION FACILITIES

BETTER INFORMATION FACILITIES

1 2 3 4 5

BETTER RECREATION FACILITIES

DEVELOPMENT OF ACCOMMODATION BY PRIVATE COMPANIES

1 2 3 4 5

ACCOMMODATION DEVELOPED SOLELY BY NATAL PARKS BOARD

ANY COMMENTS: \_\_\_\_\_

11. THE FOLLOWING INFORMATION IS NEEDED FOR THE STATISTICAL ANALYSIS OF THIS SURVEY. PLEASE PROVIDE THE REQUIRED DATA SPECIFIC TO YOURSELF.

AGE: [ 18-30 ] [ 31-45 ] [ 46-60 ] [over 60 ]

SEX: [MALE] [FEMALE]

HOME LANGUAGE: \_\_\_\_\_

ETHNIC GROUP: \_\_\_\_\_

PLACE OF RESIDENCE (town/city): \_\_\_\_\_

OCCUPATION: If unemployed or a pensioner, please state your previous occupation.

[ ] MANAGERIAL [ ] EDUCATION [ ] AGRICULTURAL  
 [ ] RELIGIOUS [ ] CLERICAL [ ] SALES  
 [ ] SOCIAL SERVICES [ ] PROFESSIONAL [ ] STUDENT  
 [ ] INDUSTRY  
 [ ] OTHER (specify \_\_\_\_\_)

LEVEL OF EDUCATION:

HIGH SCHOOL  
UP TO STD 9

MATRIC

POST MATRIC  
DIPLOMA OR  
COURSE

UNIVERSITY  
DEGREE

THANK YOU VERY MUCH FOR YOUR TIME AND CO-OPERATION.

COMPLETED QUESTIONNAIRES WILL BE COLLECTED FROM HUTTED ACCOMMODATION THIS EVENING.  
 DAY VISITORS ARE REQUESTED TO LEAVE COMPLETED QUESTIONNAIRES AT THE EXIT.

## BESOEKER-VRAELYS

### DIE GIANT'S CASTLE-WILDTUIN

Die doel van hierdie vraelys is om die verwagtings van besoekers by natuurlike ontspanningsplekke, soos die Giant's Castle-Wildtuin te bepaal.

Die inligting wat hiermee saamgestel word, sal in 'n verslag vir 'n Meestersgraad in Omgewingswetenskap by die Universiteit Kaapstad gebruik word. Die projek het die Natalse Parkeraad se goedkeuring en ondersteuning.

U samewerking deur die vraelys in te vul sal baie gewaardeer word. As u verdere kommentaar wil lewer, maak asseblief gebruik van die spasie wat hiervoor gelaat is of van die agterkant van hierdie vraelys. 'n Individu sal nie vanuit die inligting wat hier gevra word geïdentifiseer kan word nie, dus word volle vertroulikheid gewaarborg.

\*\* MERK ASSEBLIEF DIE GEPASTE BLOKKIE MET 'N KRUISIE (X) \*\*

1. HOE LANK SAL U IN DIE GIANT'S CASTLE-WILDTUIN WEES ?

\_\_\_\_\_ NAGTE

2. HOEVEEL VOLWASSENES (oor 18) IS IN U GROEP ? \_\_\_\_\_

HOEVEEL KINDERS IS IN U GROEP ? \_\_\_\_\_

3. VAN WATTER AKKOMMODASIE GAAN U GEBRUIK MAAK ?

[ ] - VAKANSIEHUIS

[ ] - HUTHUISIE

[ ] - KAMPEERTERREIN

WAS HIERDIE U EERSTE KEUSE ?

[ JA ] [ NEE ] -----> WAT WAS U EERSTE KEUSE?

\_\_\_\_\_

4. IS HIERDIE U EERSTE BESOEK AAN 'N WILDTUIN ? [JA] [NEE]

5. WAS U AL VORHEEN BY DIE GIANT'S CASTLE-WILDTUIN ?

[ JA ]-----> HOEVEEL KEER ? [ ]

[ NEE ]-----> HOE HET U HIERVAN GEWEET ? (merk een)

[ ] - VAN VRIENDE GEHOOR

[ ] - ANDER NATALSE PARKERAAD WILDTUINE

[ ] - PUBLISITEIT

[ ] - VERBY GERY

[ ] - ANDER (verduidelik) \_\_\_\_\_

\_\_\_\_\_

6. WAS DIE GIANT'S CASTLE-WILDTUIN U EERSTE KEUSE AS VAKANSIEPLEK ?

[ JA ]

[ NEE ]-----> INDIEN NEE:

WAT WAS ? \_\_\_\_\_

WAAROM ? \_\_\_\_\_

HOEKOM HET U NIE DIE EERSTE KEUSE

GEKRY NIE ? \_\_\_\_\_

7. WAT HET U NA DIE GIANT'S CASTLE-WILDTUIN GELOK ?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

8. HOE BELANGRIK WAS ELKEEN VAN DIE VOLGENDE KENMERKE WANNEER U BESLUIT HET OM DIE GIANT'S CASTLE-WILDTUIN TE BESOEK: WAS DIT NOOIT IN AG GENEEM NIE, NIE BELANGRIK NIE, OF BAIE BELANGRIK ? (Merk asseblief die gepaste syfer).

	NOOIT IN AG GENEEM NIE	NIE BELANGRIK NIE				BAIE BELANGRIK
<u>FASILITEITE</u>						
GRAAD VAN HUISVESTING	0	1	2	3	4	5
BEDIENING BY HUISVESTING	0	1	2	3	4	5
BESKIKBAARHEID VAN KOKS	0	1	2	3	4	5
VERMAAKLIKHEDE	0	1	2	3	4	5
WAARDE VIR GELD	0	1	2	3	4	5
PIEKNIEKPLEKKE	0	1	2	3	4	5
<u>BEREIKBAARHEID</u>						
PLEK VIR FAMILIEVAKANSIE	0	1	2	3	4	5
AFSTAND VANAF DIE HUIS	0	1	2	3	4	5
BEREIKBAARHEID PER PAD	0	1	2	3	4	5
<u>ONDERWYSASPEKTE</u>						
INLIGTINGSTENTOONSTELLINGS	0	1	2	3	4	5
ALGEMENE INLIGTING	0	1	2	3	4	5
TOESPRAKE EN LESINGS	0	1	2	3	4	5
SKUIFIE- EN FILMVERTONINGS	0	1	2	3	4	5
BEGELEIDE UITSTAPPIES	0	1	2	3	4	5
SELFGELEIDE UITSTAPPIES	0	1	2	3	4	5
BESKIKBAARHEID VAN WILDBEWAARDERO	1	2	3	4	5	
<u>ESTETIESE WAARDE EN ATMOSFEER</u>						
NATUURLIKE OMGEWING	0	1	2	3	4	5
ONBEDORWE NATUURTONELE	0	1	2	3	4	5
AFSONDERING	0	1	2	3	4	5
RUS EN VREDE	0	1	2	3	4	5
GEESTELIKE VERRYKING	0	1	2	3	4	5
VAN ALLES WEG TE KOM	0	1	2	3	4	5
GELEENTHEID OM IN DIE NATUUR TE WEES	0	1	2	3	4	5
<u>AKTIWITEITE</u>						
WILDBESPIEDING	0	1	2	3	4	5
VOELBESPIEDING	0	1	2	3	4	5
VERSCHEIDENHEID VAN LOPIES	0	1	2	3	4	5
PLANTKUNDIGE KENMERKE	0	1	2	3	4	5
VISVANG	0	1	2	3	4	5
PERDRY	0	1	2	3	4	5
ANDER (verduidelik)	0	1	2	3	4	5
.....						

ENIGE KOMMENTAAR: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

9. AANGESIEN HIERDIE 'N BEWAARDE NATUURGEBIED IS, SOU U DIE AANWESIGHEID VAN ELKEEN VAN DIE VOLGENDE AS "ONGEPAS" OF "GOED" OORWEEG, OF MAAK DIT NIE VIR U SAAK NIE, MET ANDER WOORDE IS U "NEUTRAAL" DAAROO? (Merk asseblief die gepaste nommer op die skaal).

	ONGEPAS	NEUTRAAL			GOED
MINIBUS-TOER MET GIDS	1	2	3	4	5
WINKEL MET BASIESE VOORRADE	1	2	3	4	5
TEER VAN BESTAANDE PAAIE	1	2	3	4	5
SWEMBAD (gechloreer)	1	2	3	4	5
TENNISBANE	1	2	3	4	5
MUURBALBANE	1	2	3	4	5
ROLBALBANE	1	2	3	4	5
OPE SPEELPARK	1	2	3	4	5
SPEELPLEK VIR KINDERS (met swaaie ens)	1	2	3	4	5
LÜGREELING	1	2	3	4	5
HUISVESTING OP 'N TYD-DEEL BASIS	1	2	3	4	5
HOTEL (1-2 STER)	1	2	3	4	5
HOTEL (4-5 STER)	1	2	3	4	5
RESTAURANT	1	2	3	4	5
STALLETJIE MET WEGNEEM-ETES	1	2	3	4	5

ENIGE KOMMENTAAR: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

10. VERONDERSTEL DAT DAAR BESLUIT WORD OM SEKERE FASILITEITE VIR BESOEKERS TE VERBETER, WAAR SOU U VOORKEUR IN ELK VAN DIE VOLGENDE BESLUITNEMINGS SITUASIES LE ? (Merk asseblief die gepaste syfer).  
LET WEL: '3' BETEKEN GEEN VOORKEUR

GROTER VERSKEIDENHEID  
 HUISVESTING TIPES

1 2 3 4 5

GROTER VERSKEIDENHEID  
 VAN STAPTOERE EN  
 WANDELPAAIE

ONTWIKKELING VAN OORNAG  
 STAPTOERE

1 2 3 4 5

MEER GESOFISTIKEERDE  
 HUISVESTING

MEER SELF-GELEIDE  
 AKTIWITEITE

1 2 3 4 5

MEER AKTIWITEITE WAT  
 DEUR BOSWAGTER GELEI  
 WORD

MEER SKUILINGS EN  
 UITKYKPLEKKE

1 2 3 4 5

INVOER VAN SPORTS-  
 FASILITEITE

MEER TOESPRAKE EN VERTONINGS  
 OOR DIE OMGEWING

1 2 3 4 5

MEER INLIGTENDE  
 TENTOONSTELLINGS

BETER HUISVESTINGS  
 FASILITEITE

1 2 3 4 5

BETER INLIGTINGS  
 FASILITEITE

BETER ONTSPANNINGS  
 GERIEWE

1 2 3 4 5

BETER HUISVESTINGS  
 FASILITEITE

BETER INLIGTINGS  
 FASILITEITE

1 2 3 4 5

BETER ONTSPANNINGS  
 GERIEWE

ONTWIKKELING VAN HUISVESTING  
 DEUR PRIVATE MAATSKAPPYE

1 2 3 4 5

HUISVESTING SLEGS DEUR  
 NATALSE PARKERAAD ONTWIKKEL

ENIGE KOMMENTAAR: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

11. DIE VOLGENDE INLIGTING WORD VIR DIE STATISTIESE  
ONTLEDING VAN HIERDIE VRAELYS BENODIG. VERSKAF ASSEBLIEF  
DIE NODIGE INLIGTING MET BETREKKING TOT U SELF.

OUERDOM: [ 18-30 ] [ 31-45 ] [ 46-60 ] [ OUER AS 60 ]

GESLAG: [ MANLIK ] [ VROULIK ]

HUISTAAL: \_\_\_\_\_

BEVOLKINGSGROEP: \_\_\_\_\_

VASTE ADRES (dorp/stad): \_\_\_\_\_

BEROEP: As u werkloos of 'n pensionaris is, meld asseblief  
wat u vorige beroep was:

<input type="checkbox"/> ] SAKEBESTUUR	<input type="checkbox"/> ] OPVOEDKUNDIG	<input type="checkbox"/> ] LANDBOU
<input type="checkbox"/> ] GEESTELIK	<input type="checkbox"/> ] KLERKLIK	<input type="checkbox"/> ] VERKOPE
<input type="checkbox"/> ] SOSIALE DIENSTE	<input type="checkbox"/> ] PROFESSIONEEL	<input type="checkbox"/> ] STUDENT
<input type="checkbox"/> ] NYWERHEID		
<input type="checkbox"/> ] ANDER (verduidelik)	_____	

VLAK VAN ONDERWYS:

HOERSKOO TOT ST. 9
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MATRIEK
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NASKOOL DIPLOMA OF KURSUS
---------------------------------

UNIVERSITEITS - GRAAD
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BAIE DANKIE VIR U TYD EN SAMEWERKING.

VOLTOOIDE VRAELYSTE SAL VANAAND BY DIE HUTTE INGESAMEL WORD.  
DAGBESOEKERS WORD GEVRA OM VOLTOOIDE VRAELYSTE BY DIE  
UITGANG IN TE LEWER.

**VISITOR SURVEY**  
**MKUZE GAME RESERVE**

The objective of this survey is to find out the expectations of visitors to natural areas, such as Mkuze Game Reserve.

Information collected will be used in a report for a Masters degree in Environmental Science at the University of Cape Town. The project has the approval and support of the Natal Parks Board.

Your co-operation in completing the following questionnaire will be greatly appreciated. If you wish to comment further, please make use of the spaces provided or the back of this questionnaire. None of the information given here will be able to identify an individual respondent, thus complete confidentiality is assured.

\*\*\* PLEASE PLACE A CROSS (X) IN THE APPROPRIATE BOX \*\*\*

1. HOW LONG WILL YOU BE STAYING AT MKUZE GAME RESERVE ?  
 \_\_\_\_\_ NIGHTS

2. HOW MANY ADULTS (over 18) ARE IN YOUR GROUP? \_\_\_\_\_  
 HOW MANY CHILDREN IN THE GROUP ? \_\_\_\_\_

3. WHICH ACCOMMODATION WILL YOU BE USING ?

<input type="checkbox"/> ] - COTTAGE	<input type="checkbox"/> ] - SQUARED AVEL
<input type="checkbox"/> ] - BUNGALOW	<input type="checkbox"/> ] - RUSTIC HUT
<input type="checkbox"/> ] - CAMP SITE	

WAS THIS YOUR FIRST CHOICE ?

YES ]  NO ]-----> WHAT WAS YOUR FIRST CHOICE?  
 \_\_\_\_\_

4. IS THIS YOUR FIRST VISIT TO A GAME RESERVE ?  YES]  NO]

5. HAVE YOU BEEN TO MKUZE GAME RESERVE BEFORE?

IF  YES ] ----> HOW MANY TIMES DURING THE LAST YEAR ? \_\_\_\_\_  
 HOW MANY TIMES DURING THE LAST 5 YEARS? \_\_\_\_\_

IF  NO ]-----> HOW DID YOU KNOW ABOUT IT ? (mark one)

<input type="checkbox"/> ] - HEARD FROM FRIENDS
<input type="checkbox"/> ] - OTHER NATAL PARKS BOARD RESERVES
<input type="checkbox"/> ] - PUBLICITY
<input type="checkbox"/> ] - DRIVING PAST
<input type="checkbox"/> ] - OTHER ( specify) _____

6. WAS MKUZE GAME RESERVE YOUR FIRST CHOICE AS A HOLIDAY AREA ?

YES ]

NO ]----> IF NO:

WHAT WAS ? \_\_\_\_\_

WHY ? \_\_\_\_\_

WHY DID YOU NOT GO TO YOUR FIRST CHOICE ?  
 \_\_\_\_\_

7. WHAT ATTRACTED YOU TO MKUZE GAME RESERVE ?  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

8. HOW IMPORTANT WAS EACH OF THE FOLLOWING FEATURES WHEN MAKING A DECISION TO COME TO MKUZE GAME RESERVE: WAS IT NEVER CONSIDERED, NOT IMPORTANT OR VERY IMPORTANT? (Please circle the appropriate rating on the scale)

	NEVER CONSIDERED	1	2	3	4	5
<u>FACILITIES AND AMENITIES</u>						
LEVEL OF ACCOMMODATION	0	1	2	3	4	5
SERVICING OF ACCOMMODATION	0	1	2	3	4	5
AVAILABILITY OF COOKS	0	1	2	3	4	5
ENTERTAINMENT	0	1	2	3	4	5
PICNIC FACILITIES	0	1	2	3	4	5
<u>ACCESSIBILITY</u>						
PLACE FOR FAMILY HOLIDAY	0	1	2	3	4	5
DISTANCE FROM HOME	0	1	2	3	4	5
EASE OF ACCESS BY ROAD	0	1	2	3	4	5
VALUE FOR MONEY	0	1	2	3	4	5
<u>EDUCATIONAL ASPECTS</u>						
INFORMATIVE DISPLAYS	0	1	2	3	4	5
GENERAL INFORMATION	0	1	2	3	4	5
TALKS AND LECTURES	0	1	2	3	4	5
SLIDE SHOWS AND FILMS	0	1	2	3	4	5
WALKS CONDUCTED BY RANGER	0	1	2	3	4	5
SELF-GUIDED WALKS	0	1	2	3	4	5
AVAILABILITY OF A RANGER	0	1	2	3	4	5
<u>AESTHETICS AND ATMOSPHERE</u>						
NATURAL ENVIRONMENT	0	1	2	3	4	5
UNSPOILT SCENERY	0	1	2	3	4	5
SOLITUDE	0	1	2	3	4	5
PEACE AND QUIET	0	1	2	3	4	5
RELAXATION	0	1	2	3	4	5
SPIRITUAL ENRICHMENT	0	1	2	3	4	5
GETTING AWAY FROM IT ALL	0	1	2	3	4	5
BEING IN NATURE	0	1	2	3	4	5
<u>ACTIVITIES</u>						
GAME VIEWING	0	1	2	3	4	5
BIRD WATCHING	0	1	2	3	4	5
VARIETY OF WALKS	0	1	2	3	4	5
STUDYING PLANTS	0	1	2	3	4	5
SCENIC DRIVES	0	1	2	3	4	5
OTHER (specify)	0	1	2	3	4	5

ANY COMMENTS: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

9. SINCE THIS IS A CONSERVED NATURAL AREA, WOULD YOU CONSIDER THE PRESENCE OF EACH OF THE FOLLOWING TO BE "INAPPROPRIATE", "NEUTRAL" OR "GOOD" ? (Please circle the appropriate rating on the scale)

	<u>INAPPROPRIATE</u>	<u>NEUTRAL</u>	<u>GOOD</u>
GUIDED TOUR IN MINIBUS	1	2	3 4 5
SHOP SELLING BASIC SUPPLIES	1	2	3 4 5
TARRING OF EXISTING ROADS	1	2	3 4 5
SWIMMING POOL (chlorinated)	1	2	3 4 5
TENNIS COURTS	1	2	3 4 5
SQUASH COURTS	1	2	3 4 5
BOWLING GREENS	1	2	3 4 5
OPEN PLAYING FIELD	1	2	3 4 5
CHILDREN'S PLAYGROUND (with swings, etc)	1	2	3 4 5
AIR CONDITIONING	1	2	3 4 5
ACCOMMODATION ON TIME SHARING SCHEME	1	2	3 4 5
A HOTEL (1-2 STAR)	1	2	3 4 5
A HOTEL (4-5 STAR)	1	2	3 4 5
RESTAURANT	1	2	3 4 5
TAKE-AWAY FOOD KIOSK	1	2	3 4 5

ANY COMMENTS: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

10. SUPPOSING IT WAS DECIDED TO CHANNEL FINANCES INTO THE IMPROVEMENT OF CERTAIN VISITOR FACILITIES, WHERE WOULD YOUR PREFERENCES LIE IN EACH OF THE FOLLOWING TRADE-OFF SITUATIONS (i.e. choose between the left and the right hand side of each trade-off) (Circle the appropriate score)

NOTE: '3' INDICATES NO PREFERENCE

INCREASED VARIETY OF ACCOMMODATION TYPES

1 2 3 4 5

INCREASED VARIETY OF WALKS AND TRAILS

DEVELOPMENT OF OVERNIGHT TRAILS

1 2 3 4 5

MORE SOPHISTICATED ACCOMMODATION

MORE SELF-GUIDED ACTIVITIES

1 2 3 4 5

MORE ACTIVITIES CONDUCTED BY RANGERS

MORE HIDES AND VIEWING SPOTS

1 2 3 4 5

INTRODUCTION OF SPORTS FACILITIES

MORE TALKS AND SHOWS ON ENVIRONMENTAL ISSUES

1 2 3 4 5

MORE INFORMATIVE DISPLAYS

BETTER ACCOMMODATION FACILITIES

1 2 3 4 5

BETTER INFORMATION FACILITIES

BETTER RECREATION FACILITIES

1 2 3 4 5

BETTER ACCOMMODATION FACILITIES

BETTER INFORMATION FACILITIES

1 2 3 4 5

BETTER RECREATION FACILITIES

DEVELOPMENT OF ACCOMMODATION BY PRIVATE COMPANIES

1 2 3 4 5

ACCOMMODATION DEVELOPED SOLELY BY NATAL PARKS BOARD

ANY COMMENTS: \_\_\_\_\_

11. THE FOLLOWING INFORMATION IS NEEDED FOR THE STATISTICAL ANALYSIS OF THIS SURVEY. PLEASE PROVIDE THE REQUIRED DATA SPECIFIC TO YOURSELF.

AGE: [ 18-30 ] [ 31-45 ] [ 46-60 ] [ over 60 ]

SEX: [ MALE ] [ FEMALE ]

HOME LANGUAGE: \_\_\_\_\_

ETHNIC GROUP: \_\_\_\_\_

PLACE OF RESIDENCE (name of town/city): \_\_\_\_\_

OCCUPATION: If unemployed or a pensioner, please state your previous occupation.

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> ] MANAGERIAL            | <input type="checkbox"/> ] EDUCATION    | <input type="checkbox"/> ] AGRICULTURAL |
| <input type="checkbox"/> ] RELIGIOUS             | <input type="checkbox"/> ] CLERICAL     | <input type="checkbox"/> ] SALES        |
| <input type="checkbox"/> ] SOCIAL SERVICES       | <input type="checkbox"/> ] PROFESSIONAL | <input type="checkbox"/> ] STUDENT      |
| <input type="checkbox"/> ] INDUSTRY              |   |   |
| <input type="checkbox"/> ] OTHER (specify _____) |   |   |

LEVEL OF EDUCATION:

HIGH SCHOOL  
UP TO STD 9

MATRIC

POST MATRIC  
DIPLOMA OR  
COURSE

UNIVERSITY  
DEGREE

THANK YOU VERY MUCH FOR YOUR TIME AND CO-OPERATION.

please note:

VISITORS ARE REQUESTED TO LEAVE COMPLETED QUESTIONNAIRES AT THE EXIT.

L. MacLennan  
c/o I.S. Colvin  
Natal Parks Board  
P.O. Box 662  
Pietermaritzburg  
3200

## BESOEKER-VRAELYS

### MKUZE WILDTUIN

Die doel van hierdie opname is om die verwagtinge van besoekers aan natuurgebiede soos die Mkuze Wildtuin te bepaal.

Die inligting wat hierdeur ingewin word sal in 'n verslag vir 'n Meestersgraad in Omgewingswetenskap by die Universiteit Kaapstad gebruik word. Die projek het die Natalse Parkeraad se goedkeuring en ondersteuning.

U samewerking deur die vraelys in te vul sal baie gewaardeer word. As u verdere kommentaar wil lewer, maak asseblief gebruik van die ruimte wat hiervoor gelaat word of van die agterkant van hierdie vraelys. 'n Indiwidu sal nie vanuit die inligting wat hier gevra word geidentifiseer kan word nie, dus word volle vertroulikheid gewaarborg.



8. HOE BELANGRIK WAS ELKEEN VAN DIE VOLGENDE ASPEKTE WANNEER U BESLUIT HET OM DIE MKUZE WILDTUIN TE BESOEK: WAS DIT NOOIT IN AG GENEEM NIE, NIE BELANGRIK NIE, OF BAIE BELANGRIK? (Merk asseblief die gepaste nommer op die skaal).

	NOOIT IN AG GENEEM NIE	NIE BELANGRIK NIE				BAIE BELANGRIK
<u>FASILITEITE EN GERIEWE</u>						
VLAK VAN HUISVESTING	0	1	2	3	4	5
VERSIENING VAN HUISVESTING	0	1	2	3	4	5
BESKIKBAARHEID VAN KOKKE	0	1	2	3	4	5
VERMAAKLIKHEDE	0	1	2	3	4	5
PIEKNIKPLEKKE	0	1	2	3	4	5
<u>BEREIKBAARHEID</u>						
PLEK VIR FAMILIEVAKANSIE	0	1	2	3	4	5
AFSTAND VANAF DIE HUIS	0	1	2	3	4	5
BEREIKBAARHEID PER PAD	0	1	2	3	4	5
WAARDE VIR GELD	0	1	2	3	4	5
<u>OPVOEDKUNDIGE ASPEKTE</u>						
INLIGTINGSTENTOONSTELLINGS	0	1	2	3	4	5
ALGEMENE INLIGTING	0	1	2	3	4	5
TOESPRAKE EN LESINGS	0	1	2	3	4	5
SKUIFIE- EN FILMVERTONINGS	0	1	2	3	4	5
BEGELEIDE STAPTOERE	0	1	2	3	4	5
SELFGELEIDE STAPTOERE	0	1	2	3	4	5
BESKIKBAARHEID VAN BOSWAGTER	0	1	2	3	4	5
<u>AESTETIES EN ATMOSFEER</u>						
NATUURLIKE OMGEWING	0	1	2	3	4	5
ONBEDORWE NATUURTONELE	0	1	2	3	4	5
AFSONDERING	0	1	2	3	4	5
RUS EN VREDE	0	1	2	3	4	5
ONTSPANNING	0	1	2	3	4	5
GEESTELIKE VERRYKING	0	1	2	3	4	5
KOM VAN ALLES WEG	0	1	2	3	4	5
IN DIE NATUUR WEES	0	1	2	3	4	5
<u>AKTIWITEITE</u>						
WILDBESPIEDING	0	1	2	3	4	5
VOELBESPIEDING	0	1	2	3	4	5
VERSKEIDENHEID VAN STAPROETES	0	1	2	3	4	5
BESTUDERING VAN PLANTE	0	1	2	3	4	5
UITSIGPAAIE	0	1	2	3	4	5*
ANDER (verduidelik)	0	1	2	3	4	5

ENIGE KOMMENTAAR: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

9. AANGESIEN HIERDIE 'N BEWAARDE NATUURGEBIED IS, SOU U DIE AANWESIGHEID VAN ELKEEN VAN DIE VOLGENDE AS "ONGEPAS" OF "GOED" OORWEEG, OF MAAK DIT NIE VIR U SAAK NIE, MET ANDER Woorde IS U "NEUTRAAL" DAAROO? (Merk asseblief die gepaste nommer op die skaal).

	ONGEPAS	NEUTRAAL			GOED
	1	2	3	4	5
MINIBUS-TOER MET GIDS	1	2	3	4	5
WINKEL MET BASIESE VOORRADE	1	2	3	4	5
TEER VAN BESTAANDE PAAIE	1	2	3	4	5
SWEMBAD (gechloreer)	1	2	3	4	5
TENNISBANE	1	2	3	4	5
MUURBALBANE	1	2	3	4	5
ROLBALBANE	1	2	3	4	5
OPE SPEELPARK	1	2	3	4	5
SPEELPLEK VIR KINDERS (met swaaie ens)	1	2	3	4	5
LUGREELING	1	2	3	4	5
HUISVESTING OP 'N TYD-DEEL BASIS	1	2	3	4	5
HOTEL (1-2 STER)	1	2	3	4	5
HOTEL (4-5 STER)	1	2	3	4	5
RESTAURANT	1	2	3	4	5
STALLETJIE MET WEGNEEM-ETES	1	2	3	4	5

ENIGE KOMMENTAAR: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

10. VERONDERSTEL DAAR WORD BESLUIT OM SEKERE  
 BESOEKERSFASILITEITE TE VERBETER, WAAR SOU U VORKEUR  
 BY ELKEEN VAN DIE VOLGENDE BESLISSINGS LE (dit wil se,  
 kies tussen die linker kant en die regte kant van elke  
 beslissing). (Merk asseblief die gepaste nommer).  
LET WEL: '3' BETEKEN GEEN VORKEUR NIE

MEER VERSKEIDENHEID VAN  
 TINES HUISVESTING

1 2 3 4 5

MEER VERSKEIDENHEID  
 VAN WANDELPAAIE

ONTWIKKELING VAN OORNAG  
 WANDELINGE

1 2 3 4 5

MEER GESOFISTIKEERDE  
 HUISVESTING

MEER SELFGELEIDE  
 AKTIWITEITE

1 2 3 4 5

MEER AKTIWITEITE WAT  
 DEUR BOSWAGTER GELEI WORD

MEER SKUILINGS EN  
 UITKYK PLEKKE

1 2 3 4 5

INVOERING VAN SPORTS-  
 FASILITEITE

MEER TOESPRAKE EN VERTONINGS  
 OOR DIE OMGEWING

1 2 3 4 5

MEER INLIGTENDE  
 TENTOONSTELLINGS

BETER HUISVESTINGS-  
 FASILITEITE

1 2 3 4 5

BETER INLIGTINGS-  
 FASILITEITE

BETER ONTSPANNINGS-  
 FASILITEITE

1 2 3 4 5

BETER HUISVESTINGS-  
 FASILITEITE

BETER INLIGTENDE  
 FASILITEITE

1 2 3 4 5

BETER ONTSPANNINGS-  
 FASILITEITE

ONTWIKKELING VAN HUISVESTING  
 DEUR PRIVATE MAATSKAPPYE

1 2 3 4 5

HUISVESTING SLEGS DEUR  
 NATALSE PARKERAAD ONTWIKKEL

ENIGE KOMMENTAAR: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

11. DIE VOLGENDE INLIGTING WORD VIR DIE STATISTIESE  
ONTLEDING VAN HIERDIE VRAELYS BENODIG. VERSKAF ASSEBLIEF  
DIE NODIGE INLIGTING SOOS DIT U SELF BETREF.

OUERDOM: [ 18-30 ] [ 31-45 ] [ 46-60 ] [ OUER AS 60 ]

GESLAG: [ MANLIK ] [ VROULIK ]

HUISTAAL: \_\_\_\_\_

BEVOLKINGSGROEP: \_\_\_\_\_

VASTE ADRES (naam van dorp/stad): \_\_\_\_\_

BEROEP: As u werkloos of 'n pensionaris is, meld asseblief  
wat u vorige beroep was:

<input type="checkbox"/> ] SAKEBESTUUR	<input type="checkbox"/> ] OPVOEDKUNDE	<input type="checkbox"/> ] LANDBOU
<input type="checkbox"/> ] GEESTELIK	<input type="checkbox"/> ] KLERKLIK	<input type="checkbox"/> ] VERKOPE
<input type="checkbox"/> ] SOSIALE DIENSTE	<input type="checkbox"/> ] PROFESSIONEEL	<input type="checkbox"/> ] STUDENT
<input type="checkbox"/> ] NYWERHEID		
<input type="checkbox"/> ] ANDER (verduidelik)	_____	

VLAK VAN ONDERWYS:

HOERSKOOL ST. 9 OF LAER
-------------------------------

MATRIEK
---------

NASKOOL DIPLOMA OF KURSUS
---------------------------------

UNIVERSITEITS - GRAAD
--------------------------

BAIE DANKIE VIR U TYD EN SAMEWERKING.

let wel:

BESOEKERS WORD GEVRA OM VOLTOOIDE VRAELYSTE BY DIE UITGANG  
IN TE LEWER.

L. MacLennan  
c/o I.S. Colvin  
Natalse Parkeraad  
Posbus 662  
Pietermaritzburg  
3200

APPENDIX CRESPONSES TO QUESTION 7  
"WHAT ATTRACTED YOU TO THIS GAME RESERVE ?"(i) GIANT'S CASTLE GAME RESERVE

- 1 The lovely long walks suitable for children
- 2 Have already been to the other Berg resorts (except Cathedral Peak)
- 3 Relatively undeveloped Berg area
- 4 It is our aim to visit all the Parks Board reserves in time
- 5 Not having been before, enjoyment of the Drakensberg area, availability of pleasant walks, previous experience of high standards set by the Natal Parks Board
- 6 Only available vacancy at the time
- 7 Hiking to the top of the escarpment
- 8 The mountains and rivers
- 9 Closeness to Pietermaritzburg
- 10 The beauty, isolation, not as populated as White Mountain resort
- 11 Accommodation, air, climate, cook
- 12 Scenery
- 13 The unrestricted and unchanged nature
- 14 -
- 15 Scenic beauty and walks
- 16 Tramping
- 17 Walks, scenery, peaceful
- 18 The name intrigued us
- 19 The fact that it was a game reserve
- 20 Specific remarks in the book "Off the Beaten Track" available from the Automobile Association

- 21 Scenic beauty, trail facilities
- 22 Scenic beauty, trails, natural environment, peacefulness, no commercialisation
- 23 Lack of people, quietness
- 24 The thought of mountains and wide open spaces. Some exercise on the hills seemed a good idea too
- 25 The walks
- 26 The bushman cave and hiking trails
- 27 The lovely hikes
- 28 Picnic, scenery, good facilities
- 29 Hadn't been to this part of the Berg before
- 30 Mountains, caves, and museums, within easy reach of Tongaat
- 31 Nature, walks and fishing
- 32 Giant's Castle is right in the mountains with many pleasant walks, also interested in seeing the Bushman's Cave
- 33 The delightful setting
- 34 Proximity of accommodation to walks, peacefulness, nice camp
- 35 Trout fishing, trails, fresh air
- 36 Curiosity
- 37 -
- 38 To see the lammergeier, also to see the Drakensberg mountains and different birdlife
- 39 Die berge, die staproetes, die heerlike rustyd in die berge
- 40 The trout fishing and trails
- 41 Had never been to the berg before, wanted to get out of the city
- 42 The mountains, wildlife, scenery, fresh air, nature

- 43 The novelty of this particular area, and the mountains generally, with the attendant hikes and naturalist features
- 44 Good walks, lovely scenery, to get away from it all and back to nature
- 45 Walking in mountains, scenery for photography, birdlife, peace and quiet, relaxation in non-commercial setting
- 46 Unspoilt nature, tranquility, excellent camp and facilities
- 47 Quietness, scenery, and most of all primitiveness
- 48 Mountains and caves
- 49 Mountains, museum, caves
- 50 Mountain scenery, rivers, historical museum
- 51 Proximity to married daughter farming at Mooi River, lovely hiking area, familiar with facilities, hikes and personnel (Paul and Mrs Miles), availability of mountain huts
- 52 Die natuur
- 53 Die pragtige natuurtonele en natuurlike en rustige atmosfeer
- 54 Natuur, rustigheid
- 55 Die mooi berge
- 56 A chance to be actually inside the Drakensberg, the wilderness, the beauty, the isolation
- 57 Helping mountain walkers with transport, very pleasant location among Natal Parks Board resorts
- 58 Helping mountain walkers move cars, two days to spare
- 59 We hiked here 20 years ago, good hikes, game and birdlife, low people density
- 60 Mountain walks and scenery
- 61 Beautiful scenery, many walks, wild animals etc, peacefulness
- 62 Mountainous terrain and associated birds (bearded vulture, especially, viewed from hide and possibly

- photographed)
- 63 Location, scenery
  - 64 The comfortable accommodation and the beautiful scenery
  - 65 Scenery
  - 66 Had Injasuti twice during the past two years
  - 67 In the vicinity of Injasuti which we have visited twice in the past
  - 68 Proximity to Durban, closeness to mountains
  - 69 Proximity to Durban, lovely scenery, bushman caves, booking clerk recommended it but no-one ever detailed facilities
  - 70 Hiking trail with Wildlife Society
  - 71 For the walks and informative displays
  - 72 Knowledge of high standard of all Natal Parks Board resorts
  - 73 Its beauty, peacefulness, quiet, privacy, unsophisticated charm, lovely natural gardens, beautifully kept, simple yet delightful staff (African), it being right in the mountains, the lack of sporting etc. facilities
  - 74 Mountain scenery, wildlife, camp very attractive - lovely indigenous plants
  - 75 The fact that we had not previously visited Giant's Castle
  - 76 The scenery, despite the appalling roads
  - 77 Die stilte, die natuur en skoonheid, die behulpzaamheid van die personeel, die feit dat hier geen TV, radio of koerant is nie
  - 78 Rustigheid, en geleentheid om vrylik in die natuur te beweeg
  - 79 We just love it
  - 80 Rustigheid in die natuur
  - 81 Natuurskoon en berge
  - 82 Lammergeier hide, beautiful mountains, walks, isolation

- 83 Friend's advice
- 84 Recommended by central booking office as alternative to Injasuti - also keen to explore any Berg area
- 85 Walking in unspoilt area, friendly and natural atmosphere, attractive camp layout
- 86 The hiking facilities, mountains, openness, "scenery par excellence", a wonderful place to be kept as is, no more developments
- 87 Ek het by vriende by Rosetta gekuier. My kinders was reeds met 'n skooluitstappie daar en het dit baie aangeprys: natuurskoon en boesmangrot
- 88 Lack of people
- 89 The Drakensberg mountains
- 90 The Drakensberg, wanted to go to a resort near Pmb. No preferences between Tendele, Giant's Castle, Kamberg, and Loteni. Required hutted or bungalow accommodation
- 91 Mountains, walks, quiet
- 92 Scenic peaceful environment, relaxation, ideal walks
- 93 Bushman paintings
- 94 The possibility of bushwalking
- 95 Reasonably easy access, beautiful spot, bushman paintings, good walks
- 96 Everybody always talks about it in our kayaking circles (Bushman's river)
- 97 Lammergeier, mixture of walks, pukka place for overseas guest
- 98 Love of the Drakensberg - getting to know areas other than Royal Natal and Cathedral Peak
- 99 Peace and tranquility, fresh mountain air and interesting walks
- 100 The high mountains
- 101 Scenery
- 102 Scenery

- 103 The beauty of its position
- 104 Nature
- 105 Drakensberg and facilities
- 106 Previous experience with Natal Parks Board excellent
- 107 Wanted to get away from the rat race for a while
- 108 Berge en staproetes
- 109 Ongerepte natuur, wandelpaaie, en die atmosfeer en gerief van die kamp, beskikbaarheid van kokke en hulp met skoonmaak
- 110 Natuurskoon, rustigheid
- 111 Natuurskoon en rustigheid
- 112 Die natuurskoon
- 113 Bushman's Cave
- 114 The peaceful mountain region, with its refreshing climate, small forests, the contrast between soft landscape and rugged mountains
- 115 Just nature
- 116 A stop over
- 117 -
- 118 Wide open spaces and mountains, interesting choice of walks, good amenities e.g. picnic spots
- 119 View
- 120 Tranquility, hiking
- 121 To see what it was like
- 122 Hiking and bushman paintings
- 123 We bring our overseas visitors for day picnics
- 124 Location, accommodation, altitude
- 125 Rock paintings
- 126 Mountains, lack of commercial development
- 127 -

- 128 Dit is naby en dis egte bergagtig
- 129 Mountains, views, countryside and wildlife
- 130 Beautiful walking conditions, getting away into the mountain environment

(ii) MKUZE GAME RESERVE

- 1 Existence of a caravan park - lack of these precludes visits to Hluhluwe and other game reserves in the area
- 2 Variety of animals, large reserve
- 3 Nabygelee aan woonplek
- 4 Higher probability of game viewing
- 5 Pleasant holiday with good game viewing
- 6 Birdwatching
- 7 It is part of a natural grouping of Zululand parks, e.g. St Lucia, Umfolosi etc.
- 8 Very pleasant caravan park, natural surroundings, not too many people
- 9 Low key, fairly wild
- 10 Hadn't visited it before. Had been told it was very beautiful
- 11 Hluhluwe
- 12 Wanted to come to a game reserve and liked the more economical choice of a caravan park
- 13 Bird life
- 14 Bird viewing and tree identification, peace and quiet
- 15 Birds
- 16 I enjoy outdoor living and game watching
- 17 Enjoyment of the bushveld and wildlife in its natural state
- 18 Die grootte, landskap en plantegroei
- 19 Animals and nature
- 20 Peace and quiet
- 21 The primitiveness, unspoiltness and uncommercialised. Having a caravan park and being able to do trails
- 22 Variety - hides, bush, pan, walks

- 23 An underutilised, uncommercialised, small park with good birdwatching and facilities for guided walks
- 24 For many years now we have wanted to, but the opportunity never presented itself. We are now retired and have the time to travel further afield
- 25 The Kumasinga and Kabube hides
- 26 Brother told us about the hides - how one can observe the game from one spot instead of remaining in one's car all day
- 27 We heard from friends that it was a lovely camp (relaxing) and good for birdwatching
- 28 Hides, variety of mammals and birds
- 29 Peace and quiet, animal viewing, friend
- 30 Walks in reserve
- 31 Die natuurskoon en stilte
- 32 The birdlife, the hides. Generally the tranquility of the bush
- 33 10 year old son is crazy about wild animals
- 34 The availability of a camping site at a reasonable fee
- 35 Not too commercial
- 36 Good viewing
- 37 Game viewing
- 38 Birdlife, animal life
- 39 Advice from friends
- 40 Wildlife lovers
- 41 Game viewing
- 42 -
- 43 The prolific birdlife, the hides, the freedom to go on self-guided walks
- 44 Its remoteness
- 45 Possibility of sighting game

- 46 The hides
- 47 We are going to visit many of your game reserves around, such as Hluhluwe, Umfolosi, Charter Creek, Eastern Shores, Cape Vidal, because we have heard so much about the Natal game reserves
- 48 I visited most of the other game reserves during the UP Wildlife Management (Zoology honours) course in 1972. Was interested particularly in the scenery and the vegetation
- 49 Proximity of animals to camp, especially evenings
- 50 The publicised remoteness (seclusion)
- 51 Bushveld
- 52 Availability
- 53 Renosters
- 54 The game
- 55 Experience from previous time
- 56 Game viewing hides, and midway between Johannesburg and Durban
- 57 Interest in bird and wildlife
- 58 Birds
- 59 Had heard about the rhinos
- 60 Birds, game, less crowded
- 61 Ongereptheid
- 62 Toer deur Natal
- 63 Dit was al waar kampeer geriewe was in die area
- 64 Karavaanpark
- 65 Game, scenery, atmosphere, peace and quiet
- 66 We hadn't been here before, and it has campsites
- 67 Rhinos - I heard about the pans and I like its isolation
- 68 The hides and the pans where one can observe game and birds more naturalistically than from a car - the

- birdlife in particular is another factor - a place to camp (cost for family) was another factor
- 69 Recommended for birdwatching and for peace
- 70 Unspoilt natural surroundings, peace and quiet. Not too commercial. Good game and bird viewing. Pleasant, friendly staff.
- 71 Recommended by friends
- 72 Eenkant en ongekommercialiseerd
- 73 -
- 74 The hides and birdlife
- 75 Game viewing, educational for children, quiet, unspoilt
- 76 Game and birdlife
- 77 Rustic, value for money, good game viewing hides, as well as cooks provided in camp. No loud people
- 78 Oornag verblyf - ons is oppad St Lucia toe
- 79 -
- 80 It is an exceptional reserve and I have always found both white and black staff very friendly
- 81 Staying close by
- 82 Collection of game and water birds at Nsumo pan. Also within reach of Durban
- 83 Birds
- 84 We heard that it had a large variety of birds, and as we are keen on bird watching and bird photography we were naturally very keen to visit Mkuze
- 85 Birds, unspoilt reserve, few visitors
- 86 Vriende
- 87 Animals and birds
- 88 Voellewe asook ontspan in die natuur
- 89 The general interest - drives, hides, picnic spots - and the quietness of the rustic hut area. There appears to be more of general interest at Mkuze than at other NPB reserves

- 90 Beskikbaarheid van verblyf
- 91 Game and bird viewing
- 92 To see the country
- 93 Escape from commercialisation
- 94 Type of accommodation offered, and facilities.  
Situation of reserve
- 95 Uncommercialised. Birdlife abundant
- 96 Previous visits and good reports from friends
- 97 Accommodation was available
- 98 The birdlife
- 99 Birds and game
- 100 Previous experience, winter climate, excellent hides,  
nearest NPB resort to Johannesburg
- 101 Reputation for abundant birdlife and the viewing hides
- 102 The unknown - I had never been to game reserves in  
Natal
- 103 Nsumo pan and the birdlife
- 104 Birdlife
- 105 Friends said they enjoyed it
- 106 Never been before. Recommended by two friends
- 107 All NPB resorts are good
- 108 Excellent camp site and very scenic park
- 109 Well run park, excellent hides
- 110 The abundant birdlife
- 111 Keen birdwatchers
- 112 -
- 113 Photographic opportunities afforded by hides at  
waterholes
- 114 We love coming to wild areas like this: game, hides,

plants and the peace and quiet. Also it's a break from the rush of everyday living without TV and telephone!

115 Birds, passing through. I always use it as a stop-over

APPENDIX D

COMMENTS FROM QUESTION 8  
IMPORTANCE OF FACTORS WHEN DECIDING TO VISIT THE STUDY AREA

(i) GIANT'S CASTLE GAME RESERVE

- 3 Signposting poor from north and west from Estcourt until on Moor Park road
- 4 A place for the children to learn that city life is not "natural"
- 5 More organised activities would be appreciated - perhaps in the evenings
- 18 Should put a scale to their maps
- 20 Road markers from Durban very poor (none)
- 27 The trails are well marked and one can really relax
- 29 A natural environment should be kept natural
- 31 Commentary on tape is poor when the group is too big. Why can't the guide learn the basic information? The directions for walks are very good
- 32 Not impressed with treatment at reception
- 37 We feel a very important factor is how we are treated at reception - something we were not impressed with here
- 38 Clear detailed maps required. Advertising of camp activities - prominent
- 39 As die plek verder ontwikkel sal word, sal die natuurlike omgewing beskadig word. Die sementpaadjie is al erg genoeg
- 44 Don't change a thing
- 50 Nothing more ought to be done which will disturb the natural beauty of the surroundings
- 51 Playing of portable radios and car radios in picnic area within earshot of others should be totally prohibited!
- 54 Opvoedkundige programme aangebied asseblief
- 56 Value for money was important to us. I think at this stage it is reasonable

- 64 It's been a very relaxing, getting away from it all for the few days that we had here. We enjoyed it very much!
- 69 In future, knowing the area, I would return or recommend on the basis of the educational aspects (all items listed). I would never use a hut again for these reasons:
- a) no comfortable chairs to sit on
  - b) no view
  - c) so dark that if it rains or is overcast I cannot see to read and electricity only comes on at 5pm. This is a serious drawback as if we cannot go out and walk, reading is important.
  - d) cannot get to kitchen after 7 pm to make a cup of tea or cocoa at night (recommend warn visitors to huts to bring own cadacs for light and heating of water or milk at night)
  - e) water should be brought in thermal type vessel as water in jug always cool for tea
- 75 Found signposting very poor and the road to Giant's Castle dreadful
- 77 Moet asseblief nie die plek moderniseer deur TV, radio ens. te installeer nie
- 78 Die wildtuin voldoen in alle opsigte aan ons vereistes
- 82 All staff friendly and helpful. We would like more "signposts" on the paths further away from the camp. Closer ones are clearly marked but further out one sometimes comes to unmarked "crossroads". Also clear large-scale maps of the reserve would be helpful, if these could be obtained at the camp
- 83 Would have appreciated horse riding facilities at the camp
- 84 More information on indigenous fauna and flora of the area (booklet form) would be appreciated
- 85 Walks of an easy gradient necessary for older hikers. Cemented paths appreciated
- 86 To be kept "as is" - keep up the good work
- 87 Die natuur-waarde is vir ons (gesin van 4) die belangrikste - dan opvoedkundige aspekte (2 tieners)
- 88 An idea would be to have a guest book in each mountain hut (Bannerman's and Giant's)
- 90 Educational facilities not critical in making a

- decision where to go, but should be available and up to date in all game reserves
- 95 Pity that midweek visitors do not have opportunity to visit hide. Why only weekend visitors?
- 96 Told no huts as all inmates had arrived, then find out next day that no.11 was empty as late arrival did not show. That freaks me out completely!
- 103 Exceeds all expectations
- 107 Peace and tranquility with walking facilities
- 116 Just a one-night stop-over on the way to Johannesburg - thought there might be snow
- 117 Access by permit to jeep tracks for disabled, babies, etc.
- 118 Perfect as it is now!
- 123 We wish we could book directly (not via QE Park) because we'd come up 15 times per year. Can't you have "spur of the moment" reservations?
- 129 No hot water for drinks when required, except at set times.

(ii) MKUZE GAME RESERVE

- 4 Full board important
- 6 Not enough picnic facilities
- 7 We have visited Kenya and seen the state of their nature conservation. RSA is streaks ahead of their conservation. In Kenya the tourist comes first (\$\$\$), in RSA the animals seem more important
- 16 More frequent slide/film shows
- 24 Some form of illumination in the ablutions at the rustic huts would be welcome
- 25 Difficult to understand why the camp was so empty at peak winter months. Something very wrong. Kruger is choc-a-bloc this time of year, and conservation needs people to appreciate it (not hordes, but Mkuze is underutilised)
- 27 Our expectations were very much exceeded
- 28 Self cooking easier, more convenient
- 29 Very impressed. The space in campsite for each site is marvellous
- 31 Ek het gevind dat daar in die kleedkamers nie genoeg plek was om my klere neer te sit nie. Verder was daar in die dames kleedkamers nie genoeg asblikke nie
- 32 Night viewing in hides by prior arrangement should be allowed if the client is prepared to remain the whole night - or with a ranger for a few hours
- 40 Keep as near to nature as possible. A gas plate or kettle would be useful in bungalows. Suggest clear outlook to river bed in front of the bungalows like Olifants
- 47 Although the facilities and amenities did not seem important to us, we appreciated the bungalows, its lovely installation (tasteful) and the fact that we did not have to cook and clean ourselves very much. The nicest time in all game reserves is the time around sunset, and at that time you are normally busy preparing dinner. We appreciated also very much that there is no fence around the camp and animals can come right up to your bungalow. Each bungalow had close contact to nature and you are not disturbed by neighbours

- 48 Camp ablution facilities could be improved, e.g. water to individual camp sites. Cannot comment on other accommodation facilities but would prefer to keep reserve as natural and undeveloped as possible
- 49 Very enjoyable here. Will definitely be back
- 50 Cooking service necessary. Fresh meat could be sold with the available deep freeze facilities
- 51 More information required on topography, ecology, contour maps, etc.
- 54 Could the reserve not possibly support more game? Disappointed in the small quantity. Could the Parks Board ladies not be more cordial and friendly?
- 57 Visitors should belong to Wildlife Society or similar society so as to discourage parks from becoming recreation areas as opposed to game and bird viewing areas, such as Kruger
- 58 If there was entertainment here we would not have come
- 59 Educational aspects not important on a short stay
- 60 General information available was excellent (road signs, etc), but we found the game wardens unwilling to offer extra information (we had the feeling we had to draw it out of them). Granted- it was the school holiday
- 61 Ons het nie op Mkuze besluit nie, dit was al waar karavaan geriewe was en vir ons aanbeveel deur die AA
- 66 Hot water in ablution blocks at camp site. Petrol availability important
- 67 Hides very important
- 72 Meer selfbegeleide staproetes sal welkom wees
- 80 In several years of contact it never ceases to impress how well the Board puts and keeps everything together, maintaining the unique environment of the reserves
- 81 Found bush very dense
- 89 We would like more and longer self-guided walks
- 90 Enough grass for more animals
- 92 Very interesting

- 94 Mkuze is used more for working accommodation than for holidaying
- 95 Do not commercialise any more
- 97 Above assessment would apply to any game park which I may wish to visit, although in this case Mkuze was not my first choice
- 98 We enjoyed the fact that the reserve is not overcrowded
- 100 Would prefer guided walks for over 10's (not 14's) if accompanied by parent. Hides and winter climate important
- 101 Would be nice to meet Parks Board staff to discuss animals and birds, ecosystems, possible good areas to visit - Wilderness Leadership type discussions and walks
- 104 More self-guided hikes and trails would be greatly appreciated
- 108 Self-guided and guided walks a good idea, but not important to us because of small children
- 109 Would like to see more hides. Would like a place to see crocodiles, hippos (easily). Pity no lions or elephants. Crit: no braai utensils, no washing line
- 113 The waterhole hides, especially Kumasinga, are a unique experience and give an unrivalled chance to photograph game and birds at close quarters and as such are the main reason for our visits. Birdwatching hides (e.g. Nsumo pan) are not common enough
- 114 We chose the squaredavels because of the watering point and being able to watch the nyala at dusk and in the evening

APPENDIX ECOMMENTS FROM QUESTION 9  
APPROPRIATENESS OF CERTAIN DEVELOPMENT SUGGESTIONS(i) GIANT'S CASTLE GAME RESERVE

- 2 Sporting facilities, playgrounds, etc. to be kept away from accommodation area because of noise factor
- 3 Natural areas are a threatened asset and must be protected for those who want the peace and solitude
- 4 Most of the above would change the essential reasons for coming to Giant's Castle. Many of the National Parks Board resorts are going this route - which is why Natal Parks Board is preferred by us
- 10 Accommodation and facilities should be basic, clean with some comfort, but should blend in with environment without spoiling it or being detrimental in any way
- 11 If a time-share is introduced, you will be depriving the very people you should be making these facilities available to. More accommodation is required so more people can enjoy this lovely place
- 12 Please keep it just as it is
- 13 To remain basically unchanged
- 14 There are few enough uncommercialised places left in SA as it is and thus Giant's Castle reserve should be left as natural as possible
- 16 Fine as it is
- 24 The idea of being a place which is back of beyond is appealing, however, a cup of coffee for the day visitor would be appreciated
- 27 I came here to get away from commercial ideas
- 32 If want "extras", should stay in 'Berg hotel
- 33 The only infringement on natural features that should be permitted is a shop selling basic supplies. We recommend the banning of radios being played - on 2 occasions we have had to ask Indians to turn their radios down - far too loud
- 36 Any attempt at "commercialism" would prove to be derogatory

- 37 I feel that if people want a holiday with all the "extras" (eg tennis and squash courts, air conditioning and restaurants) then they should stay at Drakensberg Gardens or another hotel. If you come to a nature reserve you should be prepared to entertain yourself - naturally. A basic supplies store or children's playground could be very useful without spoiling the "naturalness"
- 38 Self-catering units should be available - no cook
- 41 A shop selling basic supplies would be a good idea. It is inconvenient to go to town if you run out
- 42 A shop selling basic supplies would be more convenient, otherwise everything should be left as it is
- 44 No, leave it as it is
- 45 Shop is a good idea
- 47 Please do not spoil with TV's etc.
- 50 There should be no place for a commercial institution in a conserved natural area
- 51 There are plenty of holiday resorts, berg hotels, etc, providing a full range of sporting and commercial facilities. I believe a conserved natural area should remain as "unspoilt" and uncommercialised as possible, to cater specifically for the nature lover
- 54 Die kokke by huthuisie is absoluut fantasties. Hou dit so!
- 56 Be nice to get milk and bread. Roads from Underberg pretty awful, but you expect that
- 58 Open playing field - like Royal Natal and Injasuti
- 60 Having to bring all food and drink complicates the holiday
- 61 Except for tarring of road, leave as is, please
- 65 Keep as natural as possible
- 69 A game reserve is really meant for natural environment with opportunity to study birds and animals and for walks in unspoilt surroundings. Too many facilities would bring a holiday resort atmosphere which would spoil the natural environment

- 71 Firewood should be provided with accommodation with a fire-place
- 72 Basic facilities for those members of the family who don't necessarily go for the "back to nature" scene
- 73 The more natural this beauty is kept, the better
- 76 Greatest deterrent to coming to this magnificent area of exceptional beauty is the very poor road and the bad signposting to Giant's Castle, which is extremely harassing
- 77 Behou dit soos dit is. Waarvoor soos 'n stad maak! Dis mos nie natuur en rus en vrede nie
- 78 Die toevoeging van enige van die bogenoemde sal die natuurlike en rustige atmosfeer benadeel. Hierdie omstandighede is uniek aan die wildduin en enige verandering daaraan sal beslis tot nadeel strek. Ek kan my nie voorstel wat die aanwesigheid van die bogenoemde kan meebring!
- 82 Please don't mess the place up with "civilised" facilities - there are plenty of places where people can go if they want those things. The special character of this place is that it is not cluttered with those things and is peaceful and natural
- 84 People chose to visit areas like parks board camps to get away from the things mentioned above
- 85 Hotels are available elsewhere. Too many amenities would turn the place into just another holiday resort
- 86 All a definite NO NO - time sharing is absolutely out - not under ANY circumstances
- 87 Hou dit soveel moontlik 'n ongekommercialiseerde ongeskonde natuurplek. 'n Bietjie klein-skaal gerief kan geur kwaad. Bussie vir ouer mense wat nie goed kan stap nie
- 88 To keep reserve as "natural" and uncommercialised as possible
- 89 Let's keep our few reserves as natural as possible. Sporting and hotel facilities are well catered for in appropriate places
- 90 Camping facilities should be available
- 91 Horrible!

- 92 Please do not change our national parks - leave them as close to nature as possible
- 93 Should not be made into a sports centre! Too many people spoil/damage environment
- 94 Please keep this beautiful area as unspoilt as it is now
- 95 Prefer to keep Giant's Castle the way it is
- 96 Please do not make our natural wonders take on the appearance of Durbs by the sea on Christmas weekend. Horrors!
- 99 Tarring of approach roads to the camp as many cars these days are low slung and are easily damaged on poor roads like the approach to Injasuti
- 101 If anyone marks all at 5 send them to Durbs!
- 102 I feel the beauty of the area should not be spoilt with unnecessary mercenary undertakings
- 103 Appreciate the facilities offered in the Parks Board office and reception - most efficient
- 106 This is a nature reserve - not a sports club. If exercise is what one wants, then walk - save all the social games for when back home
- 107 Keep it as it is. Maybe a bowling green
- 112 Die winkel kan meer voorrade probeer aanhou
- 113 Minigolf, trampolines
- 120 No hotels, no timesharing
- 123 Abolish commercial influence - keep this area rustic
- 125 As Parks Board employees lack all hotelier skills in my opinion, a tolerable imitation of Kerzner group talent is way beyond employees capacities
- 126 Keep it simple! Once a place has been developed it can never be restored to its original form
- 129 Children's playground plus small pool. All accommodation should have one window with a view

(ii) MKUZE GAME RESERVE

- 1 One kitchen in camping area with wood stoves for boiling water would be appreciated
- 5 Should be left as far as possible in its natural state supplying only basics to the visitor so that he may enjoy nature to the full
- 7 Don't allow the place to become a "Kentucky Fried Chicken" or similar environment
- 8 We feel everything should be kept as simple as possible - clean and well cared for, with plenty of hot water but no trimmings
- 9 This kind of development would kill Mkuze
- 10 As this is an unspoilt area, only the very basics should be made available to enable true nature lovers to enjoy nature to the full. The need for sports facilities, etc., would be a distraction; would attract a different type of person and these facilities can already be met by existing hotels, sports clubs, resorts, etc.
- 14 It is a pleasure to still be able to visit some natural places
- 18 'n Winkel met basiese voorraad is van groot waarde vir die besoeker wat ver moet reis ten einde 'n natuurgebied te bereik. Sekere items word nie saamgery, aangesien mens nie goed ingelig is oor presies wat saam te bring nie, as mens nog nie daar was nie
- 21 If children under 14 aren't allowed to walk on trails, although you pay full price for children 12 and over, there should be somewhere for these children to amuse themselves whilst the adults are doing a trail
- 22 Please don't overcommercialise
- 23 Since, as you say, this is a conserved natural area, all the above should never ever be developed here in Mkuze! These facilities are available at other parks - people who require them can go there
- 24 A supply of ice and a bigger variety of "mixers" would be welcome. The fridges in the bungalows are inadequate for this
- 25 Natal Parks Board can learn from National Parks Board

- 27 Don't want this environment to be commercialised or spoilt in any way - any old holiday resort can have the above features - but Mkuze is a proper unspoilt game reserve, and must at all costs remain so
- 29 Selling of fresh milk and firewood at main camp office would be appreciated
- 31 Ek dink dat die uitsigplekke waarheen 'n mens kan loop fantasties is
- 32 Parking to hides should be closer to safety gates. Electrical points for caravans in camp site
- 35 If roads get very bad in rainy season then tar is necessary
- 36 We are not here for a long time, we're here for a good time
- 39 Keep as is
- 40 Please keep to relaxation and peace and quiet. Oh! for Africa of old!! Keep away from modern hotels etc., like the new "Black Hole" in the middle of the Berg
- 47 We appreciate very much that there is someone to look after small children, so that parents can go game viewing for several hours, because children don't like sitting in cars or hides all day, not being allowed to talk
- 48 Only minimum facilities for a comfortable stay, and under-emphasis of commercial aspects. Should cater for, but not over-exploit, "nature lovers". The provision for purchase of firewood would be welcome (or the fact that wood is not available should be advertised in information brochures). General comment: it is appreciated that to provide a service, income is required. However, great care should be exercised in ensuring that increasing tariffs do not exclude the general public and thus alienate a potential support group
- 49 Keep as is. Otherwise it will be too commercialised
- 50 Mkuze stands for "getting away from it all"
- 51 No further commercial development
- 54 The whole idea is to keep everything in keeping with nature, but possibly the atmosphere here is a little too low keyed. One has to consider the cost of petrol and one cannot continually travel round viewing game,

which is not in abundance even in winter months, therefore a few recreational facilities would be appreciated, after all one is on holiday

- 57 This sounds as though facilities are considered for people "out for a good time" (Kruger Park) as opposed to facilities for genuine nature lovers
- 58 We would not have come at all if any of these "amenities" were included. Hotels do a far better job of providing these things. Those who want them do not belong in nature reserves
- 59 Don't overcharge a rather small game reserve
- 60 One comes here to get away from the pseudo-civilised world we're living in. Therefore there should be as little of all the luxuries we're all so used to as possible (I just happen to love swimming)
- 64 Bankies in waskamers en storte moet verskaf word. Toiletsakkies staan nou op die vloer. Kennisgewing wanneer ligte afgeskakel word
- 66 We think it would be in bad taste to incorporate "resort" facilities in a reserve
- 69 Do not spoil this beautiful place
- 70 I feel very strongly about those 1's I've ringed. They are most definitely NOT needed in a reserve of this nature. Children's playground at campsite is needed - will stop them from destroying the environment when bored. Road from gate to main camp should be tarred, but no others. Access road from junction to reserve should be tarred - inaccessible when wet
- 71 The beauty of Mkuze lies for us in the peace and quiet. Adding facilities that allow more people to stay at the same time would detract. NPB has plenty of resorts for vacationing - catering for families who want sports
- 72 Moenie die plek ver-Johannesburg nie
- 75 The game, the birds, nature is sufficient entertainment (i.e. flora and fauna)
- 78 Dit was 'n pragtige wildduin, ons was egter te kort hier, miskien kom ons weer eendag
- 80 Keep your reserves as they are regardless of pressures undoubtedly likely to mount on above criteria - you can see what is happening to Royal National with weekend trippers and their debris

- 82 Everything is perfect - leave it that way
- 86 Etes deur kokke voorberei was uitstekend! Kokke baie vriendelik. Wasmasjien vir klere kan handig wees. Teerpad buite die wildtuin. Geensins tyddeeling!!
- 89 Keep the place self-catering and as wild as possible - given the variety of accommodation already at Mkuze
- 90 Good as is
- 93 Any one or more of the above would greatly detract from the appeal of the system provided by the Natal Parks Board. Such innovations would be totally inappropriate to the park's environment
- 94 Keep it natural please!
- 95 Many of the above would destroy the nature of the game reserve
- 97 I think it important to keep nature areas as natural as possible. The animals in Mkuze are particularly restful and tame and are obviously not molested and do not feel threatened. I would be horror stricken should these (hotels) come to light. Mkuze is indeed a lovely park
- 98 It is a nice unspoilt place and should stay so
- 99 Keep as natural and unspoilt as possible
- 100 Accommodation could be improved in detail - bathrooms, beds, fridges. However, the reserve seems at or near full carrying capacity. Any attempt to attract more visitors, or those not really interested in the "bush experience" must disrupt the existing atmosphere. Resorts catering for this market should be developed seperately, not mixed with existing reserves
- 101 Mkuze is so quiet and beautiful - don't turn it into a mini Southern Sun or Holiday Inn! More hides in the large areas between the roads would be nice
- 102 I come here to be part of nature and to get away from the civilised jungle
- 103 Leave as is!
- 107 People who need swimming pools, tennis courts, hotels, etc. do not belong here
- 108 I feel one or two drives in the vicinity of the campsite should be put in. This would enable game

viewing near the campsite and alleviate the problem of people getting in the last of the day's viewing in the central part of the camp then speeding back to the campsite

- 109 My confusion above is because I feel I need some way to exercise (fairly vigorously), preferably on a daily basis in order to maintain my level of physical fitness, but I would not like to create a suburban atmosphere and would like to keep the existing tranquility constant
- 115 The curios are of extremely poor quality. Why can't the NPB sell local curios of high quality? This "buys" good will from the locals

APPENDIX F

COMMENTS FROM QUESTION 10  
PREFERENCES FOR IMPROVEMENT OPTIONS

(i) GIANT'S CASTLE GAME RESERVE

- 3 Commercialised developments are all over S.A. - "non commercial" must be retained where practicable
- 4 Turning the reserves into commercial operations would be a disaster
- 5 Lack of electricity in bungalows is a serious want. It is dark during the day and impossible to see to shave, bathe, etc.
- 6 No development by private companies as pushes up prices and becomes commercialised
- 9 Placement of an open camp site at the gate would be very useful
- 11 Keep it natural. No developers
- 12 Please don't change anything
- 16 Prefer it to remain a hiking/tramping type park
- 27 You run a good show here as it is - keep it natural
- 36 Private companies are a rip-off!
- 37 Could make cheaper accommodation eg caravan sites. Rough but cheap
- 41 Visitor facilities are adequate
- 50 There should be no further disturbance of nature
- 51 I would like to see elementary camp-sites established a reasonable distance from the hutted camp, for overnight camping (as in forestry areas)
- 56 The accommodation is fine. My only request would be for more and cheaper
- 59 No recreation facilities should be built. Accommodation good as is. Any additional accommodation facilities should be located at a separate camp of similar character and size to Giant's and located between Giant's and Injasuti

- 60 Accommodation choices and standard were excellent except for beds and bedding. Sheets were too small for mattresses which were too soft.
- 61 Please keep private companies out
- 62 More hides only if animals and birds can be seen regularly from them
- 72 Accommodation facilities already very good
- 78 Privatiseering sal hierdie eiersortige en pragtige wildtuin in 'n handelonderneming omskep wat beslis nie ons behoefte sal bevredig nie. Selfs 'n bykomende huisvesting sal die rustigheid beïnvloed. Die toevoeging van meer inligtingstukke betreffende wandelpaaie, die omgewing, natuur en diere-lewe, kan 'n aanwinst wees
- 82 Rather extend the present type of accommodation or provide (cheaper) simpler accommodation to allow more people to enjoy the area in its natural beauty.
- 84 Commercialisation of parks board camps should be avoided at all costs
- 85 Better lights in rooms would be appreciated
- 92 We are really satisfied with Giant's Castle as it is. No more people at any one time!
- 93 Keep it simple - easy to follow information, trails. Private companies take profit - should go to Parks Board
- 94 Don't let private developers in here at any cost!
- 95 No change felt necessary
- 97 Keep it natural
- 100 Bungalows should have facilities for boiling water, making salads, etc. like Tendele. Fridge and freezer space is also very limited
- 101 NPB for ever
- 103 Definitely feel ONLY the NPB should be involved in the operation and running of facilities
- 107 Keep it as it is
- 123 What's wrong with the recreation the Berg provides?
- 126 Keep the business men out of the area

129 If views from B11 are the best that NPB can do, i.e. one window full view of bush and trees, i.e. no view, then develop by private companies please!

(ii) MKUZE GAME RESERVE

- 1 On the right track now - avoid commercialisation. Staff excellent, friendly atmosphere
- 5 Facilities should be maintained and upgraded, not expanded
- 9 No private companies
- 10 NPB has gained much respect for their low profile and "non-glamorous" approach towards maintaining nature. We have no desire to see NPB adopting a Sol Kerzner approach that may attract masses, but at the same time corrupts the simplicity of nature
- 22 Parks Board should stay in control, prices should be kept as low as possible for everyone to be able to come here
- 23 Private companies developing accommodation have preferential access and their facilities are therefore restricted to the paying public
- 39 Leave as is
- 40 Basically game viewing hard through dense bush and long grass. Although we arrived here after recent heavy rains which would have caused animals to go further into the bush
- 48 Low key development aimed at preserving and emphasising natural atmosphere
- 49 We enjoyed staying here. Our rest hut was quite adequate
- 58 Game reserves do not exist to provide a luxurious home from home from which occasional glimpses of game from insulated cars provide part of the entertainment
- 59 This should remain a place to get to know nature and wildlife, not a place for just recreation. Keep it as a reserve for the game, not for man. Keep the natural balance in order
- 60 A greater number of walks should be made available - one feels so much more in contact with nature when one's physically involved (sitting in a car becomes a little like watching TV after a while - too removed)
- 62 Daar word slegs vir persone in hutte voorsiening gemaak. Kampeerders word vergeet

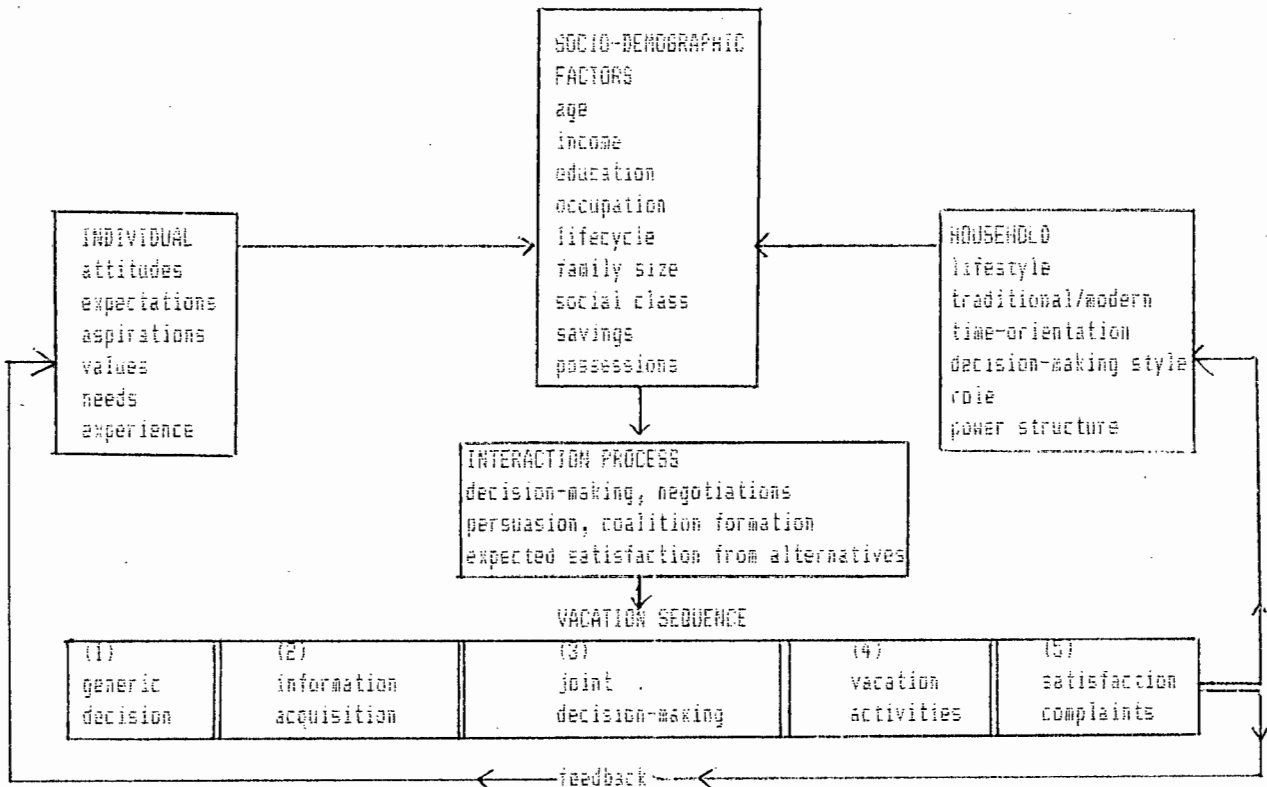
- 63 Beter fasilitiete in die stort of badkamer soos byvoorbeeld 'n bankie om jou klere op te sit. Jou toiletsak staan nou op die grond. Ook kennisgewing wanneer ligte uitgaan asseblief
- 65 Ablution block/washing facilities in camp site need improving. The distance from main camp/rest of roads is a disadvantage - the 9km travelled about 15 times in 5 days comes to 140 km extra. Suggest road from entrance gate cutting across to Beacon road just above loop road
- 66 Keep it cheap and natural. Even though we didn't plan to come here it more than meets our expectations. The campsite is nicely laid out (spacious, with a degree of privacy). We specifically enjoy NPB reserves because they are not commercialised. We think that any monies the NPB intends spending should be used to maintain the present standards and keep the costs for the visitor down
- 68 Development of campsites in other reserves (makes a family holiday possible)
- 69 Finances should be channelled into making reserves in other areas
- 75 Parks Board works hard. Well Done!
- 80 It is simply a question of faith in Parks Board professionalism - keep the developers well away!
- 83 Must stay Natal Parks Board
- 84 Let's keep it under the Parks Board's control - no privatisation!
- 86 Geen privatisieering! Swembad sal lekker wees
- 90 Good as is
- 93 Leave well alone
- 95 A hall for recreation and use during bad weather where people can get together
- 97 Private enterprise tends to exploit too much
- 100 Office staff could be friendlier and volunteer more information on available facilities. This is an advantage Natal Parks Board usually has over National Parks Board
- 102 The park should not be too highly commercialised. We have too few parks where people can really unwind

- 103 Happy as things are
- 106 Need for larger detailed coloured map of the area
- 107 Private companies a definite NO!
- 109 More attention should be given to the poaching problem at Mkuze
- 111 As a day visitor it would have been nice to have been able to buy a cup of tea and maybe a biscuit. As we have two young children we have had reservations about returning as after a day of relentless birdwatching there is nowhere for them to let off steam
- 113 Restaurant/shop facilities developed by private companies would not be inappropriate

APPENDIX G  
VACATION EXPERIENCE THEORY

A number of researchers have proposed theories or derived models relating to the recreation/leisure/vacation experience. Colton (1987), for example, discusses the phases of Clawson's model, namely the "anticipation phase" which involves an evaluation of the image of the site or region, influencing the decision of where to go; the "travel phase" related to distances involved and the familiarity with the trip and/or the place of destination; the "on-site phase" which is influenced by factors such as background and differing normative value systems; and finally the "recollection phase" where the experience is reviewed and assessed, and where alternatives for the future are examined and developed.

Figure A Factors determining the vacation sequence  
(Van Raaij and Francken, 1984)



More applicable to this project is the concept of a "vacation sequence" (Van Raaij, 1987; Van Raaij and Francken, 1984), wherein five stages are proposed (see Figure A) namely (a) the generic decision; (b) information acquisition; (c) decision making; (d) vacation activities; (e) satisfactions and complaints. The following is a summary of the report by Van Raaij and Francken (1984) :

(a) the first of these phases, the "generic decision" involves the first decision of all, that is whether to go on a vacation trip or not. During this phase the vacation trip is evaluated and compared with other types of expenditures, such as "consumer durables", and decisions are mainly studied as an expenditure category. Important determinants of the generic decision are household net or discretionary income, family life cycle, ownership of vacation durables (e.g. caravans and boats), household lifestyle and values. It also involves social comparison with others outside the family, i.e. maintenance of status and prestige through achievement of a vacation trip.

(b) the second stage: "information acquisition" about vacation alternatives, including characteristics such as destination, accommodation, and transportation. Individuals differ in their information search behaviour: e.g. people with a higher level of education tend to collect more information about the country or region they are considering for a visit. Information may perform several different functions, including: sensitising people favourably to the idea of a vacation by engendering particular expectations and creating fantasies; by persuading a household or a reluctant partner to take a particular vacation; and by assisting choices and heightening appreciation of a destination; and even by rationalising, justifying or

legitimising the vacation decision. The main sources of information are:

(i) commercial information sources (salespersons, advertising, travel catalogues) which are called on in the early stages of the vacation sequence

(ii) advisory sources (tourist offices, automobile associations) used more frequently during the later stages of the sequence

(iii) social information sources (friends, relatives) which are consulted increasingly throughout the vacation sequence (probably for new information, other opinions, even legitimisation)

(iv) consumer organisations, books, and travel guides which are usually of minor importance in the decision-making process.

In the early stages mass media predominates (advertising, brochures), whereas in the later stages personal media takes over (salespersons, friends, personal advice) .

(c) the "decision making process" is based on the acquired information. Vacation planning and decisions are typically joint activities of husband, wife and children. A vacation decision is normally syncratic (joint decision of husband and wife) but the husband tends to dominate the decisions about the length and period of the vacation, and the amount of money to be spent. Determinants of the decision making process include advertising by travel agents, household communication and interaction style, level of education, experience with vacations, price sensitivity and sensitivity to other vacation attributes, loyalty to destinations, and types of vacation. There may be a long sequence of information acquisition and decision making, or an impulsive last minute decision.

(d) the fourth stage involves actual "vacation activities" which is an important source of information for designing

and improving touristic products. Vacation activities, including their frequency and duration, reveal consumer preferences.

(e) the fifth stage is associated with the (dis)satisfaction people experience with their vacation trip and activities. Satisfaction is related to the difference between expectations and actual "performance", and unconfirmed expectations or an unfair balance of costs and benefits create dissatisfaction. Satisfaction and dissatisfaction have important functions for future vacations. Dissatisfied and complaining consumers tend to change their preferences, and may even influence the preferences of others.

#### REFERENCES

1. Colton, 1987
2. Van Raaij, 1987
3. Van Raaij and Francken, 1984