

THE ATTRACTION AND SIGNIFICANCE OF THE WEST COAST TRAIL,
PACIFIC RIM NATIONAL PARK, TO THE WEST GERMAN
TOURIST MARKET
A Cross-Cultural Comparison

by

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ABSTRACT

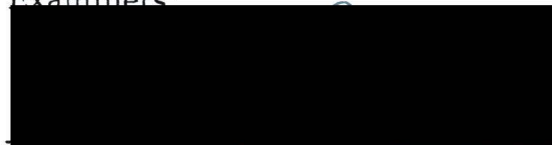
During recent years there has been a significant increase in the number of international tourists visiting the West Coast Trail of Pacific Rim National Park Reserve. Of the tourists who travelled to the West Coast Trail in 1989, 14.1% were from West Germany. This constitutes the second largest visitor group by country to the West Coast Trail following domestic visitors. Canadian Parks Service statistics show that in the last six years the total number of visitors of West German origin has tripled.

The major objectives of this research address the issues of recreation motivation and tourism destination image as they relate to natural and wilderness areas. Tourists and recreationists select destinations to maximize their chances of obtaining the desired experiences. The study identifies and characterizes the West German visitor in terms of socio-economic characteristics and identifies what motivates this cultural group to undertake a hiking holiday on the West Coast Trail. It identifies the area attributes that contribute to the attraction of this national park to the West German market and identifies the expectations West Germans have for the wilderness hiking experience and if these expectations are fulfilled.

Results for the West German market are compared with results for the Canadian market and with those representing all other international tourists. The discovery of differences between these cultural groupings is emphasized with a discussion of the cross-cultural implications for parks and wilderness management. The West German tourist market is discussed with regard to wilderness use and wilderness management issues and then placed within a

marketing orientation framework that has specific application to Pacific Rim National Park Reserve.

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DEDICATION

This thesis is dedicated to my son Lenard and my daughter Emily with the hope that the opportunities in their futures will be equal.

"Hiking is the only way to absorb the incredible coastal scenery: tunnels and sea caves carved into sheer-sided cliffs; tidal pools, two and three metres deep, brimming with life. Huge sand and gravel spits have formed where streams rushing to the sea meet the pounding surf. There are landscapes of bizarre rock formations with boulders moulded into the ground, flakes of shale glued to the bedrock. At the forest's edge spring flowers are in bloom -- morning glory, rose-coloured beach pea, bright yellow sand verbena, and wild strawberry with creamy white petals and yellow pistils.

It is a period of low tide, so much of the hike is along the beaches. Footprints in the sand are quickly erased by the waves as if we'd never been there. Between the beaches are long stretches of smooth sandstone, almost like paved sidewalks. In the distance, tree-topped rock pinnacles stand out as reference points as we tramp along.

From time to time, headlands and stream outlets force us back into the forest. All is quiet and calm here, away from the surf and sea breezes. There is only the occasional chatter of a red squirrel, the hollow call of a raven, or the trickle of creeks. The copious rains have made the forest floor a luxuriant garden, tended by nature since the end of the last ice age 10,000 years ago. Bunchberry, or dwarf dogwood, bloom along the edge of the trail.

Virgin forests line nearly all of the West Coast Trail's 77 kilometers."

(p. 19)

Obee, Bruce., "Hiking the West Coast Trail", Canadian Geographic (Oct/Nov 1989), pp. 19-29.

1.0 Introduction

The West Coast Trail region of Pacific Rim National Park Reserve¹ encompasses seventy-seven kilometers of marine coastal trail that winds in and out of the West Coast rain forest (Figure 1). Originally developed at the turn of the century to aid in rescue operations of shipwrecks that occurred frequently along the coastline, it is now a protected natural area providing a four to seven day hiking experience to park visitors.

During recent years there has been a steady rise in international tourists seeking the West Coast Trail recreation experience. In 1989, travellers from Europe comprised 19.6% of the visitors hiking the West Coast Trail. This total exceeded travellers from the United States by 10.5%. Of the tourists who traveled to the West Coast Trail in 1989, 14.1% of these were from West Germany -- at total of 944 individuals. Statistics show that in the last six years the total number of visitors of West German origin has tripled (Tables 1 and 2).

This trend in visitation to the area shows no signs of reversal in the future. In fact, most research on the German tourist market indicates an increasing preference for travel abroad (Romsa 1981; Becker 1987; Schulz 1988). Since the early 1980's, foreign vacation trips by Germans have increased, indicating that more and more Germans are choosing destinations outside of Europe (Becker 1987). Research indicates that Canada -- along with Asia, Africa, and the United States -- remains a top destination choice for German travellers (Tourism Canada, 1987a).

Of the West German tourists who travel to Canada, many are coming in response to an overall image of Canada that includes outstanding scenery,



Figure 1: West Coast Trail, Pacific Rim National Park, Ministry of Environment, Environment Canada, Minister of Supply and Services, 1986.

TABLE 1
WEST COAST TRAIL VISITOR STATISTICS

<u>Year</u>	<u>Total Individuals</u>	<u>Total German Hikers</u>	<u>% German Tourists</u>
1984	3940	252	6.4%
1985	4752	333	7.0%
1986	4285	484	11.3%
1987	4828	599	12.4%
1988	5935	659	11.1%
1989	6693	944	14.1%

- Adapted from: - Howie Hableton, Chief Visitor Services, Pacific Rim National Park, Personal Communication, September 1988.
- Leslie Smith, West Coast Trail Information Facilities (Pacific Rim National Park, West Coast Trail: Seasonal Report, 1989).

TABLE 2

*HIKER POINT OF ORIGIN, WEST COAST TRAIL

	<u>1989</u> (%)	<u>1988</u> (%)	<u>1987</u> (%)	<u>1986</u> (%)	<u>1985</u> (%)
Vancouver Island	22.2	31.9	26.1	19.1	27.1
Lower Mainland	20.6	18.9	22.9	20.0	26.6
Germany	14.1	11.1	12.4	11.3	7.0
Alberta	10.1	8.6	9.9	12.9	10.0
Wash/Oregon/Cal.	6.0	5.6	7.5	6.1	7.3
Ontario	5.8	2.7	4.8	6.7	4.2
Other Europe	5.5	2.3	4.1	1.5	2.6
Other B.C.	5.0	10.2	5.1	6.2	6.1
Other U.S.A.	3.1	3.7	3.2	4.2	3.1
United Kingdom	2.9	2.0	.7	.7	.9
Australia/New Zealand	1.6	N/C	N/C	N/C	N/C
Quebec	.9	.8			
Manitoba	.8	.8	.9	1.0	.8
Maritimes	.5	.2	.1	.5	.2
Saskatchewan	.4	.6	1.0	1.6	.9
Netherlands	.4				
N.W.T./Yukon	.1	.3	.2	.3	
British Columbia	47.8	61.0	54.2	45.3	59.9
Other Canada	18.6	14.0	16.9	18.2	18.6
Europe	19.6	13.4	16.5	13.8	9.6
United States	9.1	9.3	10.6	10.3	10.4

* Based on the home address of each party leader as recorded in the W.C.T. Information Centre registers.

- Leslie Smith, West Coast Trail Information Facilities (Pacific Rim National Park, West Coast Trail: Seasonal Report, 1989).

national parks and forests, and natural wildlife in an attractive combination (Tourism Canada, 1987b; p. 44). Once attracted, the West German tourist market becomes segmented into a variety of smaller markets with 12% taking trips of an outdoor nature (Tourism Canada, 1987a; p. 15). This group of outdoor travellers to Canada has been described by Tourism Canada (1987a) as 'the enthusiastic independent traveller' seeking the benefits of adventure and physical activity.

It is apparent that the West Coast Trail of Pacific Rim National Park Reserve has considerable attraction to a segment of the West German outdoor tourist market. Attraction to this area by any single cultural group has not been investigated. Past research conducted at the West Coast Trail has concentrated on general information of a qualitative nature (Loveday-King 1972) or empirical study testing theory such as cost/benefit analysis (Pope 1986). One approach has taken a quantitative look at visitor use of the West Coast Trail (Rollins 1985) but avoids the study of international use. Rollins (1985) touches upon the subject when he states that in terms of the meanings or expectations that people to the West Coast Trail have, it can be argued that different groups will have different expectations. He suggests it is possible that residents of British Columbia will have dissimilar expectations than will visitors from other parts of Canada or visitors from other countries.

The long distance, international traveller can no longer be considered part of a 'mass tourism market'. This contradicts the evolution of market segmentation as one of the most important management tools of the recreation and tourism planner (Schroeder 1987). The international market can be splintered into a myriad of smaller markets and visitor segments. Along with a visitor's origin, tourism researchers are paying considerable

attention to the reasons why people visit a destination and the kinds of activities and experiences they are seeking to enjoy.

User motivation and destination image are frequently used constructs in tourism and recreation research. Such research attempts to identify why certain people or groups select certain activities and are attracted to certain physical or managerial settings. A measure of satisfaction identifies how visitors evaluate the recreation experience within a particular setting. A knowledge of visitors and their recreational desires is implicit in proper planning for natural and wilderness areas.

Park managers continue to view international tourism as a macro-market. International tourism, by definition, draws people from diverse cultures. Resource inventories and evaluations for development should attempt to take into account diverse recreational preferences (McNeely and Thorsell 1988). The objective of the Canadian Parks Service, Visitor Activity Management Process (VAMP) attempts to integrate data about users, their characteristics and satisfaction with information about the natural environment of a park. The VAMP framework attempts to identify park visitors and their motives in order to determine appropriate markets for the park and its immediate region (Graham, Nilsen, Payne 1988). It seems appropriate that this process should emphasize subgroups or micro-markets within the larger international grouping. Of course management based primarily upon visitors' preferences can lead to very serious deterioration of a park's natural resources when visitors' demands for satisfaction take preference over a decline in the quality of the resources (Dustin and McAvoy 1982; Lemons 1987). Management cannot ignore the dilemma of conflicting values when considering visitors' demands. This is especially true for an area zoned as 'wilderness' such as the West Coast Trail (Dearden 1984a).

The management process (VAMP) supports and elaborates on 'The Planning Process for National Parks' and is a companion piece to 'The Natural Resource Management Manual'. It describes the management considerations for visitors at each stage of the park management process (Parks Canada 1984). While it relies heavily on market segmentation and the identification of different visitor groups as possible targets, it does not identify any plans for accommodating high international park use or incorporating cross-cultural considerations into the Park Management Planning Process.

On the West Coast Trail where international participation is increasing (Table 2), a question for management becomes; what sources of tourism should be acknowledged and considered appropriate? When international use of national parks increases, cross-cultural considerations for park use must also increase. The contact of international tourists - both directly and indirectly - with the environment, and the consequences of this contact, requires investigation.

A rising interest in nature and wilderness is channelling greater numbers of West German visitors to 'unique' protected areas. It is likely that this trend will increase in the future. Urbanization and industrialization, along with high population density, are often reasons for peoples' estrangement from nature. In West Germany where there are 246 people per square kilometer and with only .1% of the country's total area designated as national park (Schulz 1988), there is a great 'push' toward the natural attractiveness of Canada.

The expectations of the West German tourist for the Canadian national park experience, specifically the West Coast Trail park experience, will be important for future management and quality marketing of this target group.

It will also provide insight into West German tourists' perceptions of Canadian natural areas in general.

1.1 Purpose and Objectives

The purpose of this study is to examine the attraction and significance of a specific Canadian natural environment - the West Coast Trail, Pacific Rim National Park Reserve - to an identifiable segment of the West German tourist market. The research objectives are:

1. to identify and characterize the West German visitors to the West Coast Trail in terms of socio-economic characteristics and other information useful for research and marketing analysis;
2. to identify what motivates West German visitors to seek out the West Coast Trail recreation experience;
3. to identify the image that West German tourists have of the West Coast Trail of Pacific Rim National Park;
4. to determine if the expectations associated with motivation and image for the West Coast Trail are fulfilled;
5. to undertake a cross-cultural comparison of the West German tourist to the West Coast Trail with a representative sample of the Canadian market.

1.2 The West German Travel Market

The travel intensity rate of the West German population, similar to other industrialized countries, has increased since the fifties. The sixties and early seventies saw particularly high growth rates. Since 1982, foreign vacation trips have steadily increased, an overall trend which has been briefly interrupted only in times of economic crisis (Becker 1987). Many of these

travellers are attracted to Canada. During June through September 1989, 23% of these visited British Columbia and 2.8% of these spent some portion of their trip hiking the West Coast Trail of Pacific Rim National Park Reserve (Table 3).

Since the 1960's, West Germany has seen an increase in the standard of living which has produced an increase in free time, higher incomes, and greater mobility. Consequently, there has been an increase in vacation trips (Romsa 1981). Dense urbanization and industrial development are also considered a major push factor, spreading from urban areas out into the surrounding countryside. The establishment of nature parks, the protection of landscapes with outstanding recreational attributes, and the provision of recreation areas near large urban centers are all dominant objectives in domestic tourism development plans (Perry 1969; Romsa 1981). Still, domestic tourism has been steadily decreasing as German vacationers travel farther afield (Becker 1987).

There are two national parks within Germany. Together, these parks cover an area of 339 km, or only .1% of the total area of West Germany (Schulz 1988). With its high population density and increasing industrialism, coupled with a high per capita income, increased mobility and more leisure time, outdoor activities have become very important in German national parks. Schulz (1988) suggests there is an increasing nature movement within West Germany due to a combination of these factors.

These are also reasons for tourism to foreign countries. Since the seventies, West German youth have taken it for granted that they are able to take vacation trips to foreign countries, quite often incorporating trips abroad into the later high school years. Domestic tourist regions seem not to be attractive enough and the costs for travel abroad are not necessarily higher

TABLE 3WEST GERMANS ENTERING CANADA

All statistics are for the time period that the West Coast Trail Information Centers are open (June through September 1989)

144,243*
West Germans entering Canada
33,134 (23%)*
West Germans entering British Columbia
944 (2.8%)
West Germans Hiking the West Coast Trail

*From: Statistics Canada, Touriscope 1989 - International Travel Between Canada and Other Countries, Ottawa, 1989.

(Becker 1987). Observed changes in travel trends within Germany may account for an increased interest in foreign destinations. Becker (1987) noted that West Germans now have the time and money for a number of trips each year, that they no longer go to the same destination year after year, and that there has been an increase in the level of activity associated with vacation travel. There has been an increased preference toward hiking or walking, and a tendency toward the theme vacation, such as hiking in the Alps.

The largest proportion of trips outside of Europe and North Africa are taken to destinations in the mainland United States. Canada is in fourth place behind Asia and Africa, for actual trips taken, although as an international destination it is typically a German traveller's third most preferred destination after the United States and Asia (Tourism Canada 1987b: 38). A preference for a destination is not equated with an actual trip taken since preference for destination relies heavily upon the associated image. Canada's main competitive advantage appears to be its outdoors. Scenery, national parks and forests, and natural wildlife all rate high when comparing their importance with other destinations. A higher than average proportion of West German travellers to Canada do take advantage of the scenery and outdoor activities such as visiting parks, forests, and wilderness areas, and enjoying wildlife and birdwatching (Tourism Canada 1987b). Based on a market probe study of the West German travel market, 12% of the trips taken within Canada were of an outdoor nature compared to 2% for the United States and 4% for the remaining key destinations. Participation in associated activities such as visiting national parks and wilderness areas also exceeded those for the United States and other destinations (Tourism Canada 1987a).

Obviously, many West German tourists have an interest in the Canadian outdoors. The place of nature in the national consciousness clearly

varies from nation to nation and West German tourists overall have an image of Canada that they find 'naturally' attractive. While the Canadian outdoors attracts many West Germans to Canada, a much smaller percentage of these visitors actually are motivated to get out and enjoy a trip in the out-of-doors. Discovering what motivates and attracts this outdoor segment to different destinations within Canada has not been undertaken by researchers to date.

1.3 The Study Area

The West Coast Trail of Pacific Rim National Park Reserve is unique for more than just biogeography. As well as including virgin rain forest and the attributes of an isolated coastal area, the West Coast Trail represents a unique administrative unit with a long and interesting history.

According to the Sierra Club of British Columbia (1985) since the mid-1800's about sixty ships have been lost along this portion of British Columbia's coastline, earning the area the name 'Graveyard of the Pacific'. The loss of one hundred and twenty-six lives in 1906 with the wreck of the S.S. Valencia prompted the Federal Government to upgrade the wilderness trail already present and create a 'Lifesaving Trail'. Until the 1950's, linemen (whose job it was to fix the telephone and keep the trail passable), lighthouse keepers, and native residents were the only people permanently living along the West Coast Trail area.

With the advent of helicopter rescue, the original Lifesaving Trail saw a reduction in its original function - as a lifeline between shipwrecked sailors and civilization - and an increase in hikers seeking recreation. The Sierra Club (1985) notes that the recreational potential of the Nitinat and coast area was recognized as early as 1926 when a park reserve was established.

However, the reserve was lifted in 1947, when the land resource in British Columbia appeared infinite and the Lifesaving Trail area was considered by the then present government too remote to be usable for recreation.

Forestry became the major focus of the region and the Lifesaving Trail was designated within Tree Farm Licences 21 and 27, managed by MacMillan Bloedel and British Columbia Forest Products. The remoteness of the area kept loggers away until after 1965 when the beginning of logging caused a growing controversy between hikers and foresters.

From 1970-1972 the Sierra Club played an important role in opposing logging along the Trail and around Nitinat Lakes, while convincing the provincial government there was a need for preservation as a recreation area. Because the trail was being used by growing numbers, the federal government was pressing the provincial government to include it in Pacific Rim National Park Reserve. The initial agreement between Canada and British Columbia to establish the park was signed in 1970. During 1971, a tentative agreement was reached between the Province of British Columbia and the Federal Government to turn over the coastal strip of land now known as the West Coast Trail to form part of the designated park. The boundaries of the Trail portion of Pacific Rim National Park Reserve were left to be negotiated at a later date and ongoing negotiations continued between logging companies and the Provincial and Federal Governments. In fact, negotiations and land assembly delayed final definition of park boundaries until 1987.

Since its origin Pacific Rim National Park Reserve has operated without a formally approved management plan and the Canadian Parks Service administers the area without full legal authority. With the introduction of Bill C-30 into policy on July 18, 1988² and passage of the Act into law with Royal Assent the following September 16, 1988, Pacific Rim

National Park has been designated National Park Reserve and the Canadian Parks service has begun an active planning program. Ongoing land claim negotiations with aboriginal peoples continue and their resolution will allow the park to be gazetted and proclaimed under the National Parks Act. A Management plan is currently being prepared for the area which will provide direction for the future development and operation of the park as it moves from a relatively unmanaged area to a managed national park.

Footnotes - Chapter One

1. In accordance with Canadian Parks Service Policy, national park reserves are designated in areas where the negotiated settlement of an aboriginal land claim is still pending. The National Parks Act applies as if the area were designated a national park. Resolution of aboriginal land claims in Pacific Rim National Park Reserve will result eventually in a gazetted National Park and proclamation under the National Parks Act.

2. The House of Commons of Canada (Second Session, Thirty-third Parliament, 35-36-37, Elizabeth II, 1986, 87, 88), Bill C-30, As Passed by the House of Commons July 18, 1988.

2.0 Introduction

This research can be placed within the broad academic context of cross-cultural geographical study and relies heavily upon the recreation resource and tourism literature. Most cross-cultural studies within the field of geography have focused on landscape perception and overall have not sought to explain recreation, touristic, or specifically wilderness behavior. The major objectives of this research address the issues of recreation motivation and tourism destination image as they relate to natural and wilderness areas. Consequently, the review focuses on the research that has defined the place of motivation in the field of wilderness recreation and then explores the role that destination image has established within the academic tourism literature. This chapter clarifies the position the research takes within the motivation, image related, and landscape perception studies.

The motivation literature, which is large in scope, often focuses on peoples' motives for individual activities. Of particular interest to this study is the literature that has helped define participant's motives for wilderness hiking, concentrating on a behavioral approach. The behavioral approach to outdoor recreation suggests not only that people participate in recreation to fulfill certain motives, but also that fulfillment of these motives is dependent both upon the settings in which participation occurs and the activities in which the participants engage.

The image related literature focuses upon a traveller's reasons for choosing a certain destination. To understand the attraction of different destinations a researcher examines the resource base and how these resources are perceived by the traveller. Attributes refer to those features of the destination that attract the traveller. These features may be either tangible

resources or the perceptions and expectations of the traveller. Studies have evolved from simple description to more recently, a diverse and empirical approach.

Finally, the reasons for cross-cultural analysis are explored and these are placed within the existing body of landscape perception studies. Cross-cultural perception studies seek to understand variations in perceptions by individual cultures and then relate these to differences or similarities of behavior. Cross-cultural studies of landscape perception - especially by geographers - are few. Cross-cultural studies of the perception of national parks, wilderness, and other relatively unspoiled natural environments are virtually nonexistent.

2.1 Motives for Wilderness Hiking

Recreation researchers are particularly interested in motives and decisions because they are the key to understanding why people participate in certain activities.

One of the most commonly recurring themes in outdoor recreation literature is that visitors to outdoor recreation areas often differ in ways that fundamentally affect satisfaction and perceptions of quality. Visitors have different socio-economic characteristics, are exposed to different cultural influences, and have widely varying attitudes, preferences, and motivations (Manning 1985: 7).

Multiple motives underlie most participation. A particular activity, such as wilderness hiking and the behavior associated with it, will be engaged in to satisfy a number of wants. Driver and Brown (1978) also suggest that recreationists will select different settings in which to pursue wilderness recreation because different motives for participation require different environments to fulfill perceived needs.

Haas et al. (1980) describe four levels or hierarchies of demand for outdoor recreation: activities, settings, experiences, and benefits sought. Most of the studies of motivation for outdoor recreation are done at the third level of demand -- experiences. By focusing on the level of the recreation experience, rather than isolating just the activity of participation, a behavioral component is incorporated into the research. "Essentially a grasp of motivation tells us why an individual or group have behaved or are about to perform an action, rather than how the event has happened or will take place" (Dann 1981: 101).

Since motives are the basis for expectations, the suggestion is that most human behavior is goal-directed or aimed at some need satisfaction. Satisfaction for the recreation experience is a function of the difference between the expectations that visitors develop regarding their anticipated trip and the actual conditions they experience (Crompton 1983). If an area lives up to the expectations of a visitor then the visitor is satisfied; if not, the visitor is dissatisfied.

The motives of wilderness users have been studied since the early literature. While focusing on specific activities, such as back-packing, water recreation, camping or mountain climbing, most of this research has attempted to evaluate behavior. The activity most notably linked to wilderness participation is hiking, and many researchers have attempted to identify the most important motives for wilderness hiking (Lucas 1971; Haas et al. 1980; Knopf 1983). Lucas (1971) suggested that aesthetic values such as enjoyment of scenery and nature were the most important motives and that temporary escape was a major theme.

Early research into the motivations of wilderness users stressed the theme of a 'quest for contrast' (Catton 1969; Hendee, Catton and Gale 1971;

Knopp 1972). It speculated that to understand what people want as recreationists in the wilderness it is necessary, in part, to understand what they find repugnant about the city. The less urban the respondent's backgrounds, the greater the likelihood that they would want to urbanize the wilderness. Hendee et al. (1968) found an interesting systematic variation in the prevalence of wilderness purist attitudes by place of origin. By asking participants if they had grown up in the city, a small town, or the country, the researchers identified attitudes of strong purism (those who grew up in cities) or weak purism (those of country origin). This led to the suggestion by Catton (1975) that a major motivation for outdoor recreation in wilderness areas may be the desire to recapture an important element -- the frontier experience. Dearden (1984b) reported similar findings when testing wilderness-related variables on landscape preferences. He discovered that the longer the time lived in wilderness areas, the lower the relative evaluation of rural areas, and that a similar relationship is apparent for recreational time spent in wilderness areas and preferences for rural scenes.

Speculation about wilderness motives raises the question of how such motives might arise. One important factor in motivational development is association with others. Association provides an opportunity to develop the same configuration of motivational attitudes as other members of the contact group. If one associates with preservationists and they have a zeal for backpacking to remote places, there is a good prospect of becoming that sort of person oneself (Catton 1969).

Towler (1977) explored the motivations of wilderness hikers to Grand Canyon National Park, noting that expectations are closely linked to motives and that the meaning of the activity will vary with the expectation. As well,

differences in motivation will result in different patterns of participation for the same activity.

To deal with the complexity associated with motives a number of researchers have attempted to classify people using generated lists of motives for participation. A large group of motivation studies focus on the conceptual and empirical work of B.L. Driver (1976) who introduced the measurement of recreation motives through scale items. These studies involve respondents rating the importance of scale items, each representing a potential motive for participation in a specific activity. By 1980, Driver had compiled a list of forty-two needs that can be met in leisure with the bulk of the analysis concentrating on outdoor recreation activities. Crandall (1980) took this list and generated a discrete and comprehensive list of seventeen groups of needs or motive categories.

A number of researchers have attempted to classify people by shared groups of motives. Through cluster analysis the researcher is provided with groupings or categories of motives. Using this technique, Haas (1979) identified five 'experience types' among wilderness hikers in three different Colorado areas. Manfredo (1979) used a similar approach to identify three different hiker experience types in wilderness areas in Wyoming. Support for this approach emphasizes that it has the advantage of managing for recreation examples rather than specific activities, although Stankey and Schreyer (1985) caution that while people can share similarities in motivation, it is unlikely that specific, discrete 'types' of wilderness recreationists can be defined.

Motives for participation require different types of environments to fulfil perceived needs. Stankey and Schreyer (1985) suggest that if one was to study a variety of wilderness environments, a variation in the relative

importance of different motives for participation would be associated with these environments. Limitations of motivation scales occur when they try to link a specific activity to a different environmental setting. Roggenbuck and Schreyer (1977) and Graefe et al (1981) demonstrated how varying environments, social, and managerial conditions will diversity the motives accordingly (Manning 1985).

Some recent research has concentrated on the normative model of Fishbein and Ajzen (1975). This complex model assumes that an individual's wish to do what others expect can be measured. This approach was used by Rollins (1985) as a component of his study for measuring recreation satisfaction on the West Coast Trail of Pacific Rim National Park. In this study Rollins tested a number of research hypotheses associated with recreation satisfaction starting with the classic recreation satisfaction model which states that overall satisfaction is determined by the discrepancy between expectations and perceptions. The importance of expectations were then tested by comparing place of origin and structure by social group. The divisions of place of origin did not facilitate cross-cultural comparison since the divisions included only British Columbians, those from the rest of Canada, and all those from other foreign countries grouped together. Individual countries were not compared. Rollins noted that there was considerable support for these hypotheses indicating support for cross-cultural analysis and the social group theory. Rollins also found that the significant correlations found between the Fishbein Ajzen model and measures of overall attitude were stronger than for the classic satisfaction model.

2.2 The Role of Destination Image

"Wilderness is an objective reality composed of physical objects in the environment. What makes those objects 'wilderness', however, depends on our personal feeling about such environments. In this sense, it is a very subjective concept. Our image of wilderness is likely influenced by our values, beliefs, emotions, previous experiences, exposure to information, social influences, and even our fantasies. These subjective images affect what we consider wilderness, whether we decide to visit it, and what we experience when we are actually there". (Stankey and Schreyer 1985: 265)

The motivation research suggests that people desire experiences and the rational vacationer selects destinations which will maximize the chances of obtaining the desired experiences (Butler 1986). Any study of long distance travel must consider that as well as the 'push' factor, there is a 'pull' factor represented by the attributes of a destination. Tourists generally do not have a great deal of knowledge about places they have not visited and rely heavily on images. Comparisons of images often lead tourists to choose one destination that promises to provide them with the greatest amount of satisfaction (Mayo 1975).

Crompton (1979:18) defines image as "the sum of beliefs, ideas and impressions that a person has of a destination". With regard to landscape and the natural environment, research indicates that the image of an area is important to destination preferences and choice (Lynch 1960). A number of studies in a variety of fields suggest that the relationship between image and decision-making is important, since a decision-maker acts upon an image of the situation rather than upon objective reality.

Tourism researchers have spent much time and effort trying to decide what attributes attract people to certain places. Early efforts centered on naive descriptions, reporting only the facts of images, with no inquiries into the likes or dislikes of the recreationist. After a description of the actual image a model of preferences might be constructed (e.g. Hunt 1975; Scott et al. 1978; Goodrich 1978). This line of enquiry evolved into measuring the qualities of recreation areas with 'attraction indexes' (Epperson 1983), the purpose of which is to identify how potential tourists perceive a destination region for subsequent marketing. This allows a marketing professional to either build on a favorable image or to improve a negative one (Var et al. 1977).

The very nature of an image suggests that there are significant differences between the image and reality (Britton 1979). A number of image studies concentrate on analysis of perception change as measured before and then after a vacation, providing the researcher with a measure of change between pre-travel and post-travel images (e.g. Pearce 1982; Phelps 1986).

There also exist studies of more 'intellectual interest' such as Butler's (1986) investigation of the relationships between literature, landscapes, and the formation of images or Renwick and Cutter's (1983) analysis of the role of imagery through map postcards. However, most touristic image-related research stems from marketing concerns and the need to effectively market vacation areas (Crompton 1979). Numerous researchers agree that the image of a destination area is a critical factor in the destination choice process (e.g. Lynch 1960; Mayo 1973; Hunt 1975; Crompton 1979).

Tourism and the selection of a tourist destination can be regarded as no different from recreation and the search for a recreation destination. Each visitor selects destinations which will maximize the chances of obtaining the desired experiences (Butler 1986). Few people go to a place about which they

have negative feelings, and most people have some sort of image or mental picture of their potential destination. The shaping of images can occur through pictures and the written and spoken word. A mind influenced by writings of the typical American wilderness ethic or the stereotypical frontier experience may view natural areas differently than those not exposed to them (Walter 1983). It is possible that West Germans familiar with the writings of Karl May, for example, may see mountains as more impressive and more removed from civilization than those unfamiliar with his work.²

The process of selection will depend upon the environment and its attributes. An environment might suggest certain distinctions and relations and the observer then selects, organizes, and endows with meaning what is seen. Different environments will resist or facilitate the process of image making. Some environments will be generalized in the mind of the user, while others may be strongly imbued with meaning and seen to possess highly specialized characteristics (Schreyer & Roggenbuck 1981).

Schreyer and Roggenbuck (1981) explored the extent to which such an image exists for national parks. The study concluded that national park images are widely shared but extremely general, and suggested it would be useful to understand how the general image of 'national park' interacted with a specific environment. Park perception research should focus on specific situations of interaction rather than on generalized images of a very diverse system. Another study by Mayo (1975) discovered that tourists to the United States tend to perceive national parks as part of a cluster of "Far West, National Parks, Old West, and Frontier West". It also discovered that the attractiveness of national parks is high for all destinations except the 'Far West' and it is likely that a large amount of attraction to this western region is due to national parks.

2.3 Cross-Cultural Research in Landscape Perception

Environmental perception research attempts to identify the way in which people perceive an environment and the factors that influence these perceptions. Zeal (1974) defines perception as the awareness of the characteristics of the environment. Since people participate in activities in different settings to realize experiences, the perception of scenery or landscape is important to the process of destination choice or preference. Manning (1985) in defining a recreational setting includes both the social and managerial environment along with the physical setting. Perception research in a wilderness park setting will include visitor awareness of the characteristics of the environment on these three levels. The fact that different groups of recreationists perceive particular environments differently becomes useful for the investigation of the differing purposes and underlying role of the recreation experience to these different groups.

Perception research is an area of study that includes some very intangible variables and may be idiosyncratic depending upon individual needs and images. As the use of national parks and relatively isolated areas increases, so will the associated variations in perception. Some people may seek a type of communion with nature and privacy in the wilds, while others will prefer maximum social contacts and many of the conveniences of home (Saarinen 1976; Marsh 1982; Lucas 1989). As well, perception of a park's function ranges from what can be termed elitism - the ultimate wilderness experience for a self-selected breed of outdoor enthusiasts - to those voiced by Alberta's Tourism Minister (1987), LeRoy Fordbotten, commenting on 'undeveloped' Waterton Lakes National Park. "What is there to do after seeing the scenery? There should be an opportunity for some development to allow people to do something while they are there" (Johnson et al. 1987).

The frame of reference that people carry into the wilderness affects their perception of an experience within a natural park area.

When undertaking research in which cross-cultural contact figures prominently, cross-cultural comparison is an important component. "Cross-cultural research compares specific cultures and societies and the individuals who are living in and reacting to different environments" (Adler 1977). Cross-cultural comparisons with other populations provide insight into the nature of environment preference. In a study of adaption level in the Arctic, Sonnenfeld (1967) investigated native (Eskimo) and non-native preferences for broadly differing types of landscapes. Using pairs of photo slides, the subjects indicated preference for greater or less relief, rich or poor vegetation, more or less water, and variable temperatures. Sonnenfeld found significant differences between native and non-native groups but there were differences within populations as well. Zube and Pitt (1981) suggest that Sonnenfeld's discovery of a preference for landscapes most similar to home type environments showed choices indicating not only what is attractive in landscape but what is deficient in the local or home environment.

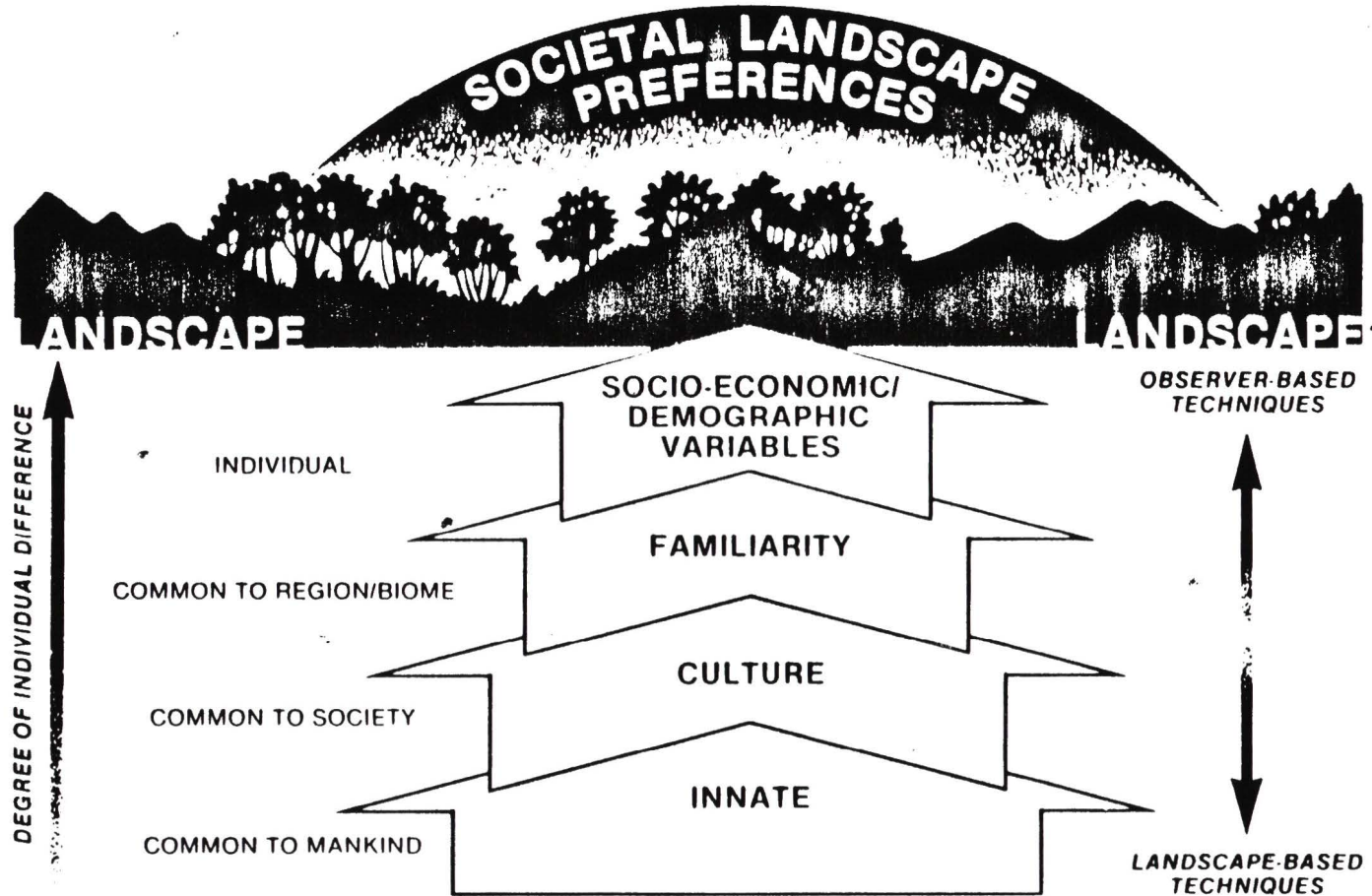
Schafer and Tooby (1973) investigated the preferences of campers in Scottish and American campgrounds using one hundred black and white photographs. The average landscape preference scores for American campers were compared with the scores for the campers in Scotland, producing a correlation coefficient indicating a high degree of agreement on landscape preference. Zube and Mills (1976) undertook a study investigating the perceptions of scenic quality of a coastline in Lorne, Australia, by residents and visitors to the town, and compared these with a study of students at the University of Massachusetts. The research provided an opportunity to investigate cross-cultural responses to a specific area of the Australian

coastline and noted similarities in evaluation between similar cultures. Both of these studies looked at an evaluation of scenic quality only, as opposed to Sonnenfeld (1967) whose choices indicated a utilitarian use. Zube and Pitt (1981) report on two studies which compared the scenic landscape perceptions of Yugoslavians, West Indians, and Americans of varying ethnic backgrounds. These authors identified important differences among groups in the perception of landscapes with and without man-made structures.

An important consideration underlying all approaches is the degree of consensus on landscape preferences within the population. Most of the cross-cultural landscape perception research has emphasized agreement among groups of people from relatively similar cultural backgrounds (Ulrich 1983). Dearden (1989a), however, notes that while there does exist an astonishingly high degree of consensus, there exist studies showing distinct differences. These differences could be related to landscape characteristics, observer characteristics or mode of interaction between the two. Dearden provides an organizational framework for both the theoretical and methodological considerations of findings related to between group differences in landscape evaluations (Figure 2).

The hierarchy presented by Dearden shows the factors that interact with different landscapes to produce societal landscape preferences. The hierarchy does not show the relative importance of each variable but the potential degree of societal consensus related to each variable. Innate qualities exist that are common to mankind but at the same time culture may shape differences in preference for certain landscapes. A person's perception of a given environment may reflect that person's familiarity with the area or experience in a similar area, while individual socio-economic variations may further differentiate preferences. As the hierarchy climbs so does the degree

Figure 2: Nested Hierarchy of Societal Landscape Preferences



From: Dearden, P., "Societal Landscape Preferences: A Pyramid of Influences", in Dearden P., and Sadler, B., (eds.), Landscape Evaluation: Approaches and Applications, Western Geographical Series, University of Victoria, Volume 25, 1989, p. 43.

of individual preferences. Wilderness users can be evaluated at each of these levels yet at the same time all influences associated with the variables are present. As well, Dearden suggests, the influence of the landscape and the associated attributes will also be present and may constitute the dominant influence on societal landscape preferences.

Kaplan and Kaplan (1982) emphasize commonalities between groups and individuals. A common evolutionary heritage causes a predisposition toward preference for certain landscapes. Kaplan and Kaplan suggest that cognitive maps, influenced by millions of years of evolution, influence landscape perceptions. Dearden (1989a), as mentioned above, suggests that the perceptions underlying human preferences form a base of innate preferences common to mankind upon which the other levels are 'superimposed'. While searching for commonalities, cultural diversity must be acknowledged, and the ways in which individuals respond to wilderness explored (Kaplan and Talbot 1983).

Zube and Mills (1976: 167) state that an understanding and knowledge of cross-cultural perceptions will be important "to increase man's ability to manage efficiently the natural resources of the biosphere". With increased opportunities for travel, and as international use of national parks increases, cross-cultural considerations of park use must also increase. Zube and Pitt (1981: 71) suggest that as national parks and other relatively unmodified landscapes are increasingly threatened, it is important to understand how various people perceive them. They ask the question, "Are there different value systems that underlie landscape values or are there some underlying dimensions appreciated by all people"?

Cross-cultural studies of perception of national parks, wilderness, and other relatively unmodified natural environments are rare. If significant

differences or similarities do exist between two cultures it seems prudent that national park managers be aware of such differences or similarities. Management practises developed in one culture may not be suitable in another and management problems may occur when landscapes attract visitors from diverse cultures if host and visitor perceptions differ (Zube and Pitt 1981).

2.4 Summary

There is a lack of understanding in the literature of what factors contribute to the West German tourists' attraction to specific Canadian wilderness areas.

A major objective of this research is to identify what motivates West German hikers to seek out the West Coast Trail recreation experience. Studies of motivation have evolved from trying to link individual motives for user activities to identifying different 'experience types' over a number of wilderness areas. Such studies contribute to a better understanding of why people seek out wilderness areas and their behavior within them. Since the motivation literature is wide in scope and complex in nature this review has focused on selective studies that emphasize recreationists' reasons for wilderness hiking.

Tourists and recreationists select destinations to maximize their chances of obtaining the desired experiences. West German tourists will have an image of the West Coast Trail that they find attractive. Researchers have concentrated their efforts upon deciding what attributes attract people to certain places. These studies have progressed from descriptive reports to complicated empirical measurement, each with the purpose of identifying an associated image or change in image for a specific area or region.

Landscape preferences can be investigated at different levels - innate, cultural, familiar, and individual - with each of these influencing the associated preferences accordingly. Cross-cultural comparison between the West Germans and the Canadians will define similarities or differences in perception between these cultural groups. Cross-cultural studies to date have noted similarities in landscape evaluation between similar cultures. Differences that do exist are most often between distinctly different cultures or between preferences for utilitarian use.

Footnotes: Chapter Two

1. Tourism Canada, Pleasure Travel Markets to North America: Highlights Report, Ottawa, Department of Regional Industrial Expansion, June 1987.

Tourism Canada, Pleasure Travel Markets to North America: Market Probe Study 'West Germany', Ottawa, Department of Regional Industrial Expansion, June 1987.

2. Karl May is a widely read West German fiction author since the beginning of this century, with books based on the North American frontier experience.

3.0 Introduction

The methodology for this study involves four phases. First, a proposal was sent to the Canadian Parks Service with a request for permission to carry out research within a national park. Subsequent negotiation resulted in phase two - the compilation of a self-administered field questionnaire. Phase three - the fieldwork - involved distribution of the questionnaire by the Canadian Parks Service to the Information Centers at the West Coast Trail and then distribution of the questionnaires to the hiking public. Data analysis comprised the fourth and final stage of the research. The Canadian Parks Service established a contract responsible for the collating, coding, and keypunching of the data into machine readable format. Analysis of the data was done using the computing facilities at the University of Victoria.

3.1 Phase One: Park Procedure

This stage involved liaising with a number of people in the Canadian Parks Service and finally gaining acceptance for the research from the Special Projects Group of the Canadian Parks Service in Calgary Alberta¹. Initial negotiation with the Canadian Parks Service involved letters to Jim Rouse, Chief of the Special Projects Division for the Canadian Parks Service in Calgary; Jim Masyk, Superintendent of Pacific Rim National Park during 1989; and Howie Hambleton, Chief of Visitor Services for Pacific Rim National Park. Upon the receipt of a reply from these letters, a six-page research proposal was sent to Jim Rouse at the Special Projects Division with a request for permission to carry out the research in Pacific Rim National Park during the summer of 1989 (Appendix A).

The initial proposal outlined research that included distributing a self-administered questionnaire to a sample group of all the West German tourists hiking the West Coast Trail during July through September of 1989. This questionnaire was to be written in German.

Following a tentative agreement to permit the research, came a series of negotiations producing guidelines for the final research. These guidelines required by the Canadian Parks Service placed limitations upon the nature and scope of the research undertaken. Two major conditions were:

1. In accordance with Canadian Parks Service guidelines only one research tool may be present in a park at a given time. Since three parties were interested in conducting research during the summer of 1989 on the West Coast Trail, it was necessary to combine three research tools into one self-administered questionnaire.
2. That the study sample include the entire West Coast Trail population registering at the Information Centers during July through September 1989. This excluded the possibility of writing a questionnaire targeted only for the West German tourists written in their own language.

3.2 Phase Two: Questionnaire Formulation

Phase two involved the compilation of a self-administered field questionnaire by three parties wishing to do field research at the West Coast Trail of Pacific Rim National Park Reserve during the summer of 1989. These included myself, Rainer Kuberek (a visiting Ph.D. candidate to Simon Fraser University from the University of the Saarland in West Germany)², and the Canadian Parks Service as part of the two year management planning program for Pacific Rim National Park³.

The compilation of a final field questionnaire was a time-consuming process. Each research party presented a questionnaire that had been prepared for each individual research project. The task of incorporating these three

research tools was designated to myself and Rainer Kuberek. Extensive negotiation was involved to produce a self-administered questionnaire that incorporated all significant questions of the three contributors.

The process of questionnaire formulation involved identifying duplicated questions and eliminating those questions that were not absolutely necessary in addressing individual research objectives. The greatest concern when compiling the questionnaire was that a long questionnaire might deter hikers from taking the time to answer it. Therefore, the length of the questionnaire became one of the major criteria for keeping or discarding questions. Three drafts were required before the pilot study questionnaire was ready to be tested in the field. The final approval and printing of the questionnaire was carried out by the Canadian Parks Service.

3.2.1 Pilot Study

A pretest of the West Coast Trail Visitor Survey was carried out on May 20-22. Thirty questionnaires were distributed by the National Park staff at the Information Centers in Bamfield and Port Renfrew. Discussion and specific question probing was carried out by myself at the Port Renfrew and Rainer Kuberek at the Pachena Bay terminals to the trail. The objective of this pilot study was to ensure that the proposed field methodology worked and that the questions were understood consistently by the respondents.

The pretest questionnaire consisted of two small booklets. The first booklet (Section 1) collected information before the hike and the second booklet (Section 2) was to be carried to the end of the trail and completed after the hike. Feedback from the pilot study resulted in changes to a number of questions, mostly in the form of rewording, and a change in the format of the

questionnaire from two booklets to one booklet consisting of two sections to be answered before and after the hike respectively.

At the Port Renfrew end of the trail many people stopping for information were not necessarily hiking the trail. Those hiking the trail were often in a rush to catch the ferry over to Thrasher Cove or Gordon River. At the Bamfield/Pachena Bay end, when the MV Lady Rose came in, there was a rush for the Information Center and congestion. Trying to get people to fill out Section 1 before leaving the Information Centers was difficult due to the congestion and hurry to catch ferries. The recommendation was to combine both sections together into one booklet and allow them to carry it onto the trail while completing Section 1 during the hike.

Language proved to be a problem for two groups of German hikers. One group pointed out that the word 'backcountry' was difficult to understand or confused with the German 'Hinterland'. Also, another West German couple could not answer more than the first page. Through casual conversation it was learned that they had a low education level and were not very familiar with the written English language even though they could speak English very well (See: Section 3.3.1). A German version of the questionnaire was recommended.

3.2.2 Questionnaire Format

The final questionnaire consisted of one booklet (Appendix B). The first section (Questions 1 to 14), which collected information before or during the hike, was to be completed before finishing the trail, preferably closer to the beginning of the hike. The objective of this section was to get a 'picture' of the motives and expectations of the visitors before they completed the West Coast Trail. The second section (Questions 15 to 39) was to be completed after

the hike. This section was designed to assess the hikers' level of satisfaction with the hike after experiencing the West Coast Trail, with the goal of comparing it with their pre-hike expectations.

The final questionnaire design and layout followed The Total Design Method, (Dillman, 1977) and previous booklet design used by the Canadian Parks Service. The information asked on the two sections of the questionnaire were as follows:

- Section 1
1. Origin
 2. Length of stay on the West Coast Trail
 3. Planning of the hike
 4. Most appealing features of the trail
 5. Reasons for hiking the West Coast Trail
 6. Attitudes toward nature
 7. Socio-demographic characteristics
- Section 2
8. Image of the trail after the hike
 9. Success of the hike on the West Coast Trail
 10. Overall level of satisfaction with the experience
 11. Best and least liked features of the trail
 12. Opinion on the level of development of the West Coast Trail
 13. Impact of logging on overall experience
 14. Level of satisfaction with Canadian Parks Service information package
 15. Comments/suggestions for management of the West Coast Trail

The questionnaire could either be handed in at the Information Centers, in collection boxes at either end of the trail, on the MV Lady Rose, or mailed back to the Canadian Parks.

3.2.3 Significant Questions

Since the objectives of this study focus on identifying what motivates West German visitors to seek out the West Coast Trail recreation experience and on identifying the image that West German tourists have of the West Coast Trail area, certain questions stand out as being more important than

others. The full wording and format of these questions can be found in Appendix B.

Section 1

Question 13:

The following is a list of reasons why people participate in leisure activities.

Could you please indicate how important these reasons are for your trip to the West Coast Trail by circling the appropriate level of importance of each.

Section 2

Question 19:

Could you please indicate which of the following were the FIVE (5) most important criteria for making your hiking trip on the West Coast Trail a satisfying one.

Please place a '1' beside the most important, a '2' beside the next most important, and so on.

Question 13 and Question 19 of the final questionnaire are designed to reveal the underlying meanings or motives of participants to the West Coast Trail. These questions are also designed to rate the order of responses so that the meanings or motives can be empirically defined and tested for two separate occasions - before/during the hiking experience and after the hiking experience is completed. These questions are based on a list of general motives for leisure and taken from a comprehensive list by Crandall (1980). The list is also designed to be similar to that used for other questionnaires being circulated in Pacific Rim National Park Reserve by the Canadian Parks Service to provide standardization of information.

Section 1Question 12:

Could you please indicate the three most appealing things that attracted you to the West Coast Trail.

Section 2Question 21:

Now that you've hiked the West Coast Trail, could you please list the three most attractive features of the West Coast Trail.

Question 12 and Question 21 are designed to generate a list of attributes for the West Coast Trail and place them in a ranked order suitable for empirical analysis. As previously mentioned, 'attraction indexes' have been used to evaluate the attraction for various destinations. For research in wilderness areas standardized attribute indexes may become less useful, as the areas investigated become unique, by ignoring more of the specific features. There is no standardized list of attributes related to participation (Stankey and Schreyer, 1985). As in this study, it is common to generate an idiosyncratic listing of common features. Stankey and Schreyer (1985) suggest that future research may be able to identify those attributes most consistently related to the behavior of wilderness recreationists as a standard for recreation researchers.

Section 2Question 20:

Could you please rate your level of satisfaction with the time you spent on the West Coast Trail.

Finally, Question 20 is important in providing a measure of satisfaction or dissatisfaction for each respondents' experience on the West Coast Trail.

An open comment section allows the individual to qualify their answer and gives important feedback especially when considering future management concerns.

3.3 Phase Three: Fieldwork

The fieldwork for this study was carried out during the months of July, August, and September 1989 -- the peak months of visitation for the West Coast Trail (Table 4). The field methodology incorporates the two-part self-administered questionnaire and informal interviews conducted with West German hikers along the West Coast Trail. The combination of research methods is used for a number of reasons.

In recreation research, the use of a single research tool such as a questionnaire, presents the possibility of potential bias. It is possible to recognize that the potential for bias exists and attempt to reduce it by pretesting and rephrasing misunderstood questions. As well, the self-administered questionnaire leans heavily toward closed, short-answer questions. Although the research tool seeks subjective answers through a number of open questions, the responses remain limited in length and scope and are not targeted directly at the West German tourist market. The empirical data received from the questionnaire is vast and the questions answered are quantitatively satisfying but there remains a need to validate the research data collected through less formal procedure. The informal interview procedure provides a useful way to validate the research data collected by the more formal method. As Moeller et al. (1980: 181) point out, "when coupled with other data collection techniques, the informal interview can help attain the multi-measurement ideal of social science research".

TABLE 4
SEASONAL HIKER USE 1989

	<u>May</u>	<u>June</u>	<u>July</u>	<u>Aug.</u>	<u>Sept.</u>	<u>Oct.</u>
Total Hikers	464	943	1801	2359	1126	Not
Completing West Coast Trail	215	568	1117	1450	558	Available

From: Howie Hambleton, Chief Visitor Services, Pacific Rim National Park, Personal Communication, November 1989.

TABLE 5
BREAKDOWN OF HIKER USE 1989

Hikers completing the whole trail	58%
North end hikers	21%
South end hikers	4%
Hikers accessing or exiting the trail via Nitinat Narrows	1%
Hikers accessing or exiting the trail via Carmanah Valley	2%
Day hikers	14%

From: Leslie Smith, West Coast Trail Information Facilities (Pacific Rim National Park, West Coast Trail: Seasonal Report, 1989).

3.3.1 Survey Sample

The questionnaire survey sample includes all park visitors registering at the two Information Centers with the intention of hiking the entire West Coast Trail during July, August, and September 1989. The Information Centers are located at Pachena Bay at the northern Bamfield end and Port Renfrew at the southern end of the trail (Figure 1). This census approach was utilized since it proved easier for the purposes of all three studies. The survey questionnaires were distributed to one member of every registering party with "the next birthday" as the criterion used to randomly select the next respondent.

While such a sample might be considered a census, it should be noted that not all hikers to the West Coast Trail register at the Information Centers. It should also be noted that all visitor statistics for the West Coast Trail are based on only those hikers registering at the Information Centers. Several sources of potential bias may be noted:

1. Sample Bias: Since the survey sample includes only those hikers registering at the Information Centers, other hikers who did not register were not represented and their numbers remain unknown. It is possible that there is a difference between the 'type' of visitor who registers and one who chooses not to register.
2. Patterns of use: With a linear trail such as the West Coast Trail, it is an extremely rare occasion when a hiker or group of hikers does not begin at either the north or south end of the trail. It is possible to take a helicopter or floatplane to the Nitinat Lakes or to travel to the trail area through the Walbran or Carmanah trails. Numbers entering through these access points are not monitored. Many hikers, however, do not travel the complete seventy-seven kilometers, choosing to complete

just the north end of the trail, starting and finishing their hike at the Bamfield entrance. Such a hiker may have completely different motives for the recreation experience than one planning to hike the entire trail. In fact, Schreyer et al. (1976) noted differences, elsewhere, between day and overnight users. Based on 1989 statistics for the West Coast Trail, only 58% of hikers completed the entire trail; 21% were north end users, and 14% were day hikers (Table 5). How many of these shorter and day hikers were West German tourists remains unknown, although with the amount of time and money invested to reach this destination it was thought that the West German traveller probably chose to complete the entire trail.

3. Temporal bias: The seasonal time period chosen (July through September) is the hiking season most used by West Coast Trail visitors. While it is possible to hike the trail from May through October, shoulder season use is sparse (Table 4). The possibility exists that those hiking the trail during the shoulder months have different reasons for being there than during the peak season.
4. Language bias: One of the common concerns with cross-cultural research is the possibility of bias being introduced into the study through faulty language use or a lack of language understanding by the respondent. A German translation of the questionnaire presented a problem for the Canadian Parks Service. They require that all translations be done by the Translation Office of the Secretary of State's Office and this could not be accomplished by the beginning of July deadline. Also, since the cost of printing a German version would be high, Environment Canada decided a German version could not be made available to the public. It is possible that only well-educated

West German visitors were able to complete the English version of the questionnaire. In fact, field notes written by the Information Attendants during questionnaire distribution suggest that a possible six groups of German tourists refused the questionnaire due to the language barrier. This presented another reason for conducting informal conversations with West German visitors along the trail.

5. Weather bias: Associated with temporal changes are changes in weather conditions, although the West Coast of Vancouver Island is well-known for unpredictable weather patterns. It is possible that those hiking during foul, wet, or storm conditions found it more difficult to physically answer the questionnaire than those hiking during sunny more favorable conditions. It is also possible that weather conditions may hinder or heighten the fulfillment of expectations. Weather conditions were not noted on the questionnaire although they were sometimes commented upon in the final comment category.

3.3.2 Interviews

The interviews are designed to supplement the questionnaire and to produce good qualitative data of the type not possible with self-administered closed questions. The interviews were in reality just chance meetings with West German tourists encountered along the trail during a day's hiking (twelve in total). Indeed, no interview was planned or requested and a number of questions were asked only in the course of friendly conversation.

The questions asked ranged from one to five and were as follows:

1. How/why did you come to the West Coast Trail?
2. What influences your impression of Canada?
3. What does Canada mean to you?

4. What did you enjoy/not enjoy in Canada?
5. What is different about wilderness/nature here and in Germany?

The date, origin of the respondent(s), and their location on the West Coast Trail was also noted.

These interviews were very difficult to obtain since the amount of time and energy expended for each interview was great. Quite often West German hikers were difficult to identify or the opportunity did not present itself to begin a friendly conversation. When the opportunity did arise, however, these hikers were without exception very responsive and appeared to enjoy discussing their reasons for visiting Canada and the West Coast Trail.

During the same time period as that of the self-administered questionnaire - July through September 1989 - twelve (12) informal interviews were conducted. The data received is presented in Appendix C and the results discussed in Chapter Four.

3.4 Phase Four: Data Analysis

The questionnaires were collected by the end of October 1989 and collated by November 1989. The overall response rate for the study was 68% and the response rate for only West German tourists was a probable 68% (Table 6). The Canadian Parks Service contracted the coding and keypunching of the data to Data Entry Personnel of Calgary⁴ whose chore it became to present to the three research parties involved the questionnaire data in machine readable form. All of the responses to open questions on the questionnaire were typed into comment fields identified by questionnaire number. This was done to facilitate the isolation of comments by individual

TABLE 6
QUESTIONNAIRE RESULTS

<u>TIME PERIOD</u>	July 1989 through September 1989
<u>TOTAL DISTRIBUTED</u>	875
<u>TOTAL RETURNED</u>	596
<u>RETURN RATE</u>	68%
<u>WEST GERMANS (14.1%)</u>	123
<u>TOTAL RETURNED</u>	84
<u>PROBABLE RETURN RATE</u>	68%

user groups.

Data analysis for the study utilizes both descriptive statistics and a number of more stringent statistical tests - the chi-square, Wilcoxon Signed-Ranks, and Mann Whitney U tests for significance. The analysis was carried out at the University of Victoria computing facilities and utilizes both SAS and SPSS computer programs.

3.5 Future Research Considerations

There were a number of problems associated with the implementation of this study that require consideration by future researchers. Some of these concerns have evolved from the limitations placed on the research by doing co-operative study within a national park. Since it was necessary to co-operatively incorporate the research objectives of three interested research parties, a number of considerations for cross-cultural research could not be met.

Large visitor studies give information of the general population at the individual level. Such blanket studies make it very difficult to assess or concentrate on cultural characteristics. Specific questions targeted at the West German population had to be eliminated in favor of generic questions. While the information from this study suggests differences between cultural groups are present and provides good baseline data, many questions about West German values and attitudes remain unanswered.

Future research could concentrate on wilderness values and attitudes toward wilderness by different cultural markets. Specifically, for the West German market, an analysis of wilderness definition and cultural influences might prove interesting. Researchers should look toward the standardization of a questionnaire for individual countries (not individual areas) and

evaluate the different cultural tourist markets for many different park environments. This research would have the ultimate goal of protecting sensitive park environments.

The combination of three research tools into one long self-administered questionnaire composed of two booklets also presented problems. The response rate for questions on the first half of the questionnaire were generally higher than for those on the second half of the questionnaire. However, the open comment categories on the second half were answered with long and usually thoughtful comments.

Targeting a single cultural group, such as the West German population, would ensure that the research objectives would be met and that the research tool would be of manageable proportions.

Footnotes - Chapter 3

1. Special Projects Group, Socio-Economic Research Division (SERD), Western Regional Office, Environment Canada, Canadian Parks Service, Calgary, Alberta.
2. Universitat des Saarlandes, Fachrichtung Geographie, D - 6000 Saarbrücken 11, Saarland, West Germany.
3. Francine Couture, Pacific Rim National Park, West Coast Trail, Visitor Survey Manual, Environment Canada, Canadian Parks Service, 1989.
4. Data Entry Personnel, #405 - 839-5 Avenue, S.W., Calgary, Alberta, T2P 3C8.

4.0 Introduction

This chapter presents the research results as they pertain to the objectives stated in Chapter One. It provides a descriptive overview of the West German visitors to the West Coast Trail and compares the characteristics of these visitors with others hiking the trail. To facilitate cross-cultural comparison the data base is divided into five data sets:

1. The entire West Coast Trail hiker population (N=596) (100%)
2. The West German hiker population (N=84) (14.1%)
3. Everybody but the West Germans (N=512) (85.9%)
4. The Canadian hiker population (N=362) (60.7%)
5. All other international hikers (N=150) (25.2%)

Univariate methods of analysis are used to draw comparisons between the West German sample and the other international hikers, and descriptive typologies are constructed for each user group by country. Bivariate analysis is then used to facilitate comparison between each data set and the variables measured. Tests of greater rigor are used to measure any significant motivation differences between data sets both for before the hike and after the hike was over. Finally, the interpretation of the informal interviews is related to the other research findings.

4.1 The West German Tourist Market: An Overview

West German tourists to the West Coast Trail responded to the self-administered questionnaire by the same proportion as other visitors to the West Coast Trail during the summer hiking season of 1989. The overall response rate for the entire population was 68% and the response rate for the West German population was also a probable 68% (Table 6). Assuming that a

small number of West Germans turned down the questionnaire due to the language barrier (as indicated by the Information Attendant's field notes) it is likely that the response rate would have been slightly higher if the questionnaire had been written in German.

From the 84 questionnaires returned by this group it is possible to obtain a demographic composition of the general West German population to the West Coast Trail. There is representation from nearly all over West Germany, although Lower Saxony, a large state by both area and population, is not represented. A high 41.6% chose not to specify from which state they originated. The majority of those who were specific come from West Berlin (13.1%) in the north, and Baden-Württemberg (11.9%), and Bavaria (11.9%) in the south. However, when weighted with the estimated population for each state it is interesting to note that Hamburg, Bremen, and West Berlin have the greatest representation by population. These small city-states also have the highest population density per square kilometer (Figure 3).

Most of these tourists are longterm travellers, with 65 of the respondents (77.4%) stating that they have been away from home for over 30 days, 35 (41.7%) stating that they have been away 60 days or more, and 22 (26.2%) acknowledging that they have not been home to Germany for 90 days or more (Table 7). These long distance travellers are travelling for pleasure, 60 (71.4%) of them on a sightseeing and touring trip that may or may not include other countries (Table 8). It is apparent that the West German tourist is not coming to Canada specifically to hike the West Coast Trail, since only 5 (6%) note that it is their sole reason for travelling. Yet it is apparent that the West Coast Trail was a planned stop on the itinerary for 64 (76.2%) of the West German visitors (Table 9). The decision to undertake the trip to the West Coast Trail did not always occur in West Germany where the travel

FIGURE 3

WEST GERMAN VISITOR POPULATION

PERCENTAGES BY STATE



<u>State</u>	<u>Frequency</u>	<u>Percent</u>	<u>Estimated Population* as of December 86 ('000)</u>	<u>Ratio</u>	<u>Population Density* (per sq. km)</u>
1. Schleswig-Holstein	1	1.2	2612.7	1:2612.7	166
2. Hamburg	4	4.8	1571.3	1:392.8	2082
3. Niedersachsen	0	0.0	7196.1	0:7196.1	152
4. Bremen	2	2.4	654.2	1:327.1	1618
5. Nordrhein-Westfalen	3	3.6	16676.5	1:5558.8	490
6. Hessen	5	5.9	5543.7	1:1108.7	263
7. Rheinland-Pfalz	1	1.2	3611.4	1:3611.4	182
8. Saarland	2	2.4	1042.1	1:521.0	406
9. Baden-Württemberg	10	11.9	9362.8	1:936.2	261
10. Bayern	10	11.9	11026.5	1:1102.6	156
11. West Berlin	11	13.1	1879.2	1:170.8	3914
Unspecified	<u>35</u>	<u>41.6</u>			
	84	100			

*From: The Europa World Year Book 1989 - Volume 1, Europa Publications Limited, London, England.

originated. Forty-seven (56%) decided to hike the trail while still in Germany and a large group of 33 (39.3%) stated they made the decision to hike the West Coast Trail once they were in Canada (Table 10). It is probable that the group of 17 unplanned hikers (20.2%) make up a large portion of those 33 (39.3%) that decided to hike the trail while in Canada. The fact that no one decided to hike the West Coast Trail while in the United States suggests that this group of hikers is not coming to the West Coast Trail via the United States or if a number are, they are not receiving information about the trail from any American sources. The majority of West German hikers are coming to the West Coast Trail for a planned stop while on a pleasure trip to Canada with the majority of them making the decision to hike the trail while in Germany, from less than one month and up to three months previous to their travels 47 (56%) (Table 11).

Most West Germans hear about the West Coast Trail either by word-of-mouth 37 (44%) or through a travel guidebook 36 (42.9%) (Table 12). The high percentage of word-of-mouth recommendations suggests that, in the past, many West Germans have received a positive image of the recreation experience on the West Coast Trail and have returned to Germany communicating this. Reinforcement of a positive image of the West Coast Trail may contribute to the increasing numbers of West Germans and Europeans travelling to the trail.

Once the decision to hike the West Coast Trail is made, the West German tourist must travel to the trailheads at Gordon River or Pachena Bay. This is most often accomplished either by hitchhiking 23 (27.4%) or taking a scheduled bus 22 (26.2%) (Table 13). A small number, 5 (6%), also hitchhiked in combination with taking a car, bus, or boat. Only 6 (7.1%) took the MV Lady Rose from Port Alberni to the trailhead. It is possible that the cost of the

TABLE 7NIGHTS AWAY FROM HOME - WEST GERMANS

<u>NIGHTS</u>	<u>FREQUENCY</u>	<u>PERCENT</u>
0-29	19	22.6
30-59	30	35.7
60-89	13	15.5
90 and over	<u>22</u>	<u>26.2</u>
	84	100

TABLE 8MAIN PURPOSE OF THE TRIP - WEST GERMANS

<u>MAIN PURPOSE</u>	<u>FREQUENCY</u>	<u>PERCENT</u>
Pleasure Trip	60	71.4
Other Purpose	11	13.1
Just Hike the WCT	5	6.0
Visit to Family/Friends	3	3.6
Multiple Reasons	3	3.6
Business Trip	0	0.0
No Response	<u>2</u>	<u>2.3</u>
	84	100

TABLE 9TYPE OF STOP - WEST GERMANS

<u>TYPE OF STOP</u>	<u>FREQUENCY</u>	<u>PERCENT</u>
Planned Stop	64	76.2
Unplanned Stop	17	20.2
Main Destination	1	1.2
No Response	<u>2</u>	<u>2.4</u>
	84	100

TABLE 10COUNTRY OF DECISION - WEST GERMANS

<u>COUNTRY</u>	<u>FREQUENCY</u>	<u>PERCENT</u>
Germany	47	56.0
Canada	33	39.3
Other Country	1	1.2
United States	0	0.0
No Response	<u>3</u>	<u>3.5</u>
	84	100

TABLE 11WHEN THE TRIP WAS PLANNED - WEST GERMANS

<u>WHEN</u>	<u>FREQUENCY</u>	<u>PERCENT</u>
Less than one month	24	28.6
1-3 months	23	27.4
4-6 months	16	19.0
More than 6 months	6	7.2
Unplanned trip	<u>17</u>	<u>17.8</u>
	84	100

TABLE 12SOURCE OF INFORMATION - WEST GERMANS

<u>SOURCE</u>	<u>FREQUENCY</u>	<u>PERCENT</u>
Word-of-mouth	37	44.0
Travel Guidebook	36	42.9
Tourist Information Centre	3	3.6
Media (Newspaper, Magazine, TV etc.)	2	2.4
Other Source	2	2.4
No Response	<u>4</u>	<u>4.7</u>
	84	100

scheduled boat is a deterrent for the West German traveller many of whom expressed in a number of friendly conversations the wish to conserve money. The high number of hitchhikers tends to support this.

The average West German hiker is an unfamiliar hiker to the West Coast Trail, since 80 (95.2%) responded that this was their first time hiking the trail. Of the 4 (4.8%) who had hiked it before, three of these had hiked the trail only once and one had hiked it three previous times (Table 14). The West Germans, however, are not all inexperienced hikers to other backcountry areas as 24 (28.6%) responded that they had taken more than 5 backpacking trips prior to undertaking the West Coast Trail, 18 (21.4%) had taken 3-5 trips, 23 (27.4%) had taken 1-2 trips, and only 18 (21.4%) had never taken a backpacking trip in a backcountry setting before (Table 15). Of these hikers 53 (63.1%) hiked the entire trail and 31 (36.9%) hiked only part of the trail (Table 16). The majority of those who only did part of the trail note that they hiked from Pachena Bay to Tsusiat Point - about 25 km of the trail from the north end.

The majority of West German hikers, 71 (84.5%), constitute adult groups. Six groups (7.1%) said they were travelling with children of the ages 11 or less (1 female child) and/or 12-17 years of age (3 males and 2 females). None of the travellers came on an organized tour, although 3 groups (3.6%) noted that they were a small organized party (Table 17). Proportionally there are two males hiking the trail for every female (Table 18). These are a young population, with 66 (78.5%) being between the ages of 18 and 34 (Table 19). Most West Germans hiking the trail are well educated, with 41 (48.8%) having attained university level or better, 40 (47.6%) are students and 18 (21.4%) are professionals (Tables 20 and 21). The majority are not members of an environment or outdoor organization 49 (58.3%). Those who are

TABLE 13TRANSPORTATION TO THE WEST COAST TRAIL - WEST GERMANS

<u>METHOD</u>	<u>FREQUENCY</u>	<u>PERCENT</u>
Hitchhiking	23	27.4
Scheduled Bus	22	26.2
Rented Vehicle	14	16.7
Private Vehicle	12	14.3
Scheduled Boat	6	7.1
Hitchhiking & Car/Bus/or Boat	5	6.0
No Response	<u>2</u>	<u>2.3</u>
	84	100

TABLE 14NUMBER OF TIMES HIKING THE WEST COAST TRAIL - WEST GERMANS

<u># OF TIMES</u>	<u>FREQUENCY</u>	<u>PERCENT</u>
First Time	80	95.2
Second Time	3	3.6
Third Time	0	0.0
Fourth Time	<u>1</u>	<u>1.2</u>
	84	100

TABLE 15NUMBER OF TIMES HIKING IN A BACKCOUNTRY SETTING -WESTGERMANS

<u># OF TIMES</u>	<u>FREQUENCY</u>	<u>PERCENT</u>
None	18	21.4
1-2 Trips	23	27.4
3-5 Trips	18	21.4
More than 5	24	28.6
No Response	<u>1</u>	<u>1.2</u>
	84	100

TABLE 16DISTANCE OF HIKE - WEST GERMANS

<u>DISTANCE</u>	<u>FREQUENCY</u>	<u>PERCENT</u>
Entire Trail	53	63.1
Partial Trail	<u>31</u>	<u>36.9</u>
	84	100

TABLE 17TYPE OF GROUP - WEST GERMANS

<u>TYPE OF GROUP</u>	<u>FREQUENCY</u>	<u>PERCENT</u>
Adults Only	71	84.5
Adults and Children	6	7.1
Organized Small Party	3	3.6
Organized Tour Group	0	0.0
No Response	<u>4</u>	<u>4.8</u>
	84	100

TABLE 18
SEX OF RESPONDENT -WEST GERMANS

<u>SEX</u>	<u>FREQUENCY</u>	<u>PERCENT</u>
Male	49	58.3
Female	25	29.8
No Response	<u>10</u>	<u>11.9</u>
	84	100

TABLE 19
AGE OF RESPONDENT -WEST GERMANS

<u>AGE</u>	<u>FREQUENCY</u>	<u>PERCENT</u>
Under 18	2	2.4
18-24	29	34.5
25-34	37	44.0
35-49	6	7.1
50-64	1	1.2
No Response	<u>9</u>	<u>10.7</u>
	84	100

TABLE 20
LEVEL OF EDUCATION -WEST GERMANS

<u>LEVEL</u>	<u>FREQUENCY</u>	<u>PERCENT</u>
Grade School	1	1.2
High School	17	20.2
College/Technical School	15	17.9
University	33	39.3
University/Post Graduate	8	9.5
Misunderstood/No Response	<u>10</u>	<u>11.9</u>
	84	100

TABLE 21
OCCUPATION -WEST GERMANS

<u>OCCUPATION</u>	<u>FREQUENCY</u>	<u>PERCENT</u>
Student	40	47.6
Professional	18	21.4
Other Occupation	6	7.1
Unemployed	3	3.6
Office Worker/Clerical	2	2.4
Executive/Manager	2	2.4
Self-Employed	2	2.4
No Response	<u>11</u>	<u>13.1</u>
	84	100

TABLE 22
MEMBER OF ENVIRONMENT/OUTDOOR ORGANIZATION -WEST
GERMANS

<u>MEMBER</u>	<u>FREQUENCY</u>	<u>PERCENT</u>
No	49	58.3
Yes	29	34.5
No Response	<u>6</u>	<u>7.2</u>
	84	100

members of an environment organization 29 (34.5%) most frequently mention Greenpeace (Table 22). Therefore, the most common West German traveller on the West Coast Trail is a relatively young (18 to 34) educated male, who most likely is not a member of an environment or outdoor organization.

4.2 Comparative User Profiles: Similarities and Differences

A main purpose of the research is to seek out similarities and differences between user groups and to fit these variations into a framework of cross-cultural consideration for management. The differences define target markets that can be identified by management when considering future marketing and management strategies. Knowledge of the people to be served is implicit in proper planning, marketing, and management for park development and conservation. By analyzing the frequency of user characteristics and then determining which characteristics are representative of those for each user group, it is possible to create a user profile. This profile best describes the generic user type for each group relative to the sample population.

Tables 23 and 24 combine frequency data and mean/average calculations into a comparative chart of the different sample groups by country hiking the West Coast Trail. From these tables it is possible to describe a profile for three sample user groups. Together they provide a profile of the West Coast Trail user population in general.

1. The West German Hiker (N=84) (All those of West German origin)

Relative to the sample population the hiker from West Germany is most likely to be a young male university student who is not a member of an environment or outdoor group.

He is travelling for pleasure and during the previous three months decided that the West Coast Trail was a planned stop on the itinerary. He either read about the West Coast Trail in a travel guidebook or was told about it and it is the first time he has hiked the West Coast Trail.

This West German hiker is inexperienced (compared to the other West Coast Trail hiker groups) and plans to spend just over 5 days hiking the trail.

He travels to the trailhead by hitchhiking or taking a scheduled bus, spends just under 5 days on the trail and more than likely hikes the entire trail.

2. The Canadian Hiker (N=362) (All those of Canadian origin)

Relative to the sample population the hiker from Canada is most likely to be an older male professional with a university education who is not a member of an environment or outdoor group.

He has come specifically to hike the West Coast Trail and has decided to do this in the previous three months. He has heard about the West Coast Trail by word-of-mouth and it is the first time he has hiked the West Coast Trail.

This Canadian hiker is a fairly experienced hiker and plans to spend just under 5 days hiking the trail.

He travels to the trailhead by private vehicle, spends just under 5 days on the trail and may or may not complete the entire trail.

3. The Other International Hiker (N=150) (All other international tourists)

Relative to the sample population the other international hiker is most likely to be a younger male professional with a university post

TABLE 23

COMPARATIVE ANALYSIS OF USER CHARACTERISTICS BY COUNTRY

Relative to the sample population the hiker from each country is more likely to be:

<u>CHARACTERISTIC</u>	<u>WEST GERMANS (N=84)</u>	<u>CANADIANS (N=362)</u>
Sex	Male (58.3%)	Male (57.7%)
Age	18-24 (34.5), 18-34 (78.5), 25-34 (44)	25-34 (35.9), 25-49 (67.9), 35-49 (32)
Level of Education	University (39.3)	University (34.3)
Occupation	Student (47.6)	Professional (35.1)
Type of Group	Adults Only (84.5)	Adults Only (72.7)
Member of Environment Organization	No (58.3)	No (64.4)
Average Nights Away From Home	54.36	13.05
Main Purpose of Trip	Pleasure (71.4)	Hike The Trail (64.6)
Type of Stop	Planned (76.2)	Main Destination (71)
When Trip was Planned	Less than 1 - up to 3 months (56)	Less than 1 - up to 3 months (61.6)
How Learned about W.C.T.	Word of Mouth (44) Travel Guidebook (42.9)	Word of Mouth (71.8)
Method of Transport to W.C.T.	Hitchhiking (27.4) Scheduled Bus (26.2)	Private Vehicle (54.7)
Number of Previous Backcountry Hikes	More than 5 (28.6), 1-2 Trips (27.4)	More than 5 (49.4)
Average Nights Planned For Hike	5.15	4.96
Actual Average Nights on Trail	4.90	4.72
Distance Hiked	Entire Trail (63.1)	Partial Trail (50.3), Entire Trail (48.1)

TABLE 24

COMPARATIVE ANALYSIS OF USER CHARACTERISTICS BY COUNTRY

Relative to the sample population the hiker from each country is more likely to be:

<u>CHARACTERISTIC</u>	<u>OTHER INTERNATIONAL</u> (N=150)	<u>GENERAL POPULATION</u> (N=596)
Sex	Male (57.4%)	Male (57.6%)
Age	18-24 (21.3), 18-34 (66.5), 25-34 (45.2)	18-24 (19.5), 18-49 (86.2), 25-34 (39.3), 35-49 (24.7)
Level of Education	University/Post Graduate (29.7)	University (33.4)
Occupation	Professional (38.1)	Professional (34.1)
Type of Group	Adults Only (82.6)	Adults Only (76.8)
Member of Environment Organization	No (51.6)	No (60.2)
Average Nights Away From Home	42.75	26.52
Main Purpose of Trip	Pleasure (56.8)	Hike the Trail (43.6)
Type of Stop	Planned (54.8)	Main Destination (47.5)
When Trip was Planned	Less than 1 - up to 3 months (49)	Less than 1 - up to 3 months (57.7)
How Learned about W.C.T.	Word of Mouth (46.5)	Word of Mouth (61.4)
Method of Transport to W.C.T.	Private Vehicle (32.3)	Private Vehicle (43.1)
Number of Previous Backcountry Hikes	More than 5 (63.2)	More than 5 (50.2)
Average Nights Planned for Hike	4.46	4.87
Actual Average Nights on Trail	3.92	4.56
Distance Hiked	Partial Trail (51.6), Entire Trail (45.2)	Entire Trail (49.7), Partial Trail (48.5)

graduate education who might or might not be a member of an outdoor or environment group.

He is travelling for pleasure and during the previous three months decided that the West Coast Trail was a planned stop on the itinerary. He has heard about the West Coast Trail by word of mouth and it is the first time hiking the West Coast Trail.

This international hiker is an experienced hiker and plans to spend 4.5 days hiking the trail.

He travels to the trailhead by private vehicle, spends just under four days hiking the trail and may or may not complete the entire trail.

There are a number of major differences between the West German descriptive profile and that of the two other user groups. The West German hiker in comparison to other hikers is usually younger and most often a student. Along with being younger there is a lack of experience hiking in backcountry areas when compared with most other hikers on the trail. As well as being inexperienced, the West Germans are the largest group of first time hikers to the West Coast Trail (95.2%) (Table 23). Other international tourists are very experienced with 63.2% having hiked in a backcountry area 5 times or more (Table 24). It should be noted that the composition of the other international travellers group has a predominance of travellers from the United States (Table 25). The travellers from the United States generally travel a shorter distance and are culturally less different than Canadians when compared with those of other international origin.

West Germans are less likely to spend money to get to the trail as compared to other groups. The younger age may be one explanation for the preference to hitchhike to the trailheads. As well, the West German hiker expects to spend more time hiking the trail than those of the other two

TABLE 25
SAMPLE SIZE BY COUNTRY

<u>COUNTRY</u>	<u>FREQUENCY</u>	<u>PERCENT</u>	<u>CUMULATIVE FREQUENCY</u>
CANADA	362	60.7	60.7
UNITED STATES	46	7.8	68.5
UNITED KINGDOM (England, Wales, Scotland and Northern Ireland)	22	3.7	72.1
IRELAND	2	0.3	72.5
FINLAND	1	0.2	72.7
EAST GERMANY	6	1.0	73.7
WEST GERMANY	84	14.1	87.8
NETHERLANDS	1	0.2	87.9
FRANCE	14	2.3	90.3
SWITZERLAND	11	1.8	92.1
AUSTRIA	2	0.3	92.4
OTHER EUROPE	11	1.8	94.3
JAPAN	1	0.2	94.5
AUSTRALIA	14	2.3	96.8
NEW ZEALAND	4	0.7	97.5
SOUTH AMERICA	2	0.4	97.8
NO ANSWER	13	2.2	100

Cumulative Frequency = 596

groups and does in fact spend more time actually hiking the trail, although less than expected. Compared to the other international tourists, West Germans spend on average one day longer experiencing the trail. Also, the West German hikers are more likely than their Canadian or international counterpart to complete the entire trail (Tables 23 and 24).

A major commonality between the groups is that most are adult groups hiking without accompanying children. As well, most hikers plan their trips in the three months previous to their hike. Although the West German hikers show the highest percentage of first time hikers to the trail, it is also apparent that the majority of all hikers are first time West Coast Trail visitors. Between the user groups there is a tendency for over 50% not to be members of an environment or outdoor group, yet this tendency is not strong for West Germans and especially not for the other international tourists (51.6%) (Tables 23 and 24). When compared with the general population of each country, those belonging to environmental or outdoor organizations may prove to be quite high. Lucas (1989) suggests that probably no more than 1% of the total adult population belongs to such organizations. The frequent mention of Greenpeace by the West Germans corresponds to the fact that in 1989 Greenpeace Canada had 20,000 members and Greenpeace West Germany had over three times this number, with 639,000 members¹.

To determine if variations between data sets are measurably significant bivariate analysis is used. Bivariate analysis facilitates comparison between each data set and the variables measured. First, cross-tabulations indicate associations between the predictor variable for country of origin (which is aggregated in some data sets) and the possible response variables. Once associations are determined the chi-square test with Cramer's V is used to analyze the research hypothesis, which states that sample differences reflect

actual population differences regarding the relative frequency of a given characteristic.

The chi-square test with Cramer's V is used to test for significance between the West German and Canadian samples, and the West Germans and everybody else (Table 26). The comparison of West Germans to Canadians specifically addresses the research objective that seeks to identify any significant differences in user characteristics between these two countries. The comparison of West Germans to everybody else hiking the trail addresses the question: Are West German hikers significantly different - with respect to the frequency of the occurrence of any given user characteristic - than everybody else of the general user population?

A number of significant differences occur between the West Germans and the Canadians (Table 26). Many of these findings reiterate those discussed during the initial descriptive analysis. The chi-square test indicates that there are significant differences between the number of nights away from home, the main purpose of the trip, whether the West Coast Trail is the main destination or not, how respondents first learned about the West Coast Trail, the number of times hiking the trail, the number of times hiking in a backcountry setting, and if the trail was hiked entirely or only partially.

When the chi-square test is used to compare the West Germans to everybody else hiking the trail many of the same variables show statistical significance. Once again, the number of nights away from home, the main purpose of the trip, whether the West Coast Trail is the main destination or not, how they first learned about the West Coast Trail, the number of times hiking the trail, the number of times hiking in a backcountry setting, and whether the trail is hiked entirely or not, are all statistically significant. The variable denoting how many times a person has hiked the West Coast Trail

TABLE 26

CROSS-CULTURAL COMPARISON: CHI-SQUARE RESULTS

VARIABLE/QUESTION	WEST GERMANS/ CANADIANS			WEST GERMANS/ EVERYBODY ELSE		
	Cramer's V	Prob.	Sig.	Cramer's V	Prob.	Sig.
Nights away from home	.640	.000	Yes	.426	.000	Yes
Main purpose of trip •	.506	.000	Yes	.344	.000	Yes
Type of stop	.563	.000	Yes	.381	.000	Yes
When trip was planned	.133	.061	No	.111	.085	No
How learned about W.C.T. •	.547	.000	Yes	.381	.000	Yes
First time hiking W.C.T.	-.163 Δ	.001	Yes	-.120 Δ	.004	Yes
Number of times hiked W.C.T. •	.165	.035	Yes	.125	.171	No
Number of Previous Backcountry hikes	.170	.005	Yes	.187	.000	Yes
Nights planned for hike	.123	.676	No	.122	.469	No
Distance hiked •	.125	.031	Yes	.116	.018	Yes
Actual nights on trail	.144	.335	No	.136	.216	No
Type of image for W.C.T.	.021	.911	No	.019	.905	No
Change of image	.093	.158	No	.016	.350	No
Satisfaction •	.074	.488	No	.073	.364	No
Logging's effect on scenic values	.166	.056	No	.107	.038	Yes
Logging's effect on overall enjoyment	.106	.093	No	.106	.043	Yes
Logging's negative effect on future plans	.026	.867	No	.020	.898	No
Perception of being in wilderness	.229	.000	Yes	.190	.000	Yes
Sex	.039 Δ	.428	No	.032 Δ	.449	No
Member of environment organization	-.039 Δ	.425	No	-.008 Δ	.852	No

Δ 2 x 2 (Phi Coefficient)

- > 20% of the cells have expected counts of less than 5. Individual cell counts reveal that the weight of the actual frequency as compared to the expected frequency is not significant. However, the chi-square test may not be valid.

changes from statistically significant between the West Germans and the Canadians to not significant once the other international tourists are added to the comparison. Obviously, a difference between the closer domestic and distant international markets is being displayed.

For the chi-square test the sample size must be relatively large, therefore no individual country except Canada was compared to the West German sample. The United States presents a sample size of $N=46$ however, the search for comparison is between West Germany and other long distance international markets. The United Kingdom presents the next largest sample size of $N=22$ (Table 26). The chi-square test also requires limited categories with large cell counts. Since the expected number for each cell should be five or more for each class or category, problems arose. Due to the large number of categories many cells presented counts of less than five. When this occurred for ordinal level data it was possible to aggregate categories and rerun the data. When this occurred for nominal level data, such as method of transportation to the trailheads or which part of the trail was hiked, it was impossible to combine categories. These variables were discarded since they were uninterpretable as chi-square data. When the problem arose with the second run for a number of the variables, these variables were investigated for a chi-square cell count. If significance was present the weighting of the observed value was determined for each cell with an expected value of less than five. This analysis was done to reveal if the weight of the actual frequency as compared to the expected frequency was significantly great. No one cell shows a significantly large difference between actual and expected frequencies. As well, on the occasion that a two by two table presented itself, the Phi Coefficient replaced Cramer's V.

Many of the major differences noted are more than likely a function of the distance or the difference between international and domestic travel. Most international tourists (West Germans included) state they are on a pleasure trip and these international tourists note that, while the West Coast Trail is a planned stop on their itinerary, it is not the main destination as it is for a high proportion of Canadian visitors. While the importance of word of mouth advertising and positive image reinforcement is exhibited by each group, travel guide books become an important source of initial information about the West Coast Trail for many West German tourists. This is true to a lesser degree for the other international tourists. Also, the average number of nights away from home is considerably less for domestic visitors than for those of international origin.

Those differences that cannot easily be accounted for through distance travelled suggest other reasons for the variation. The number of times previously hiking in a backcountry setting and the distance hiked along the West Coast Trail both display a significant difference between West Germans and Canadians and West Germans and everybody else. As previously noted, West Germans are the most inexperienced hikers on the trail and yet they are the group most likely to complete the entire trail. These significant differences may be related to this group's reasons for seeking out the West Coast Trail wilderness experience as a cultural group.

4.3 Motives

A major research objective is to identify what motivates West German visitors to seek out the West Coast Trail recreation experience and to undertake a cross-cultural comparison with other user groups, specifically the Canadian visitor market. Motives are the basis for expectations and therefore

TABLE 27

MOTIVESWEST GERMANS N=84

	Very Important %	Important %	Somewhat Important %	Somewhat Not Important %	Not Important At All %	No Response %
To Get some Privacy/Solitude	13 (15.5)	25 (29.8)	30 (35.7)	8 (9.5)	7 (8.3)	1 (1.2)
To Enjoy Nature and Scenery	79 (94)	5 (6.0)	-	-	-	-
To Get "Away From it All"	16 (19)	28 (33.3)	20 (23.8)	10 (11.9)	10 (11.9)	-
To Spend Time With Family/ Friends	4 (4.8)	14 (16.7)	22 (26.2)	19 (22.6)	25 (29.8)	-
To Have An Adventure/Wilder- ness Experience	23 (27.4)	37 (44)	19 (22.6)	4 (4.8)	-	1 (1.2)
To Learn/Develop New Skills	7 (8.3)	25 (29.8)	24 (28.6)	25 (29.8)	3 (3.6)	-
To Challenge and Test Abilities	11 (13.1)	24 (28.6)	18 (21.4)	22 (26.2)	9 (10.7)	-
To Meet New People	4 (4.8)	12 (14.3)	22 (26.2)	18 (21.4)	27 (32.1)	1 (1.2)
For Physical Fitness & Exercise	5 (6.0)	21 (25)	27 (32.1)	17 (20.2)	14 (16.7)	-
Learning/Intellectual Stimulation	5 (6.0)	13 (15.5)	26 (31)	23 (27.4)	17 (20.2)	-

Variables of particular note are highlighted.

CANADIANS N=362

	Very Important %	Important %	Somewhat Important %	Somewhat Not Important %	Not Important At All %	No Response %
To Get some Privacy/Solitude	97 (26.8)	114 (31.5)	83 (22.9)	35 (9.7)	27 (7.5)	6 (1.6)
To Enjoy Nature and Scenery	288 (79.6)	63 (17.4)	7 (1.9)	1 (0.3)	-	3 (0.9)
To Get "Away From it All"	148 (40.9)	114 (31.5)	60 (16.6)	26 (7.2)	9 (2.5)	5 (1.4)
To Spend Time With Family/ Friends	94 (26)	113 (31.2)	74 (20.4)	29 (8.0)	50 (13.8)	2 (0.6)
To Have An Adventure/Wilder- ness Experience	187 (51.7)	99 (27.3)	55 (15.2)	11 (3.0)	3 (0.8)	7 (2.0)
To Learn/Develop New Skills	51 (14.1)	78 (21.5)	125 (34.5)	65 (18)	38 (10.5)	5 (1.4)
To Challenge and Test Abilities	97 (26.8)	127 (35.1)	82 (22.7)	32 (8.8)	21 (5.8)	3 (0.8)
To Meet New People	13 (3.6)	30 (8.3)	88 (24.3)	106 (29.3)	120 (33.1)	5 (1.4)
For Physical Fitness & Exercise	84 (23.2)	141 (39)	93 (25.7)	29 (8.0)	13 (3.6)	2 (0.6)
Learning/Intellectual Stimulation	38 (10.5)	89 (24.6)	101 (27.9)	69 (19.1)	60 (16.6)	5 (1.4)

Variables of particular note are highlighted.

TABLE 27 (continued)

MOTIVESOTHER INTERNATIONALS N=150

	Very Important %	Important %	Somewhat Important %	Somewhat Not Important %	Not Important At All %	No Response %
To Get some Privacy/Solitude	39 (26)	56 (37.3)	28 (18.7)	11 (7.3)	7 (4.7)	9 (6.0)
To Enjoy Nature and Scenery	119 (79.3)	22 (14.7)	2 (1.3)	1 (0.7)	-	6 (4.0)
To Get "Away From it All"	56 (37.3)	37 (24.7)	21 (14)	16 (10.7)	11 (7.3)	9 (6.0)
To Spend Time With Family/ Friends	23 (15.4)	32 (21.3)	28 (18.7)	21 (14)	38 (25.3)	8 (5.3)
To Have An Adventure/Wilder- ness Experience	67 (44.6)	49 (32.7)	15 (10)	8 (5.3)	4 (2.7)	7 (4.7)
To Learn/Develop New Skills	9 (6.)	30 (20)	40 (26.7)	29 (19.3)	35 (23.3)	7 (4.7)
To Challenge and Test Abilities	13 (8.7)	33 (22)	41 (27.3)	27 (18)	28 (18.7)	8 (5.3)
To Meet New People	4 (2.7)	26 (17.3)	35 (23.3)	38 (25.3)	41 (27.4)	6 (4.0)
For Physical Fitness & Exercise	18 (12)	54 (36)	40 (26.7)	22 (14.7)	10 (6.6)	6 (4.0)
Learning/Intellectual Stimulation	15 (10)	32 (21.3)	29 (19.3)	38 (25.3)	29 (19.4)	7 (4.7)

Variables of particular note are highlighted.

are measured before the recreation experience. Satisfaction for the recreation experience is a function of the difference between the expectations and the actual conditions experienced while hiking the West Coast Trail and measured after the hike is over. Cross-cultural comparison tests for both the pre-hike differences in motives and post-hike differences in satisfaction between user groups.

All groups agree that the most important motive for hiking the West Coast Trail is to enjoy the nature and scenery (Table 27). For the three samples analyzed the most important motives tend to be the need to enjoy nature and scenery, the need to have an adventure and wilderness experience, the need to get some privacy and solitude, and the need "to get away from it all". The West German visitors are almost unanimous in finding the motive to enjoy nature and scenery very important (94%) while the Canadians and the other international tourists responded 79.6% and 79.3% respectively (Table 27). The frequency data also indicates that the Canadians find more motives 'very important' or 'important' than do the other two groups hiking the trail. For the Canadian hikers important motives are also to challenge and test abilities, for physical fitness and exercise, and to spend time with family and friends (Table 27). For the West Germans and the other international tourists these needs may be met in other recreation areas more easily accessible from home.

This type of frequency analysis and the distribution of the responses can mask important results. To uncover significant cross-cultural differences more rigorous tests are needed. To test for differences within populations for a motive before the hike and the contribution to satisfaction after the hike, the Wilcoxon Signed-Ranks test is used. Corresponding questions on the questionnaire ranked motive categories for before the hike (question 13,

TABLES 28 - 31WILCOXON SIGNED RANKS TEST - MOTIVES28. WEST GERMANS - ENTIRE TRAIL (N=53)
BEFORE VS. AFTER

<u>VARIABLE</u> <u>SIGNIFICANCE</u>	<u>Z SCORE</u>	<u>(2-TAILED)</u> <u>PROBABILITY</u>	
To Get Some Privacy/Solitude	-5.9313 (-4.5733)	.0000 (.0000)	Yes (Yes)
To Enjoy Nature and Scenery	-3.2010 (-2.8304)	.0014 (.0046)	Yes (Yes)
To Get Away From It All	-6.1105 (-4.8599)	.0000 (.0000)	Yes (Yes)
To Spend Time With Family/Friends	-5.7437 (-4.4686)	.0000 (.0000)	Yes (Yes)
To Have An Adventure/Wilderness Experience	-4.7201 (-2.0940)	.0000 (.0000)	Yes (Yes)
To Learn/Develop New Skills	-6.0459 (-4.7821)	.0000 (.0000)	Yes (Yes)
To Challenge And Test Abilities	-6.0032 (-4.0842)	.0000 (.0000)	Yes (Yes)
To Meet New People	-6.0740 (-4.2988)	.0000 (.0000)	Yes (Yes)
For Physical Fitness And Exercise	-5.7905 (-4.2857)	.0000 (.0000)	Yes (Yes)
Learning/Intellectual Stimulation	-6.2109 (-4.6226)	.0000 (.0000)	Yes (Yes)

Those hiking only the partial trail are bracketed (N=31).

29. CANADIANS - ENTIRE TRAIL (N=174)
BEFORE VS. AFTER

<u>VARIABLE</u> <u>SIGNIFICANCE</u>	<u>Z SCORE</u>	<u>(2-TAILED)</u> <u>PROBABILITY</u>	
To Get Some Privacy/Solitude	-10.5344 (-10.4128)	.0000 (.0000)	Yes (Yes)
To Enjoy Nature and Scenery	-8.1335 (-8.0479)	.0000 (.0000)	Yes (Yes)
To Get Away From It All	-10.5916 (-10.8307)	.0000 (.0000)	Yes (Yes)
To Spend Time With Family/Friends	-10.2285 (-10.5674)	.0000 (.0000)	Yes (Yes)
To Have An Adventure/Wilderness Experience	-8.0164 (-8.3982)	.0000 (.0000)	Yes (Yes)
To Learn/Develop New Skills	-11.1457 (-11.5217)	.0000 (.0000)	Yes (Yes)
To Challenge And Test Abilities	-10.4849 (-10.8487)	.0000 (.0000)	Yes (Yes)
To Meet New People	-11.3042 (-11.6293)	.0000 (.0000)	Yes (Yes)
For Physical Fitness And Exercise	-10.7928 (-10.8111)	.0000 (.0000)	Yes (Yes)
Learning/Intellectual Stimulation	-11.3035 (-11.4046)	.0000 (.0000)	Yes (Yes)

Those hiking only the partial trail are bracketed (N=182).

30. EVERYBODY EXCEPT WEST GERMANS - ENTIRE TRAIL (N=243)
BEFORE VS. AFTER

<u>VARIABLE</u> <u>SIGNIFICANCE</u>	<u>Z SCORE</u>		<u>(2-TAILED)</u> <u>PROBABILITY</u>	
To Get Some Privacy/Solitude	-12.3955	(-12.0743)	.0000 (.0000)	Yes (Yes)
To Enjoy Nature and Scenery	-9.2447	(-9.0212)	.0000 (.0000)	Yes (Yes)
To Get Away From It All	-12.5292	(-13.0605)	.0000 (.0000)	Yes (Yes)
To Spend Time With Family/Friends	-12.2542	(-12.6733)	.0000 (.0000)	Yes (Yes)
To Have An Adventure/Wilderness Experience	-9.2762	(-9.8907)	.0000 (.0000)	Yes (Yes)
To Learn/Develop New Skills	-13.1496	(-13.7130)	.0000 (.0000)	Yes (Yes)
To Challenge And Test Abilities	-12.1401	(-12.9767)	.0000 (.0000)	Yes (Yes)
To Meet New People	-13.3099	(-13.8353)	.0000 (.0000)	Yes (Yes)
For Physical Fitness And Exercise	-12.5301	(-12.5697)	.0000 (.0000)	Yes (Yes)
Learning/Intellectual Stimulation	-13.3856	(-13.5307)	.0000 (.0000)	Yes (Yes)

Those hiking only the partial trail are bracketed (N=258).

31. OTHER INTERNATIONAL TOURISTS - ENTIRE TRAIL (N=69)
BEFORE VS. AFTER

<u>VARIABLE</u> <u>SIGNIFICANCE</u>	<u>Z SCORE</u>		<u>(2-TAILED)</u> <u>PROBABILITY</u>	
To Get Some Privacy/Solitude	-6.5404	(-6.1919)	.0000 (.0000)	Yes (Yes)
To Enjoy Nature and Scenery	-4.3977	(-4.1240)	.0000 (.0000)	Yes (Yes)
To Get Away From It All	-6.6955	(-7.3172)	.0000 (.0000)	Yes (Yes)
To Spend Time With Family/Friends	-6.7517	(-7.0109)	.0000 (.0000)	Yes (Yes)
To Have An Adventure/Wilderness Experience	-4.5807	(-5.2360)	.0000 (.0000)	Yes (Yes)
To Learn/Develop New Skills	-7.0141	(-7.4586)	.0000 (.0000)	Yes (Yes)
To Challenge And Test Abilities	-6.1893	(-7.1601)	.0000 (.0000)	Yes (Yes)
To Meet New People	-7.0208	(-7.4761)	.0000 (.0000)	Yes (Yes)
For Physical Fitness And Exercise	-6.34485	(-6.4159)	.0000 (.0000)	Yes (Yes)
Learning/Intellectual Stimulation	-7.1777	(-7.3055)	.0000 (.0000)	Yes (Yes)

Those hiking only the partial trail are bracketed (N=76).

TABLE 32

SUMMARY OF SIGNIFICANT RELATIONSHIPS FOR TABLES 28 - 31

INTERNATIONAL	WEST GERMANS	CANADIANS	EVERYBODY ELSE	OTHER
	BEFORE VS . AFTER	BEFORE VS . AFTER	BEFORE VS. AFTER	TOURISTS BEFORE VS. AFTER
To Get Some Privacy/Solitude	Yes (Yes)	Yes (Yes)	Yes (Yes)	Yes (Yes)
To Enjoy Nature and Scenery	Yes (Yes)	Yes (Yes)	Yes (Yes)	Yes (Yes)
To Get Away From It All	Yes (Yes)	Yes (Yes)	Yes (Yes)	Yes (Yes)
To Spend Time With Family/ Friends	Yes (Yes)	Yes (Yes)	Yes (Yes)	Yes (Yes)
To Have An Adventure/ Wilderness Experience	Yes (Yes)	Yes (Yes)	Yes (Yes)	Yes (Yes)
To Learn/Develop New Skills	Yes (Yes)	Yes (Yes)	Yes (Yes)	Yes (Yes)
To Challenge and Test Abilities	Yes (Yes)	Yes (Yes)	Yes (Yes)	Yes (Yes)
To Meet New People	Yes (Yes)	Yes (Yes)	Yes (Yes)	Yes (Yes)
For Physical Fitness & Exercise	Yes (Yes)	Yes (Yes)	Yes (Yes)	Yes (Yes)
Learning/Intellectual Stimulation	Yes (Yes)	Yes (Yes)	Yes (Yes)	Yes (Yes)

Partial Trail Hikers (In Brackets)

Appendix B) and after the hike was over (question 19, Appendix B). This provided ranked information by country for the Wilcoxon Signed-Ranks test since the test is designed to compare two random samples of measurements which are matched for different occasions. It tests the hypothesis that there are no differences between two paired populations of ordered-metric scales and it takes into account the magnitude of the differences between the two paired variables.

As previously discussed, it is probable that reasons for hiking the entire trail will differ from those only partially hiking the trail and for this purpose each sample to be tested is divided into those who hiked the entire trail and those who hiked only a portion of the trail. The Wilcoxon Signed-Ranks test is used on all of the data sets. All of the data sets tested show a significant difference between the populations' pre-trip motives and post-trip satisfaction (Tables 28 - 31). Pre-trip motives are very different than post-trip satisfaction for all of the data sets tested (Table 32).

To measure the differences in pre-hike motives and post-hike satisfaction between different sample groups the Mann Whitney U test is used. The objective of this procedure is to test two different sample populations for a single occasion. Unlike the Wilcoxon Signed-Ranks test which is used to test for the dynamic nature of recreation motivation in a single population over time, this test compares the motives of two different populations for a static occasion in time. The results of the Mann Whitney U test reveal significant differences between populations for before the hike (motives) and after the hike (satisfaction).

The procedure for this analysis involves a series of comparisons. The West German sample is compared to the Canadian sample for before the hike and after the hike. Then the West Germans are compared to everybody else

TABLE 33MOTIVES - MANN WHITNEY U - WEST GERMANS VS. CANADIANSBEFORE - ENTIRE TRAIL
WEST GERMANS VS. CANADIANS

<u>VARIABLE</u> <u>SIGNIFICANCE</u>	<u>Z SCORE</u>		<u>(2-TAILED)</u> <u>PROBABILITY</u>	
To Get Some Privacy/Solitude	-1.1537	(-1.6143)	.2486 (.1065)	No (No)
To Enjoy Nature and Scenery	-2.4134	(-1.9688)	.0158 (.0490)	Yes (Yes)
To Get Away From It All	-3.6176	(-2.5124)	.0003 (.0120)	Yes (Yes)
To Spend Time With Family/Friends	-3.8929	(-4.7979)	.0001 (.0000)	Yes (Yes)
To Have An Adventure/Wilderness Experience	-3.8484	(-1.2497)	.0001 (.2114)	Yes (No)
To Learn/Develop New Skills	-.7715	(-.9204)	.4404 (.3574)	Yes (No)
To Challenge And Test Abilities	-3.9518	(-1.5382)	.0001 (.1240)	Yes (No)
To Meet New People	-.0025	(-1.6489)	.9980 (.0992)	Yes (No)
For Physical Fitness And Exercise	-5.5682	(-2.9886)	.0000 (.0028)	Yes (Yes)
Learning/Intellectual Stimulation	-.4092	(-2.7598)	.6824 (.0058)	Yes (Yes)

Before Partial Trail (in brackets).

AFTER - ENTIRE TRAIL
WEST GERMANS VS. CANADIANS

<u>VARIABLE</u> <u>SIGNIFICANCE</u>	<u>Z SCORE</u>		<u>(2-TAILED)</u> <u>PROBABILITY</u>	
To Get Some Privacy/Solitude	-1.1764	(-.2027)	.2394 (.8394)	No (No)
To Enjoy Nature and Scenery	-3.6061	(-2.3346)	.0003 (.0196)	Yes (Yes)
To Get Away From It All	-2.1725	(-1.6169)	.0298 (.0159)	Yes (No)
To Spend Time With Family/Friends	-2.4000	(-1.9157)	.0164 (.0554)	Yes (No)
To Have An Adventure/Wilderness Experience	-2.9549	(-1.9152)	.0031 (.0555)	Yes (No)
To Learn/Develop New Skills	-2.0342	(-1.1806)	.0419 (.2377)	Yes (No)
To Challenge And Test Abilities	-2.1907	(-.0263)	.0285 (.9790)	Yes (No)
To Meet New People	-.0084	(-4.62441)	.9933 (.0000)	No (Yes)
For Physical Fitness And Exercise	-2.6141	(-1.1173)	.0089 (.9067)	Yes (No)
Learning/Intellectual Stimulation	-.5898	(-1.5648)	.5553 (.1176)	No (No)

After Partial Trail (in brackets).

TABLE 34

MOTIVES - MANN WHITNEY U - WEST GERMANS VS. EVERYBODY ELSE

BEFORE - ENTIRE TRAIL
WEST GERMANS VS. EVERYBODY ELSE

<u>VARIABLE</u> <u>SIGNIFICANCE</u>	<u>Z SCORE</u>	<u>(2-TAILED)</u> <u>PROBABILITY</u>	
To Get Some Privacy/Solitude	-1.4584 (-1.8178)	.1447 (.0691)	No (No)
To Enjoy Nature and Scenery	-2.3217 (-1.9420)	.0202 (.0521)	Yes (No)
To Get Away From It All	-3.3409 (-2.2526)	.0008 (.0243)	Yes (Yes)
To Spend Time With Family/Friends	-2.9452 (-4.2183)	.0032 (.0000)	Yes (Yes)
To Have An Adventure/Wilderness Experience	-3.4660 (-1.4240)	.0005 (.1545)	Yes (No)
To Learn/Develop New Skills	-1.3033 (-.1772)	.1925 (.8594)	No (No)
To Challenge And Test Abilities	-2.8089 (-.3728)	.0050 (.7093)	Yes (No)
To Meet New People	-.3105 (-1.3314)	.7562 (.1831)	No (No)
For Physical Fitness And Exercise	-4.8190 (-2.8533)	.0000 (.0043)	Yes (Yes)
Learning/Intellectual Stimulation	-.1243 (-2.5267)	.9011 (.0115)	No (Yes)

Before Partial Trail (in brackets).

AFTER - ENTIRE TRAIL
WEST GERMANS VS. EVERYBODY ELSE

<u>VARIABLE</u> <u>SIGNIFICANCE</u>	<u>Z SCORE</u>	<u>(2-TAILED)</u> <u>PROBABILITY</u>	
To Get Some Privacy/Solitude	-1.3472 (-.1583)	.1779 (.8742)	No (No)
To Enjoy Nature and Scenery	-3.2915 (-1.9292)	.0010 (.0537)	Yes (No)
To Get Away From It All	-2.1490 (-1.4721)	.0316 (.1410)	Yes (No)
To Spend Time With Family/Friends	-1.7921 (-1.7628)	.0731 (.0779)	No (No)
To Have An Adventure/Wilderness Experience	-3.0834 (-1.7872)	.0020 (.0739)	Yes (No)
To Learn/Develop New Skills	-2.1096 (-1.4523)	.0349 (.1464)	Yes (No)
To Challenge And Test Abilities	-1.7104 (-.5221)	.0872 (.6016)	No (No)
To Meet New People	-.4912 (-4.3139)	.6233 (.0000)	No (Yes)
For Physical Fitness And Exercise	-2.6454 (-.0726)	.0082 (.9421)	Yes (No)
Learning/Intellectual Stimulation	-.7194 (-1.3921)	.4719 (.1639)	No (No)

After Partial Trail (in brackets).

TABLE 35

MOTIVES - MANN WHITNEY U - WEST GERMANS VS. ALL OTHER
INTERNATIONAL TOURISTS

BEFORE - ENTIRE TRAIL

WEST GERMANS VS. ALL OTHER INTERNATIONAL TOURISTS

<u>VARIABLE SIGNIFICANCE</u>	<u>Z SCORE</u>	<u>(2-TAILED) PROBABILITY</u>	
To Get Some Privacy/Solitude	-1.7623 (-1.904)	.0780 (.0488)	No (Yes)
To Enjoy Nature and Scenery	-1.7853 (-1.7163)	.0742 (.0861)	No (No)
To Get Away From It All	-1.9076 (-1.3244)	.0564 (.1854)	No (No)
To Spend Time With Family/Friends	-.1802 (-2.3098)	.8670 (.0209)	No (Yes)
To Have An Adventure/Wilderness Experience	-1.7779 (-1.5713)	.0754 (.1161)	No (No)
To Learn/Develop New Skills	-2.1366 (-1.4678)	.0326 (.1422)	Yes (No)
To Challenge And Test Abilities	-.3041 (-2.2068)	.7611 (.0273)	No (Yes)
To Meet New People	-.9088 (-.4366)	.3635 (.6624)	No (No)
For Physical Fitness And Exercise	-2.0152 (-2.0978)	.0439 (.0359)	Yes (Yes)
Learning/Intellectual Stimulation	-.5215 (-1.6320)	.6021 (.1029)	No (No)

Before Partial Trail (in brackets).

AFTER - ENTIRE TRAIL

WEST GERMANS VS. ALL OTHER INTERNATIONAL TOURISTS

<u>VARIABLE SIGNIFICANCE</u>	<u>Z SCORE</u>	<u>(2-TAILED) PROBABILITY</u>	
To Get Some Privacy/Solitude	-1.3775 (-.9053)	.1684 (.3653)	No (No)
To Enjoy Nature and Scenery	-1.8763 (-.7241)	.0606 (.4690)	No (No)
To Get Away From It All	-1.5832 (-.9369)	.1134 (.3488)	No (No)
To Spend Time With Family/Friends	-.0287 (-1.1768)	.9771 (.2393)	No (No)
To Have An Adventure/Wilderness Experience	-2.6072 (-1.2270)	.0091 (.2198)	Yes (No)
To Learn/Develop New Skills	-1.5380 (-1.8217)	.1241 (.0685)	No (No)
To Challenge And Test Abilities	-.2252 (-1.5982)	.8218 (.1100)	No (No)
To Meet New People	-1.2435 (-2.6157)	.2137 (.0089)	No (Yes)
For Physical Fitness And Exercise	-2.0840 (-.4725)	.0372 (.6366)	Yes (No)
Learning/Intellectual Stimulation	-.7551 (-.8203)	.4502 (.4120)	No (No)

After Partial Trail (in brackets).

TABLE 36

SUMMARY OF SIGNIFICANT RELATIONSHIPS FOR TABLES 33 - 35

VARIABLE	WEST GERMANY VS. CANADA		WEST GERMANY VS. EVERYBODY ELSE		WEST GERMANY VS. OTHER INTERNATIONAL	
	BEFORE	AFTER	BEFORE	AFTER	BEFORE	AFTER
To Get Some Privacy/Solitude	No (No)	No (No)	No (No)	No (No)	No (Yes)	No (No)
To Enjoy Nature and Scenery	Yes (Yes)	Yes (Yes)	Yes (No)	Yes (No)	No (No)	No (No)
To Get Away From It All	Yes (Yes)	Yes (No)	Yes (Yes)	Yes (No)	No (No)	No (No)
To Spend Time with Family/ Friends	Yes (Yes)	Yes (No)	Yes (Yes)	No (No)	No (Yes)	No (No)
To Have An Adventure/ Wilderness Experience	Yes (No)	Yes (No)	Yes (No)	Yes (No)	No (No)	Yes (No)
To Learn/Develop New Skills	Yes (No)	Yes (No)	No (No)	Yes (No)	Yes (No)	No (No)
To Challenge and Test Abilities	Yes (No)	Yes (No)	Yes (No)	No (No)	No (Yes)	No (No)
To Meet New People	Yes (No)	No (Yes)	No (No)	No (Yes)	No (No)	No (Yes)
For Physical Fitness & Exercise	Yes (Yes)	Yes (No)	Yes (Yes)	Yes (No)	Yes (Yes)	Yes (No)
Learning/Intellectual Stimulation	Yes (Yes)	No (No)	No (Yes)	No (No)	No (No)	No (No)

Partial Trail Hikers (in Brackets)

hiking the trail for the same occasions. Finally, the West Germans are compared to the other international tourists for before and after the hike. Once again, to provide for a valid test, each sample to be tested is divided into those who hiked the entire trail and those who hiked only a portion of the trail. The test statistic uses the rank of each case to test whether the groups are drawn from the same population. Since all of the samples tested are greater than $N=30$, the Mann Whitney U statistic (U) is transformed into a normal distributed Z statistic (Z).

Many significant differences in pre-hike motives and post-hike satisfaction exist between the West Germans and the Canadians especially for those hikers completing the entire trail (Table 33). This corresponds to the observation drawn from the frequency data (Table 27), that the Canadian hiker population is inclined to rank more motivation categories as 'very important' or 'important' than the West Germans. The only motivation category that does not test as significantly different between these two samples is the need to get some privacy and solitude. After the hike is over, three categories contributing to satisfaction for the hike show no significant difference between populations. These are the need to get some privacy and solitude (which shows no change for both occasions), the need to meet new people, and the need for learning and intellectual stimulation (Table 33). The trend for significant difference between these two countries is less pronounced for those only partially hiking the trail. There is an equal pre-trip distribution of five significantly different variables and five variables showing no significant difference between the two countries. After the trail has been hiked there is even less difference between the variables. Only the categories denoting the need to enjoy nature and scenery and the need to meet new people test significantly different between the populations (Table

33). While the West Germans and the Canadians have very different pre-trip motives and post-trip satisfaction, it is also apparent that there is a great difference between entire-trail hikers and partial-trail hikers for these same categories.

The next comparison is performed between the West Germans and everybody else hiking the trail. Again there are a number of differences between the two populations, however these differences are less pronounced than between the West Germans and the Canadians. Since the sample of everybody else except the West Germans includes the Canadians and all other international tourists, the conclusion that is reached is that the other international tourists are causing the trend toward the less significant differences for a number of the variables (Table 34).

Examination of the results comparing the West Germans to all other international tourists hiking the trail shows that there is little difference between these two samples for pre-trip motives and post-trip satisfaction. Only two pre-trip motivation categories show significant difference between samples. These are the need to learn and develop new skills and the need for physical fitness and exercise (Table 35). After the hike is over, significant differences exist for the need to have an adventure wilderness experience and the need for physical fitness and exercise.

It is the fact that the differences between these two groups are minimal that makes the differences that do exist stand out. The West Germans and the other international tourists begin the hike equally motivated to have an adventure/wilderness experience, yet the contribution toward satisfaction for this motivation category varies considerably. In fact, this variable changes from having no significant difference before the hike to showing a significant difference between the West Germans and the other international tourists

after the hike (Table 36). This type of relationship occurs for only one other variable tested. The West Germans and other international tourists hiking only a portion of the trail begin without a significance difference between their need to meet new people and yet, once the hike is completed, the contribution of this need toward satisfaction is different for the two populations (Table 36).

Depending on their country of origin, visitor's who hike the entire trail have different motives. Between the West Germans and the Canadians it is very pronounced. The frequency data indicates a tendency toward a number of similar needs - such as the need to enjoy nature and scenery - yet more rigorous tests indicate that there is a significant difference in the magnitude of the responses between the two populations. West Germans and the other international tourists have very similar reasons for coming to the West Coast Trail, yet one anomaly does stand out. While these two groups begin the trail equally motivated "to have an adventure/wilderness experience", the contribution of this variable toward satisfaction varies considerably. The differences among hikers who hike the entire trail may reflect a difference in expectations and subsequent satisfactions that reflect the country of origin.

Hikers coming to hike only a portion of the trail, irrespective of origin, are coming mostly for similar reasons. After the hike is over these hikers also show similar satisfaction. This suggests that day hikers and short term hikers are motivated to hike the trail for reasons associated with the shortness of stay and that these reasons are more important than possible cultural differences.

4.4 Image Attributes

Another objective of the research is to determine the image that West German tourists have of the West Coast Trail of Pacific Rim National Park. In contrast to the established and standardized lists of motivation categories, similar lists of destination attributes do not exist. It is common to generate unique attribute lists for individual areas. Question 12 (before the hike) and question 21 (after the hike was over) (Appendix B) were included in the questionnaire to generate ranked lists of image attributes for the West Coast Trail. These corresponding questions can be used to indicate changes in pre- and post-hike attribute preferences. The features most appealing before the hike give an indication of what attributes attract West Germans to hike the West Coast Trail. The features noted as the most attractive after the hike give an indication of what attributes contributed the most to satisfaction with the hiking experience.

The data is presented by noting the sum of respondents who list a first, second, or third most appealing feature. While this type of representation masks the individual patterns of preference it provides aggregated categories representative of the sample population. The respondents give many different reasons for the appeal of the West Coast Trail. The frequency data indicates many singular categories and other answers that include combinations of categories. A large number of categories (often combinations) are attractive only to one or two individuals. Attributes or combinations of attributes with a frequency ≤ 2 are counted but not included in the attribute data tables (Tables 37 through 40). Where specific combinations are listed they become a separate category and are not listed twice in single categories since the appeal for the West Coast Trail might only be important when these particular characteristics are combined.

TABLE 37

WEST GERMANS - MOST APPEALING FEATURES BEFORE THE HIKE

	FIRST	SECOND	THIRD	TOTAL	%
Protected/Unspoiled Nature/Wilderness	15 (30)	13 (15.5)	0	38	45.24
Remoteness/Solitude/Isolation	3 (3.5)	10 (12)	7 (8)	20	23.8
Adventure/Newness	3 (3.5)	5 (6)	8 (10)	16	19.0
Outdoors/Backpacking/Hiking	0	9 (11)	7 (8)	16	19.0
Scenery/Beauty/Sightseeing	10 (12)	0	0	10	11.9
Coastal Environment/West Coast Setting	3 (3.5)	3 (3.5)	3 (3.5)	9	10.7
Learning Experience	0	3 (3.5)	3 (3.5)	6	7.14
Beach (Hiking, Camping)	0	3 (3.5)	3 (3.5)	6	7.14
Wildlife/Marine Life	0	4 (5)	0	4	4.8
Other Specific Landscape Aspects	4 (5)	0	0	4	4.8
Combination Ocean/Forest	0	3 (3.5)	0	3	3.57
Challenge/Testing Of Abilities/Difficulty	0	0	3 (3.5)	3	3.57
Physical Exercise/Fitness/Health	0	0	3 (3.5)	3	3.57
Other: Frequency \leq 2	33 (39)	24 (28.5)	25 (30)	82	
No Response	3 (3.5)	7 (8)	22 (26)	32	

The total is the sum of respondents who note a first, second, or third most appealing feature. The percentage (%) is the total number divided by the total number of respondents (N=84). The column percentage (%) follows each number and is bracketed.

TABLE 38

WEST GERMANS - MOST ATTRACTIVE FEATURES AFTER THE HIKE

	FIRST	SECOND	THIRD	TOTAL	%
Protected/Unspoiled Nature/Wilderness	23 (27)	4 (5)	4 (5)	31	36.9
Wildlife/Marine Life	3 (3.5)	14 (17)	6 (7)	23	27.4
Other Attractive Features	4 (5)	5 (6)	8 (9)	17	20.2
Beach (Hiking, Camping)	0	4 (5)	10 (12)	14	16.7
Other Specific Landscape Aspects	4 (5)	3 (3.5)	4 (5)	11	13.0
Coastal Environment/West Coast Setting	4 (5)	5 (6)	0	9	10.7
Natural Features Along Trail	5 (6)	3 (3.5)	0	8	9.5
Remoteness/Solitude/Isolation	0	3 (3.5)	4 (5)	7	8.3
Trail Facilities	0	3 (3.5)	4 (5)	7	8.3
Fellowship Of Hikers/Interesting People	0	0	6 (7)	6	7.1
Scenery/Beauty/Sightseeing	0	4 (5)	0	4	4.8
Carmanah	4 (5)	0	0	4	4.8
Challenge/Test Of Abilities/Difficulty	0	0	3 (3.5)	3	3.6
Other Specific Seascape Aspects	0	0	3 (3.5)	3	3.6
Other: Frequency \leq 2	30 (35.5)	27 (32)	18 (21)	75	
No Response	7 (8)	9 (10)	14 (17)	30	

The total is the sum of respondents who note a first, second, or third most attractive feature. The percentage (%) is the total number divided by the total number of respondents (N=84). The column percentage (%) follows each number and is bracketed.

TABLE 39

CANADIANS - MOST APPEALING FEATURES BEFORE THE HIKE

	FIRST	SECOND	THIRD	TOTAL	%
Challenge/Testing Of Abilities/Difficulty	31 (9)	39 (10.5)	44 (12)	114	31.5
Scenery/Beauty/Sightseeing	56 (15)	39 (10.5)	16 (4.5)	111	30.7
Remoteness/Solitude/Isolation	26 (7)	40 (11)	37 (10)	103	28.5
Protected/Unspoiled Nature/Wilderness	28 (8)	29 (8)	17 (5)	74	20.5
Coastal Environment/West Coast Setting	39 (11)	18 (5)	3 (.5)	60	16.6
Wildlife/Marine Life	0	22 (6)	20 (5.5)	42	11.6
Adventure/Newness	9 (2.5)	7 (2)	17 (5)	33	9.2
Beach (Hiking, Camping)	8 (2)	11 (3)	10 (3)	29	8
Outdoors/Backpacking/Hiking Experience	7 (2)	9 (2.5)	12 (3)	28	7.7
Physical Exercise/Fitness/Health	0	7 (2)	21 (6)	28	7.7
Social Experience/Spend Time Family, Friends	4 (1)	7 (2)	16 (4.5)	27	7.5
Combination Ocean/Forest	9 (2.5)	11 (3)	0	20	5.5
West Coast Trail Itself	4 (1)	8 (2)	4 (1)	16	4.4
Other Specific Landscape Aspects	9 (2.5)	0	5 (.5)	14	3.9
Other Specific Seascape Aspects	7 (2)	0	3 (.5)	10	2.8
Combination Scenery/Coastal Environment	6 (2)	4 (1)	0	10	2.8
Length Of Hike	4 (1)	4 (1)	0	8	2.2
Proximity Of The Trail	3 (.5)	5 (1.5)	0	8	2.2
Combination Unspoiled Env./Remoteness	6 (2)	0	0	6	1.7
Freedom/Independence/No Restriction	0	3 (.5)	3 (.5)	6	1.7
Combination Scenery/Unspoiled Environment	5 (1.5)	0	0	5	1.4
Meeting New People/Fellow Hikers	0	0	5 (1.5)	5	1.4
Learning Experience	0	0	5 (1.5)	5	1.4
Sense of Accomplishment	0	0	4 (1)	4	1.1
Combination Physical Fitness/Challenge	0	3 (.5)	0	3	0.8
Combination Scenery/Other Appealing Things	0	0	3 (.5)	3	0.8
Other: Frequency \leq 2	99 (27)	88 (25)	85 (24)	272	
No Response	2 (.5)	11 (3)	32 (9)	45	

The total is the sum of respondents who note a first, second, or third most appealing feature. The percentage (%) is the total number divided by the total number of respondents (N=362). The column percentage (%) follows each number and is bracketed.

TABLE 40

CANADIANS - MOST ATTRACTIVE FEATURES AFTER THE HIKE

	FIRST	SECOND	THIRD	TOTAL	%
Scenery/Beauty/Sightseeing	69 (19)	24 (6.5)	9 (2.5)	102	28.2
Wildlife/Marine Life	12 (3)	40 (11)	32 (9)	84	23.2
Protected/Unspoiled Nature/Wilderness	29 (8)	28 (7.5)	12 (3)	69	19
Beach (Hiking, Camping)	25 (7)	22 (6)	13 (3.5)	60	16.6
Natural Features Along Trail	25 (7)	17 (5)	18 (5)	60	16.6
Other Attractive Features	13 (4)	22 (6)	25 (7)	60	16.6
Challenge/Testing Of Abilities	6 (2)	22 (6)	27 (7.5)	55	15.2
Remoteness/Solitude/Isolation	6 (2)	20 (5.5)	20 (5.5)	46	12.7
Other Specific Seascape Aspects	16 (4.5)	11 (3)	12 (3)	39	10.8
Trail Facilities	6 (2)	14 (4)	16 (4.5)	36	9.9
Coastal Environment/West Coast Setting	21 (6)	8 (2)	6 (2)	35	9.7
Other Specific Landscape Aspects	16 (4.5)	13 (3.5)	5 (1.5)	34	9.4
Campsites	0	14 (4)	9 (2.5)	23	6.4
Combination Ocean/Forest	9 (2.5)	7 (2)	5 (1.5)	21	5.8
Carmanah	3 (0.5)	10 (3)	7 (2)	20	5.5
Peace/Quiet/Contact With Nature	3 (0.5)	6 (2)	8 (2)	12	3.3
Fellowship Of Other Hikers/Interesting People	0	4 (1)	8 (2)	12	3.3
Uniqueness Of Trail	0	5 (1.5)	6 (2)	9	2.5
West Coast Trail Itself	0	4 (1)	4 (1)	8	2.2
Social Experience/Family, Friends	0	0	7 (2)	7	1.9
Combination Scenery/Coastal Environment	7 (2)	0	0	7	1.9
Survival/Self Sufficiency	0	0	4 (1)	4	1.1
Combination Scenery/Unspoiled Environment	4 (1)	0	0	4	1.1
Adventure	4 (1)	0	0	4	1.1
Combination Ocean/Forest/Beach	3 (0.5)	0	0	3	0.83
Combination Scenery/Ocean/Forest	3 (0.5)	0	0	3	0.83
Other: Frequency \leq 2	62 (17)	46 (12.5)	50 (14)	158	
No Response	17 (5)	25 (7)	53 (14)	95	

The total is the sum of respondents who note a first, second, or third most appealing feature. The percentage (%) is the total number divided by the total number of respondents (N=362). The column percentage (%) follows each number and is bracketed.

Since the questions generating the information are open, groups of attributes were created by the coders, standardized, and then consistently coded into the appropriate categories. For example, it is noted in the code book that the word 'clean' is grouped into the category of 'Protected/Unspoiled Nature/Wilderness'. The accuracy of the subjective groupings relies heavily upon the rigors of standardization used during the coding process. One category decided upon - 'Other Attractive Features' - remains nebulous. This category includes features that are not categorized as landscape or seascape and not listed in other categories. This information is not specific enough to be accurate although through a process of elimination it suggests interest in the lighthouses, shipwrecks and artifacts found along the trail. It is unusual that this important category is not labelled as such.

West German visitors are consistent about the first most appealing attribute before the hike and the most attractive attribute after the hike. A protected and unspoiled environment that is nature/wilderness is appealing to these tourists before the hike (30%) and it is just as attractive after the hike (27%) (Tables 37 and 38). Overall, the factors most important in attracting West German tourists are the protected and unspoiled environment, the remoteness and isolation, the adventure and newness involved, and the outdoor backpacking hiking experience (Table 37). Collectively, these suggest a preference for an unspoiled wilderness backpacking experience away from civilization. The fact that the nature/wilderness is also protected suggests that it is important to West German hikers to be hiking within a national park.

While the protected and unspoiled wilderness environment remains very important to the West Germans both before and after the hike, the other appealing attributes change during the experience of the hike. The features

contributing the most toward satisfaction for the hiking experience are the wildlife and marine life and the 'other attractive features' representing the cultural and heritage sites. During the process of interviewing the West German tourists it was also apparent that there is a fascination for the native heritage and also the sea mammals that can be observed from shore. In fact, one West German couple interviewed sat and just watched the sea lions on Sea Lion Rocks at Carmanah Point for over an hour. It is important to note that the second most appealing feature before the hike - remoteness, solitude, isolation - plummets far down the list of attractive features after the hike is over. The implication is that the West Coast Trail is not as remote or isolated as the West German hiker believed it to be.

For the Canadian visitors, the scenery, beauty and sightseeing remain a very appealing feature before the hike (15%) and the first most attractive feature after the hike (19%) (Tables 39 and 40). However, overall the choices are more evenly distributed for the Canadians than the West Germans, as indicated by the column percentages, suggesting a greater variation of individual preferences. Overall, the factors most important in attracting Canadians are the challenge and difficulty and the chance to test abilities, the scenery, beauty and sightseeing, and the remoteness and isolation (Table 39). Collectively, these suggest a preference for a challenging experience in a scenic environment away from civilization.

After the hike is over the most attractive features of the trail for the Canadian population become the scenery, beauty and sightseeing, the wildlife and marine life, and the protected and unspoiled wilderness environment (Table 40). It is interesting to note that the initial image of the West Coast Trail as a place to undertake a challenging experience and to test abilities, changes to one that emphasizes beauty and sightseeing and the watching of

TABLE 41
SATISFACTION WITH THE HIKE

	Very Satisfied %	Satisfied %	Neither %	Dissatisfied %	Very Dissatisfied %	No Answer %	Total %	N=	Total %
B.C. Near *	56.2	35.3	4.0	2.0	0.0	2.5	100%	201	34
B.C. Other	46.4	46.4	0.0	3.6	0.0	3.6	100%	28	5
Alberta	52.7	38.2	3.6	3.6	0.0	1.8	100%	55	9
Canada Other	62.5	33.8	1.3	1.3	0.0	1.3	100%	80	14
U.S. Pacific	52.2	34.8	4.4	4.4	4.4	0.0	100%	23	4
U.S. Other	36.4	36.4	4.6	18.2	0.0	4.6	100%	22	4
West German	38.1	54.8	3.6	0.0	0.0	3.6	100%	84	14
Europe Other	49.3	42.0	4.4	2.9	1.5	0.0	100%	69	12
Pacific Rim	52.6	42.1	0.0	0.0	5.3	0.0	100%	19	3
No Response	50.0	30.0	20.0	0.0	0.0	0.0	100%	10	2

*B.C. Near represents Vancouver Island and the Lower Mainland.

From: West Coast Trail Survey, Author's Outline, Prepared by Praxis for the
Canadian Parks Service (March 19, 1990).

marine and wildlife. The implication is that the West Coast Trail is not as challenging to the Canadian hiker as the image that it projects or that challenge becomes less important as the scenery, nature, and wildlife are found to be more attractive.

There are obvious differences between the West German population and the Canadian population for image attributes both before the hike and after the hike is over. The image that West Germans have of the West Coast Trail is of an unspoiled, new, adventurous wilderness area that accommodates backpacking and hiking. The image that Canadians have of the West Coast Trail is of a scenic beautiful isolated area that accommodates challenge and is difficult to undertake. This suggests that the pre-hike images of the West Coast Trail are related to the information each group receives while planning the hike and that this information is then adjusted to incorporate each groups' expectations.

Once the hiking experience is over the West Germans no longer find the remoteness, isolation, and solitude as appealing as before the hike and the Canadians find the challenge of the hike less attractive than before the hike began. West Germans leave the trail with the image of a protected, unspoiled environment where wildlife, marine life and sites of cultural interest can be viewed. The Canadians leave the West Coast Trail with an image of a scenic, beautiful, unspoiled area where wildlife and marine life can be viewed. The attributes noted after the hike are specific to the West Coast Trail. The emphasis on expectations has been removed and replaced with attributes that have been experienced while on the trail. The indication is that the wildlife and marine life and the natural environment (whether it be considered scenic or unspoiled) are the two attributes that contribute the most to satisfaction for these two groups.

Of the West German visitors hiking the trail 92.9% were either very satisfied or satisfied (Table 41). In fact, not one West German respondent was dissatisfied with the experience on the trail. While it is not unusual for the overall majority to indicate satisfaction with an experience, it is unusual for it to be unanimous. All other countries indicated a small percentage who were dissatisfied or very dissatisfied with the hike and a high 18.2% from the United States (other than the Pacific Coast) indicated dissatisfaction with the hiking experience (Table 41). Contributing to the West Germans satisfaction may be the fact, that after the hike, the first most attractive attribute of the trail for this group is still the protected/unspoiled environment and the nature/wilderness.

4.5 Perceptions About Wilderness and Logging

Bivariate analysis is also used to test for relationships between perceptions of being in the wilderness and perceptions of logging by country of origin. The questions asked focus on whether or not respondents felt they were in the wilderness while they were hiking the West Coast Trail and if logging had any negative effect on overall enjoyment, scenic values, or plans to return to the West Coast Trail in the future. The chi-square results show a significant difference for perception of being in wilderness both between West Germans and Canadians and West Germans and everybody else. The effect of logging on scenic values and overall enjoyment are significantly different only between the West German sample and everybody else (Table 26).

These differences suggest that the other international tourists who together with the Canadians create the data set of everybody else hiking the trail, may be considerably different than West Germans in their perceptions of

TABLE 42 - PERCEPTION OF BEING IN WILDERNESS BY COUNTRY

	COUNTRY			
	WEST GERMAN	CANADIAN	OTHER	
	%	%	%	
WILDERNESS	Yes	55	78	63
	No	29	17	25
	Both Δ	12	3	3
	No Response	4	2	9
Totals	84	362	150	

Δ This was not a response category on the questionnaire yet was written in by the respondent and then coded accordingly.

TABLE 43 - DETRACTION OF SCENIC VALUES BY LOGGING BY COUNTRY

	COUNTRY			
	WEST GERMAN	CANADIAN	OTHER	
	%	%	%	
DETRACTED BY LOGGING	Yes	71	79	76
	No	7	10	9
	No Opinion	15	8	7
	No Response	7	3	8
Totals	84	362	150	

TABLE 44 - EFFECT OF LOGGING ON OVERALL ENJOYMENT BY COUNTRY

	COUNTRY			
	WEST GERMAN	CANADIAN	OTHER	
	%	%	%	
ENJOYMENT	Yes	48	45	38
	No	29	45	48
	No Opinion	11	7	6
	No Response	12	3	8
Totals	84	362	150	

TABLE 45 - NEGATIVE INFLUENCE BY LOGGING ON FUTURE PLANS

NEGATIVE INFLUENCE	COUNTRY		
	WEST GERMAN	CANADIAN	OTHER
	%	%	%
Yes	44	44	44
No	38	44	36
No Opinion	7	8	10
No Response	11	4	10
Totals	84	362	150

wilderness and logging. Analysis of the cross-tabulation results display the associations between the data sets and the response variables in question.

The West Germans' perception of being in wilderness is significantly different than the rest of the hiker population (Table 26). The cross-tabulation of the perception of wilderness by country of origin shows that (23%) fewer West Germans thought they were in the wilderness than Canadians (Table 42). As well, the other international tourists are less inclined to feel that they are part of the wilderness than are Canadians although 8% more of the other international tourists believed the West Coast Trail to be wilderness than did the West Germans (Table 42). The difference in perception of being in wilderness is noticeably greater between West Germans and Canadians than between West Germans and the other international travellers. Also, instead of an emphatic 'no', a greater number of West Germans (12%) responded both -yes and no - displaying an ambivalence toward committing themselves to a category (Table 42). This suggests an uncertainty for this group about what wilderness actually is. It is important to note that 'both' is not a response category on the questionnaire. It was written in by the respondents and then coded accordingly. The response of 'both' was offered by 3% of the Canadians and 3% of the other international tourists (Table 42).

The questions on logging directly assess if logging detracts from the overall scenic values of the West Coast Trail, if logging has an effect on the overall enjoyment of the West Coast Trail, and if logging could negatively influence plans to return to the West Coast Trail in the future. The chi-square test results on the variable for scenic values shows a borderline significance between the West German population and everybody else hiking the trail (Table 26). However, cross-tabulation shows little association between the country of origin and the variable (Table 43). It seems probable

that the 'no opinion' and 'no response' categories are producing the borderline significance. The chi-square test result on the variable for overall enjoyment also displays a borderline significance (Table 26). For this variable however the cross-tabulation shows a pronounced difference in association between the West Germans and the other international tourists. For the West German sample, 10% more feel that the surrounding logging has a negative effect on the overall enjoyment of their experience on the West Coast Trail (Table 44). It should also be noted that the 'no opinion' and 'no response' categories were again high for the West Germans and double those of the Canadian sample. The chi-square result for logging's negative effect on future plans displays no level of significance for either of the data sets tested (Table 26). It is interesting to note the almost equal distribution of frequency between populations for this variable when cross-tabulated by country of origin (Table 45). This suggests that while logging might effect the overall scenic value and enjoyment of the trail for some West Germans, it does not necessarily always negatively influence their plans to return in the future. This agrees closely with Dearden's findings on this issue (1989b).

4.6 Unattractive Attributes

As well as determining attractive attributes for the West Coast Trail it is just as important to determine what visitors find unattractive about the trail. This measure gives some indication of why visitors might be dissatisfied with their hiking experience or how changes might contribute to a higher quality hiking experience. Question 22 (Appendix B) was included in the questionnaire to measure what features of the West Coast Trail are least liked by visitors. This was an open question and the data received is unranked. The design allows respondents to list multiple features that they

found unattractive. For this question the frequency statistic is based upon the single number of times each unattractive feature is mentioned. Since this question is an open question and unranked, combinations of unattractive attributes are not included (Table 46).

The visitor populations analyzed agree that garbage and litter left on the trail is the most unattractive feature of their hike on the West Coast Trail. The second most unattractive feature for the West German population was crowding (13.5%). However, crowded conditions are mentioned only by 7.2% of the Canadian visitors (Table 45). This suggests that West Germans are less likely than Canadians to tolerate crowded conditions while on a backcountry hiking trip. West German are also more likely to endure conditions, such as muddy trail conditions, that are usually associated with wilderness hiking. The Canadians list mud as the second most unattractive feature during the hike (12.1%) (Table 46). Both Canadians and West Germans list negative comments on trail development (the building of ladders, boardwalks, bridges and brush-slashing) and West Germans have negative comments more often (12.5%) than do Canadians (8.4%). Canadians indicate that the lack of toilet facilities is important (8.2%) yet West German visitors seem unconcerned (Table 46).

Overall, similar unattractive features are mentioned by hikers from both countries. Differences between them is apparent with the tolerance for crowded conditions and muddy trail conditions. Collectively, the most unattractive features of a hike along the West Coast Trail are the litter, the muddy trail, aspects of trail development, and the crowded conditions (Table 46).

TABLE 46

FEATURES LIKED LEAST DURING HIKE

<u>WEST GERMANS</u>	<u>FREQUENCY</u>	<u>PERCENT</u>
Garbage/Litter Left on Trail	16	16.6
Crowded Conditions	13	13.5
Negative Comment Trail Development	12	12.5
Mud/Mud Holes/Muddy Trail	8	8.3
Negative Comment on Weather	7	7.3
Negative Comment on Campsites	5	5.2
Group Size	4	4.2
Slippery Stumps	4	4.2
Negative Comment Trail Facilities	4	4.2
Other: Frequency ≤ 2	<u>23</u>	<u>2.4</u>
	96	100

(N=84)

<u>CANADIANS</u>	<u>FREQUENCY</u>	<u>PERCENT</u>
Garbage/Litter Left on Trail	87	17.3
Mud/Mud Holes/Muddy Trail	61	12.1
Negative Comment on Trail Development	42	8.4
Lack of Toilets/Visible Human Waste	41	8.2
Crowded Conditions	36	7.2
Negative Comment on Trail Facilities	25	5.0
Roots on Trail	18	3.6
Slippery Stumps	16	3.2
Negative Comment on Weather	15	3.0
Negative Comment on Campsites	14	2.8
Negative Comment on Hiking Experience	10	2.0
Group Size	9	1.8
Oil Spill	8	1.6
Lack of Drinking Water	6	1.2
Difficulty with Transportation To/From Trail	5	1.0
Liked it All	5	1.0
Power/Fishing Boats Too Close	4	0.8
Comments on Nitinat	4	0.8
Other: Frequency ≤ 2	<u>95</u>	<u>19</u>
	501	100

(N=362)

TABLE 46 (continued)

FEATURES LIKED LEAST DURING HIKE

<u>ENTIRE HIKER POPULATION</u>	<u>FREQUENCY</u>	<u>PERCENT</u>
Garbage/Litter Left on Trail	119	15.5
Mud/Mud Holes/Muddy Trail	92	12.0
Negative Comment on Trail Development	71	9.2
Crowded Conditions	67	8.7
Lack of Toilets/Visible Human Waste	49	6.4
Negative Comment on Trail Facilities	35	4.6
Negative Comment on Weather	30	4.0
Roots on Trail	26	3.4
Slippery Stumps	25	3.2
Negative Comment on Campsites	21	2.7
Group Size	18	2.3
Negative Comment on Hiking Experience	17	2.2
Oil Spill	9	1.2
Liked It All	9	1.2
Lack of Drinking Water	8	1.0
Difficulty With Transportation To & From Trail	7	0.9
Power/Fishing Boats Too Close	6	0.8
Comments on Nitinat	5	0.7
Other: Frequency \leq 2	<u>153</u>	<u>20.0</u>
	767	100

N=596

4.7 Informal Interviews

The informal interview questions were designed to supplement the questionnaire by obtaining subjective information which can be more difficult to obtain through the formal method. This type of interview - during which the subject is not aware of being interviewed, but where responses are still solicited to specific questions - allows probing and deeper insight into the tourist as both an individual and cultural entity.

For the informal interviews, the interviewer adopted the role of a West Coast Trail hiker, hiking small portions of the trail and beginning conversations with West Germans whenever the opportunity arose. Due to the intermittent nature of the hiking groups along the trail, initial contact was not difficult. Taking a break and having a chat appeared to be a welcome pastime for most hikers. Once rapport had been established, the interview followed an open format - the order of questioning was dictated by the particular conversation and not all questions could be interjected into the conversation (Appendix C).

The first question addressed how and why respondents came to the West Coast Trail? The majority of those interviewed read about the West Coast Trail in a travel guidebook and one interviewee emphasized (Interview 11) that anything written about British Columbia mentions the West Coast Trail. The decision to visit the trail elicited words such as "intriguing" and "attractive sounding". The urban centers of Vancouver and Victoria also distribute information and provide the opportunity for last minute plans to visit the West Coast Trail (e.g. Interviews 1, 7, and 5). The fact that word-of-mouth knowledge of the trail is mentioned only once (Interview 10) suggests that a travel guidebook is an important source of information about the West Coast Trail for these international tourists. However, the questionnaire

frequency data indicates that word-of-mouth information is a slightly greater source of information about the trail than travel guidebooks (Table 12).

The next question asked "What influences your impression of Canada?". This question was the most difficult to interject into casual conversation and consequently was the least asked of the five questions. This question was the most difficult, since it was a direct question and an unlikely one for a fellow hiker to ask. It caused a slightly more suspicious response than the other, less direct questions. If the conversation did not provide the opportunity or if it was not a relaxed situation, the question was omitted. It is apparent that media - books, magazines and television - provide the greatest influence on West Germans' impressions of Canada.

The third question was designed to uncover an overall image of Canada possessed by the respondents. By doing an overview of the responses to this question it is possible to come up with four word-categories that project an overall image. These are:

Category 1: wilderness, nature, space, scenery, wildlife.

Category 2: low population, less population density.

Category 3: fresh air, clean, unpolluted, unspoiled.

Category 4: freedom, opportunity, relaxed, open people.

Most often the word "unspoiled" is associated with category 1 and the word "space" is associated with the adjectives "vast" and "wide-open". The image that these four word categories conjure, is that of an unpolluted country, with low population, the beauty of unspoiled nature and wilderness, and the possibility of freedom and opportunity.

Question four was designed as a supplement to Question three. By asking what the respondents enjoyed or did not enjoy in Canada it is possible to uncover if the image remained whole or became tarnished during the

respondents' travels. Many of the responses are very specific to the West Coast Trail, as if while hiking the West Coast Trail, the rest of Canada does not exist (Interview 4). The things that the West Germans enjoy relate directly to their overall image of Canada - wilderness, nature, animals, lack of crowds, freedom, friendly people, and the cleanliness and lack of pollution. The focus for lack of enjoyment centers on logging management practices, wastage of resources, a lack of appreciation for the "things" North Americans have (obviously with reference to the features mentioned in the previous word-categories), and more West Coast Trail specific problems such as a dislike for trail development, the cost of canoe rentals and the MV Lady Rose, and the crowding along the trail. Three groups (Interviews 10, 11 and 12) stated that they enjoyed everything.

Finally, question five sought the hiker's perception of the difference between wilderness or nature here in Canada and wilderness or nature in Germany. Both of the words, wilderness and nature are used, since it quickly became apparent that wilderness does not exist in Germany and as one respondent states; "In Germany wilderness is not real wilderness" (Interview 5). The answers to question 5 include a barrage of what is wrong with West Germany. Interestingly, these include words that portray an image of a country in complete contradiction to the image expressed of Canada.

Category 1: no wildlife, tamed and spoiled, manicured wilderness.

Category 2: populated, too many people, developed, crowded.

Category 3: water is poisoned, air polluted, acid rain, dying forests.

Category 4: strictly restricted.

It is obvious that by visiting Canada, West Germans are escaping the familiar and seeking a contrast to Germany's living environment.

4.8 Summary

The West German tourists visiting the West Coast Trail are individually not dramatically different than the other tourists visiting the West Coast Trail. Overall, the hikers visiting the West Coast Trail are seeking a primitive wilderness experience away from civilization. This is as true for the West German tourist as it is for the Canadian or the hiker from any other country. However, the West Germans are inexperienced hikers compared to the other hikers on the trail. They tend to be students and overall younger in age than any other market by origin on the trail. An image of the seasoned, alpine, German hiker is not appropriate here. This group of hikers, as well as being less experienced, are less likely to spend money, are more willing to spend time on the trail, and are more likely to complete the entire trail. These differences may relate to age or student status.

West Germans are less likely than others to consider the West Coast Trail as wilderness. A number of the differences that emerge from the data analysis point to the West German hikers perceiving wilderness differently than other hikers to the trail. The most important image attribute attracting West Germans to the West Coast Trail is the hope of encountering protected and unspoiled nature. This appears to be the group's definition of wilderness and is in opposition to the natural environment of Germany where there is no 'real wilderness'. West German hikers have an idealistic view of what wilderness should be. They are seeking what they cannot find in their own country's natural environment. In fact, this group is searching for the complete opposite to nature as it exists in Germany today. They are looking for a pristine, untouched, unspoiled wilderness environment which by definition does not exist in the presence of human contact. In this respect they are different than the other tourists hiking the trail. It can be suggested

that the West Germans hiking the West Coast Trail are seeking contrast and are rebelling against what they perceive as the manicured, polluted, and poisoned environment of their own country.

West Germans are less likely to feel that they are in the wilderness but more likely to be satisfied or very satisfied with their experience than other hikers. After the hike is over, the greatest contribution to the West German's satisfaction is the protected and unspoiled nature or wilderness. This contradiction may be translated into an ambivalence about what constitutes wilderness. An uncertainty about the nature of wilderness can be seen in Table 42 where a number of West German tourists volunteered the category of 'both' indicating a yes or no ambivalence. While the majority believed themselves to be in the wilderness, these tourists remained uncertain. Uncertainty is also present for the issue of logging and its effect on scenic values. While the presence of logging might negatively affect scenic values for a number of West German hikers it did not necessarily negatively affect the hiker's plans to return to the trail in the future. The 'hope' for an ideal wilderness experience may not interfere with the reality of the not quite perfect wilderness experience. It is apparent from the informal interviews that the West German tourists are very critical of anything that might spoil nature as nature has been spoiled in their own country and at the same time they are very accepting of Canadian nature in general.

Defining the term wilderness remains the major difference between West Germans and other hikers. West Germans and Canadians differ for the motivation associated with the need to have an adventure/wilderness experience. They differ for both the motivation and the satisfaction, a pattern that is not uncommon for many motivation categories between the West Germans and Canadians. This is understandable between a domestic and

international market. It is interesting to note, however, that West Germans and the other international tourists begin the trail with a similar motivation to have an adventure/wilderness experience and that by the end of the hike the contribution of this motivation category toward satisfaction is significantly different between the two groups. The other international tourists are the market segment most likely to be dissatisfied with their trail experience. This group includes a high number of hikers from the United States (Table 25), with many that became dissatisfied with their hiking experience (Table 41). While this analysis did not isolate the data of the American users it is likely that a great difference in wilderness perception and values may exist between hikers from the United States and those from West Germany.

There are obvious differences between the West German population and the Canadian population throughout the study. Many of these differences can be attributed to the differences between a domestic and international travel market - such as the number of nights away from home. Since these two groups form the two largest market segments by country, for marketing purposes, the differences must be acknowledged. Of greater academic interest are those differences that cannot be readily attributed to the distance travelled. West German tourists hiking the entire trail show a significantly different set of motives for hiking the trail than Canadians. The pronounced difference between these two countries does not remain true for those hiking only a portion of the trail. Obviously differences occur within these market segments when considering the needs of "entire" versus "partial" trail hikers. This division remains true for the subsequent associated satisfaction. While the needs of Canadians and West Germans for hiking the West Coast Trail are different, so are the needs of entire and partial

trail hikers regardless of their country of origin². Analysis of the data for the Canadian Parks Service by R.B. Rollins and Associates³ notes differences between day and overnight hikers, novice and experienced hikers, those with a planned or unplanned trip, and those with varying definitions of wilderness.

West Germans are attracted to the West Coast Trail for different reasons than Canadians, although both groups agree that the remoteness and isolation of the West Coast Trail are strong pull factors. West Germans show a preference for an unspoiled and protected wilderness backpacking experience away from civilization. The promise of adventure and the newness of the situation are important to this group. On the other hand, Canadians show a preference for a challenging experience in a scenic environment away from civilization. The chance to test their abilities is important to many of the Canadians. West Germans are also less tolerant than Canadians about crowded conditions and are less convinced of the remoteness of the area once the hike has been completed. These differences may relate to the country of origin and the natural environment that each group is familiar with. The informal interviews suggest that West Germans come to Canada seeking a country in contrast to their own. The West Coast Trail projects an image to the West German tourist of unspoiled nature, a protected isolated environment, and consequently a promise of adventure in a new or different environment. These features are very important to West German tourists but less important to Canadians since Canada remains a country where many of these wilderness features are considered familiar and as one West German suggests 'taken for granted' (Interview 8).

The needs and values of the West German tourist visiting the West Coast Trail are different than those of other tourists on the trail. These needs

are a product of their country of origin which has established in the West German hiker a 'hope' for the ideal wilderness experience which cannot be found in West Germany. The fact that the ideal wilderness experience cannot be found on the West Coast Trail does not seem to undermine satisfaction for the hiking experience. While West German tourists are critical of anything that interferes with their ideal of unspoiled wilderness they are also accepting of the West Coast Trail as a satisfying if not perfect experience.

Footnotes - Chapter 4

1. This information was given in a letter from Una Murphy, Assistant to the Development Director, Greenpeace, 578 Bloor Street West, Toronto, Ontario, October 1990.
2. This does not necessarily show a difference between day and overnight hikers since most partial trail users spend one or more nights camping overnight on the trail.
3. Visitor Perspectives on the Management of the West Coast Trail Area of Pacific Rim National Park - Interim Report, R.B. Rollins and Associates, Victoria, B.C., May 2, 1990.

IMPLICATIONS AND DISCUSSION

5.0 Introduction

A crucial concern in wilderness and park management is whether managers can (or should) react differently to different groups in order to increase their satisfaction or protect the resource (Schreyer and Roggenbuck 1981). While the rate of increase in recreation use has slowed and even declined in a number of wilderness areas (Roggenbuck and Lucas 1987; Dearden 1989b), the tourism and recreational appeal of certain wilderness areas has increased. The demands on management for these areas must increase accordingly. Consideration of tourism demands become even greater when the areas of wilderness use are protected within a national park boundary.

The use of wilderness and wilderness management issues must incorporate a sustainable strategy for the future, including all types of wilderness use (Dearden 1989b). Within a national park boundary the term 'wilderness use' usually serves as a synonym for 'recreational use'. A large body of literature exists as to the appropriateness of such use (e.g. Marsh 1982; Dooling 1984; Lemons 1987). Recreational use of wilderness is arguably the most important and the most studied wilderness use. Understanding wilderness use and users provides a foundation for decisions about wilderness management (Lucas 1989).

A rising interest in nature and adventure tourism is channelling large numbers of international visitors beyond established destinations to some previously under-visited national parks. While this phenomenon is most apparent in underdeveloped countries (McNeely and Thorsell 1988) concentrations of international tourists can be found using particular North

American wilderness areas. The West German tourist has demonstrated an attraction for the West Coast Trail of Pacific Rim National Park Reserve. Managers of the West Coast Trail, now with a better understanding of this market segment, can clarify some of the considerations for management that accompany high West German usage.

5.1 Wilderness Use and Users

Understanding who wilderness visitors are is important for park policy direction and management considerations. Stereotypes of wilderness visitors are common - such as the West German striding through the alpine environment in lederhosen with an edleweiss tucked in the brim of a felt hat - but are unreliable. Facts about wilderness users' characteristics are well established, with the suggestion by Lucas (1989) that a wilderness user profile can be constructed but also with a caution that specific user types may be harder to identify. Results from this study on the West Germans using the West Coast Trail can be compared with the findings of Roggenbuck and Lucas (1987) who provide the most recent comprehensive data about wilderness use and user characteristics. While these findings reflect all types of wilderness use, the authors note that at least three-fourths of all visitors to all areas were hikers.

AGE - Wilderness visitors tend to be younger than the general population. There is a substantial over-representation of 16 to 25 year-olds and 26 to 35 year-olds among wilderness visitors compared to the general population in virtually all of the wilderness study areas compiled by Roggenbuck and Lucas. The general population of the West Coast Trail is a young population, with 58.8% of the hikers between the ages of 18 to 34 years-

old. The West German population is younger still, with 78.5% between the ages of 18 and 34 (Table 23).

GENDER - Most wilderness visitors are males and percentages typically range from 70 to 85%. Both Roggenbuck and Lucas (1987) and Lucas (1989) note that trends show the numbers of women may be increasing, with as many as one-fourth of the visitors being female. This study found a consistent range of between 57.4 - 58.3% male visitors for all of the populations analyzed (Tables 23 and 24). While this is considerably lower than the percentages noted by Roggenbuck and Lucas it should also be considered that a high percentage chose not to respond to this question - 11.9% for the West German population (Table 18). Roggenbuck and Lucas (1987) and Lucas (1989) both note that in small hiking areas, such as the West Coast Trail, the percentage of female hikers rises.

EDUCATION - One characteristic that most distinguishes wilderness visitors from the general population is a high level of education. This is also true for visitors to the West Coast Trail since overall 33.4% (Table 24) of the visitor population have attained university education and for the West German population 39.3% have a university background (Table 24). Roggenbuck and Lucas suggest that at least 25% of the visitors to most wilderness areas studied are either attending or have attended graduate school. This study asked the respondent to indicate the highest level of education attained, therefore a comparable measure does not exist for those presently attending an institution. As well, graduate education in West Germany bears no resemblance to graduate education in North America.

OCCUPATION - People in the professional and technical occupations and students form the majority of visitors to wilderness areas. The general population to the West Coast Trail includes a large percentage of

professionals (34.1%). As a separate visitor segment a large percentage of the West German tourists are students (47.6%) (Table 21). While there exists on the West Coast Trail two distinct market segments by occupation - professionals and students - neither are unique or unusual in wilderness recreation areas.

PLACE OF RESIDENCE - Most visitors to wilderness areas are from the region in which the area is located. This is true for visitors to the West Coast Trail since 34% of the respondents live on either Vancouver Island or in the Lower Mainland (Table 41). Most wilderness visitors are from urban areas, however, as Lucas (1989) notes, visitors tend to not travel long distances to visit wilderness. The proportion from urban places depends largely on the degree of nearby urbanization. It is interesting to note that a high number of West Germans come from Berlin where the population density per sq. km. is greatest for West Germany (Figure 3).

ORGANIZATION MEMBERSHIP - Roggenbuck and Lucas note that about 20 to 30% of users to wilderness areas are outdoor club members. They emphasize that only 20 to 30% are members and suggest that the stereotype of wilderness users belonging to specialized outdoor or environment groups is a myth. This percentage seems high when considering that probably no more than 1% of the total adult population belong to such organizations (Lucas 1989). Visitors to the West Coast Trail belong to environment or outdoor groups in even greater numbers than those noted by Roggenbuck and Lucas. Of West Germans 34.5% belong to environment or outdoor organizations and between 30 - 40% of users, from the populations analysed, belong to environment or outdoor organizations (Tables 23 and 24). In comparison to the general adult population this is unusually high. If statistics for the Greenpeace organization can provide an indication, 0.78% of the general

Canadian population belong to Greenpeace Canada and 1.62% of the general West German population belong to Greenpeace West Germany¹.

PREVIOUS WILDERNESS EXPERIENCE - Most wilderness users have had previous experience within a wilderness setting. Roggenbuck and Lucas note that there exist many studies and these include different variables such as the amount of time spent visiting wilderness and the age at which first trips were taken. Percentages vary depending upon these variables but, overall, wilderness users have had considerable experience, with 50.2% having had more than five previous hikes in a backcountry setting (Table 24). As already noted, the West German market does not follow this trend, with many of the hikers being much less experienced than the general hiker population. Indeed 21.4% have never hiked in a backcountry setting before (Table 15). This may be due to the inaccessibility of such areas from West Germany or a difference between hikers' perceptions of what constitutes a backcountry area. As was previously mentioned some difficulty arose with the use of the word 'backcountry'.

TYPE OF GROUP - In most wilderness areas a large majority of the visitors are family or family and friends. One half to one third of the groups include children under 16 (Lucas 1989). Visitors to the West Coast Trail have not been evaluated for family group, however groups with young children are not common. Overall, those hiking the trail are adults (76.8%) and this is higher for the younger West German population (84.5%) (Tables 23 and 24). This is not surprising since generally the West Coast Trail is not recommended by the Canadian Parks Service to those younger than twelve years of age.

These variables describe the visitor to the West Coast Trail at an individual level. The socio-economic and demographic variables compiled

by Roggenbuck and Lucas (1987) are typical of most visitor studies to park and wilderness areas and provide a standard of assessment for researchers and managers. While it is possible to separate into market segments based on these variables alone, when people come from a common cultural background, such as an individual country, other variables common to that society may exist.

5.2 Cross Cultural Consideration

This study of West German hikers has looked for differences in perception of the environment of the West Coast Trail by this visitor group and others using the trail. The data analysis has noted differences in perception of wilderness, hinting at a difference in wilderness definition. Differences also exist for motives and between preferences for environmental attributes. These differences exist between the West Germans and the Canadians using the trail, as well as notable differences between the West Germans and the other international tourists using the trail. Such differences between cultural groups suggest that standardization of profiles by socio-economic and demographic variables alone may ignore that cultural differences can and do occur. These cultural variations occur at a subtler level of observation than do individual characteristics and it seems important that identification of cultural differences become included in management considerations.

Knopf (1983) notes that the belief exists that natural environments, like all environments, assume different values for people with different life experiences. Those sharing similar backgrounds and cultures tend to have similar preferences for landscape aesthetics (Schafer and Tooby 1973; Ulrich 1983). These similarities can often be masked by differences of individual

characteristics yet their presence differentiates behavior accordingly. The West German visitors are culturally different than the Canadian visitors. The reasons for visiting the West Coast Trail are also different between the West Germans and the Canadians (Table 27) and they have different preferences for the attractions (Tables 37-40).

The West German visitors to the West Coast Trail are not atypical visitors to wilderness areas and indeed on an individual level present typical wilderness characteristics. What is apparent through the informal interview process is that individual differences between West German hikers do not overshadow common cultural values or perceptions. On an individual level each West German hiker is an individual with a personal style, yet each is responding to the regulatory principles and adjustment mechanisms of the larger society (Knopf 1983).

Findings of what people seek when they go into wilderness areas are not always consistent. Kaplan and Talbot (1983) suggest that there are two findings that do show consistency - that social concerns are of minor importance in wilderness experiences and that enjoyment of the 'aesthetic dimension' is of primary value. Raitz and Dakhill (1988) note that the most preferred environmental choices for recreational settings are the seashore and mountains. This study of the West Coast Trail shows agreement with these findings and notes that the opportunity to socialize is of little importance to most people hiking the West Coast Trail while the incidence of crowding is important to the West Germans and the need for privacy and solitude are of particular concern to all. As well, the attributes of the scenery (especially those associated with the coastal environment) are notably the most valued. Still, it is the West German tourists' emphasis on 'unspoiled' nature that stands out as peculiar to the study.

Different recreationists can look at the same environment and see different things. The environment, to a person, means more than a collection of physical attributes - it means a history of past experiences and an accumulation of emotion and meaning (Knopf 1983). Schreyer and Roggenbuck (1981) note how recreationists bring to a setting an image of what the environment offers. The image often creates more information about the environment than what is actually offered. Symbolic labels such as 'national park' can evoke images of desirability even when nothing else is known about the environment (Knopf 1983). The West German tourist has a very idealistic view of wilderness and it appears to be very important to this recreationist that the wilderness be 'protected' and 'unspoiled'. This suggests that West German tourists are seeking out the national park environment in hopes of finding what is generally associated with the image. As well as the attraction of the scenery (evidently related to the coastal landscape) the West German tourist finds that the West Coast Trail generates an image of newness and the promise of adventure. The informal interviews suggest that these findings relate to the West Germans as a cultural group and that their 'hopes' for the experience on the West Coast Trail are generated by a dislike for the natural environment and the degradation that has occurred within their home country.

The early motivation research shows that, in general, natural areas are used for escape or, as Catton (1969) suggested, in a search for contrast. "The term escape is generally employed to refer to an absence of some aspect of life that is ordinarily present, and presumably not always preferred" (Kaplan and Talbot 1983: 187). For the West German tourist this is not necessarily a conscious need to get away from civilization (Table 27) but a need to discover protected and unspoiled wilderness. While reasons for escape are sometimes

cited as the desire to reduce tension by withdrawing from noise, crowding, the city, unpredictability, role overload, or social restriction (Knopf 1983), this study can add with certainty a desire to reduce tension by withdrawing from environmental degradation caused by pollution and overuse.

5.3 Wilderness Use and Management Considerations

Park management is resource management. While recreation has a physical basis of land or water, a recreation experience is a personal or social phenomenon. The recreation experience - or product - is a result of people, their perceptions, wants and behaviors (Graham 1985).

It has been suggested that the benefits sought² in wilderness areas cannot be found anywhere but in an untouched natural environment. Dearden (1989b: 207) asks the question; "If there were no wilderness, what would happen to wilderness use; could it take place elsewhere or would it die out leaving society bereft of the values dependent upon this use of wilderness?" This question requires a knowledge of visitor motives and satisfaction and an understanding of whether these motives can be filled in other recreational settings. Even if the values found in wilderness areas could be substituted, are the utilitarian values associated with public use and enjoyment of these areas paramount? Are not the intrinsic values of wilderness of importance independent of human use?

These are fundamental questions to the management of park wilderness areas. Challenges face policy-makers and managers because of the difficulty of defining and quantifying less tangible values. All human use impairs natural resources and detracts from visitor experiences to some extent, while unlimited use of parks causes degradation of the natural resources and a lowering of the quality of visitor experiences (Lemons 1987).

Since national parks are being managed for two conflicting purposes - maintenance of park resources in an unimpaired condition and provision for their use and enjoyment by the public - park management decisions are complex. It is generally acknowledged that a fundamental problem facing park management is the simultaneous 'preservation and use of park areas' and that 'tourism promotes recreational use to generate economic benefits' and this creates an imbalance between the dual purpose of preservation and recreational use (Downie and Peart 1982; Marsh 1982). When increased tourism channels large number of visitors to previously lightly used wilderness areas, such as the West Coast Trail, recreation use and preservation meet head on.

The management of wilderness users must take into account that people visit wilderness in search of certain benefits. While these benefits are difficult to measure, their presence makes lighthanded management necessary. The wilderness manager must make every effort to permit users freedom of choice - freedom at levels not necessarily found at less primitive outdoor recreation settings (Roggenbuck and Lucas 1987). Managers must understand the recreationist and attempt to provide quality recreation opportunities, minimize depreciative behavior of users, reduce conflicts between user groups, protect users from themselves, and protect the environment from users (Driver and Brown 1983). It is the visitor and not the manager who produces the experience. Management is a facilitator and can enhance the opportunities in the hope of facilitating an experience. At one end of the management consideration spectrum lie the benefits sought by the user and at the other end lie the adverse impacts that affect both people and the environment (Driver and Brown 1983).

In wilderness recreation the importance of the environment or setting is greater than in 'developed' recreational situations (Hammit and Cole 1987). An understanding of motives and satisfaction associated with the wilderness environment provides management with a means of evaluating what is desired from wilderness experiences. Driver and Brown (1983) label this the "experience based" approach, which takes the view that managers cannot provide recreation experiences, but that they can manage settings to increase the probability that specified types of recreation experiences (such as solitude, tranquility, physical challenge) can be realized.

Overall, visitor use data about backcountry park users is sparse and knowledge about foreign visitor use to backcountry areas is nonexistent. West German tourists come to Canada seeking 'unspoiled' nature and wilderness in response to a home environment devoid of these attributes. Many of the motives for wilderness recreation can be substituted for in other settings (Dearden 1989b). In fact, the Canadian population is motivated to hike the trail for a number of reasons unimportant to the German group. These motivation categories - to challenge and test abilities, for physical fitness and exercise, and to spend time with family and friends (Table 27) - can probably be substituted for in other recreation areas closer to home for West Germans. It is the collective emphasis on the need to enjoy nature and scenery that isolates the West German group (Table 27). For the West German visitors the need to be close to 'protected' and 'unspoiled' nature may be more precise and less replaceable. This study also shows that such terms are entirely subjective and will probably only gain meaning when 'unspoiled' wilderness is no longer available.

5.4 Marketing As A Management Orientation

The concept of marketing tourism within a park setting is a controversial issue. To many people concerned about conservation and park preservation, marketing is an activity that is only appropriate in commercial profit-seeking enterprises. The focus of attention has been on the commercial role and implications of marketing rather than on a custodial or management role (Murphy 1988). There exists a problem with the image of marketing and the delivery of public park services.

The management system provides a series of goods and services with the intent of benefiting park visitors. Management above all must consider the resource base as well as the wants and needs of the visitor. There is an artificial separation between those concerned about the natural park environment and those concerned about the people who use the park. The process of management is to link concerns for the resource base with concerns for the visitors and the benefits sought.

Marketing is an orientation - a way of thinking. Mill and Morrison (1985) suggest that marketing is a management philosophy which, through research, forecasting, and selection, makes it possible to respond to tourist demands with products that best fit the organization's goals. At the core of this concept lies Kotler's (1987: 17) idea of "the marketing transaction", defined as "the exchange of values between two parties". For a public organization, it is more revealing to think about who purchases what at what price, and to ask what benefits do visitors seek to obtain and what costs (not necessarily monetary) are they prepared to incur to receive them.

When considering park products in a wilderness setting, the tourist product is an amalgam of many tangible and intangible elements centered on the recreation activity at the specific destination. The product is the

recreation experience (Howard and Crompton 1980; Driver and Brown 1983).

When recreationists participate in an activity they are participating with the hopes of receiving certain benefits or experiences that an activity will provide. The West German tourist, for example, is undertaking the West Coast Trail hike with the hope of experiencing unspoiled wilderness.

Conservation is the major goal of park establishment as defined by the 1979 policy statement (Parks Canada, 1979) which declares that the purpose of the National park system is:

To protect for all time representative natural areas of Canadian significance in a system of National parks, and to encourage public understanding, appreciation and enjoyment of this natural heritage so as to leave it unspoiled for future generations.

Managers and researchers must always consider the impact of visitation and balance the demands of the tourist with the three established goals of park policy - conservation, education, and recreation. Parks Canada policy (1979: Section 4.T.1) states:

Parks Canada will provide for a variety of outdoor recreation opportunities which are a means for park visitors to enjoy and understand the parks' natural environment and which are consistent with the protection of park resources.

The development of a park marketing approach focuses on tourist satisfaction while respecting longterm conservation values. The provision of park services must function within the limits of park policy.

Marketing can link an organization with the environment by providing an orientation toward visitors whom by their behavior either maintain or alter the park environment. The test of effective park management is the ability to manage the increasing demands of tourism coupled with respect for original park purposes and goals. Graham, Nilsen

and Payne (1988) state that the requirement of the Canadian Parks Service mandate to protect heritage resources (physical, biological, and cultural) and to facilitate visitor use of those resources has not been met in park management plans or objectives. These authors outline the recent implementation by the Canadian Parks Service, of the Visitor Activity Management Process (VAMP) which attempts to integrate data about users, their characteristics and satisfaction, with data about the natural environment of the park. This relatively new park management process uses marketing to match visitor activity demands with resources and to identify appropriate recreation opportunities. VAMP is currently being implemented in both new national park proposals and existing national parks through the Service Planning Process³.

Service planning using a marketing approach is one aspect of the park management system. The park Service Planning Process is currently being used by the Canadian Parks Service to determine a strategy for identifying service opportunities and issues for the West Coast Trail of Pacific Rim National Park⁴. The process involves planning services for visitors using a marketing orientation. The characteristics and needs of the visitors are identified and then considered against a park and region-wide analysis of other opportunities which are then analyzed to develop a service strategy dealing with essential visitor needs⁵. The Service Planning Process stresses that; "It is important to understand the use of marketing in a non-profit service agency, and not to confuse marketing with selling"⁶. Since a government agency is not a private business firm, techniques and strategies for marketing purposes must take their difference into account. Nonbusiness marketing exchanges are more subtle than those that occur in the private

sector. The products are harder to define and the costs incurred by customers often involve no financial payment at all (Lovelock and Weinberg 1984).

Successful park management understands the basic wants and desires of its potential visitors while at the same time recognizing that the wants of certain groups are not necessarily consistent with park objectives. As well, certain groups' wants may be unacceptable to the public majority. Market segmentation is an important management marketing tool, for not everybody is necessarily a prospective customer of a park's products and services (Tatham and Dornoff 1971; Howard and Crompton 1980; Schroeder 1987). The quality of the opportunity provided will vary for the same attribute (user density, level of development, level of facility) because of the different demands and values of different types of users (Driver and Brown 1983).

As previously discussed the management of wilderness areas requires consideration of the values intrinsic to wilderness - values that cannot be substituted for anywhere else. A marketing orientation provides management with an understanding of the wilderness user whose behavior either maintains or degrades the park environment.

5.5 The West German Tourist Market: Implications for Park Management

Management cannot cater to individual preferences, therefore the most effective way to compromise is to group together those people whose preferences are similar, and to direct a specific service to one or more of these groups. The West German tourist has a number of demonstrated differences from the general population and from the domestic market in particular that may require specific consideration within the Management Planning Process.

The initial consideration of management for any international market must be to determine the extent that such a potentially unstable market can

be catered to. Since the West German market is an international market at the whim of political, social, and economic changes, change in any one of the above could cause the market to disappear. Also, the demands of current generations do not necessarily reflect those of future users. Consideration for the international park user must be a consistent process of monitoring and evaluation.

The West German tourist market is the second largest user group by country of the West Coast Trail. At present, park objectives, brochures, safety precautions, and information packages have not been translated into the German language. In an area labelled wilderness, such as the West Coast Trail, it seems important that all tourists understand the objectives of park policy, especially the hazard conditions. It is apparent from this study that not all West Germans understand English (especially the written word). This was noted both during the pretest and by the information attendants handing out questionnaires. Any high-use international visitor group should be supplied with information in their home language. Cross-cultural consideration requires an emphasis on communication.

Some may argue that the quantity of participation is synonymous with a satisfactory experience since people would not participate or return if they were not satisfied. As West German usage of the West Coast Trail rises, and satisfaction remains apparent, it would be easy to state that the West German tourists have fulfilled their needs by travelling to the West Coast Trail. This philosophy ignores the possibility that there may be no other available or accessible alternatives. The West German tourist comes to the trail seeking 'unspoiled' and 'protected' wilderness, qualities that are not easy to find and are often inaccessible elsewhere.

The West German tourist has demonstrated an uncertainty toward whether they are actually in wilderness while on the West Coast Trail. Some of the attributes that they associate with the West Coast Trail are: the protected and unspoiled nature, remoteness, solitude and isolation, adventure and newness, and hiking and backpacking in the outdoors (Table 37). Yet they are uncertain about whether the West Coast Trail is wilderness or not. It is obvious that the effects of logging are causing them great concern (Table 44). Logging is having an effect on the West Germans' enjoyment of the wilderness and is directly in contrast to their image of protected and unspoiled nature. As well, for this group, the most unattractive features of the West Coast Trail are the amount of littering and conditions of crowding - two features not normally associated with 'unspoiled' or 'protected' wilderness. In fact crowded conditions are in direct contrast to the favored attributes of solitude and isolation and the indication is that the West Germans no longer perceive the West Coast Trail as remote once the hike has been completed. The fact that Canadians also found littering a problem shows that it lowered the quality of the experience for more than just the West German group.

The question must be asked; "Is the West Coast Trail supplying a definition of wilderness to this young, relatively inexperienced group of idealistic hikers? And if it is providing them with a definition of Canadian wilderness, is the definition of wilderness realistic?" Park management may choose to enhance the quality of the recreation experience and the associated views of wilderness by concentrating on eliminating the least liked features.

The policy of accommodating increasing volumes of use can be replaced with a policy of offering appropriate mixes of desired experiences (Knopf 1983). Limiting and distributing visitor use can ease visitor pressure

problems associated with excessive use. This may require modification of use levels through geographical and temporal distribution. Modification can often be achieved through marketing strategies that manipulate the variables collectively known as the marketing mix. The identification of market segments and the marketing mix represents the combination of variables which a park agency can control and manipulate to achieve desired outcomes (Howard and Crompton 1980). Marketing mix activities can be used to encourage potential customers to take advantage of an area or to discourage certain potential visitors and their demands of an area.

Park management is considering limiting entry to the West Coast Trail so that a natural experience can be maintained. This is the concept of demarketing⁷ or using marketing strategies to decrease the amount of visitors to an area. This strategy can be used in wilderness areas such as the West Coast Trail where increasing use may be degrading the environment and creating conditions of concern to visitors and park management. Littering, crowding, and the presence of muddy trails suggest that the West Coast Trail is being overused. The concept of demarketing is not a negative one since a decrease in visitor numbers can lead to an increase in the quality of visitor experiences. Unspoiled and protected wilderness will only remain in this condition with forethought and controls placed on visitation by management (Dearden 1984a).

Managing the West Coast Trail means considering viable solutions to disperse the rising number of hikers. For the West Coast Trail the most effective solutions to crowded conditions appear to be the rationing of visitor use through registration and dispersal over time. A limit on group size has already been implemented (10). Low visitor use of the West Coast Trail in the shoulder seasons of April - May and September - October may prove to be

ideal time periods for the West German tourist to be encouraged to visit, especially September - October since German universities begin in a month or two later than Canadian universities. A registration and quota system has successfully been implemented in a number of parks in British Columbia to protect environmentally sensitive areas and to reduce crowded conditions⁸. The idea of a reservation registration system, sometimes considered by park management, would be impractical for any long distance international market since the decision to hike the West Coast Trail is usually made while in Germany from 3 months to as little as less than one month before the hike (Tables 10 and 11). While such a strategy would discourage the small market segment that make a last minute decision to visit the park ill-prepared, it might also cause displacement of the West German tourist by closer markets.

The West German tourist finds both the wildlife and marine life and the other features (shipwrecks, heritage sites, lightstations) very important features contributing to satisfaction (Table 38). Information on these features should be readily available to this group in their own language. Comments by certain members in this group suggest that signage of interesting features could be implemented. However, no one question of the self-administered questionnaire directly assessed the desire for signage.

Communication efforts remain the foundation of cross-cultural interaction. Promotional efforts at heavily-used ecologically sensitive parks such as the West Coast Trail should be replaced by educational efforts stressing conservation values and on-site information. Increased promotion of the park internationally is not appropriate since word of mouth information and travel guide books provide the initial information. Pre-trip information packages and on site education then encourage appropriate wilderness behavior.

5.6 Conclusion

The purpose of this study has been to examine the attraction and significance of the West Coast Trail to the West German tourist market. It has identified the characteristics most common to this group at an individual level and what motivates West Germans to seek out the West Coast Trail recreation experience. It has also identified the image attributes that contribute the most toward enjoyment of the experience.

On an individual level the West German tourist is not an atypical wilderness user although on a cultural level there is evidence that this visitor has different reasons for being at the West Coast Trail than do others. Collectively this group is searching for 'protected' and 'unspoiled' wilderness - an environment that can no longer be found within their home country.

Cross-cultural comparison for motives and attribute preferences indicates that there are differences between the West Germans and the other groups using the trail. These differences are most apparent between the West Germans and the Canadians, although noticeable differences occur between the West Germans and the other foreign visitors.

The West German tourist market is the most satisfied group of hikers using the West Coast Trail. Contributing to this may be the fact that initially the most attractive attribute for the West Coast Trail is the protected and unspoiled wilderness which remains the most attractive attribute once the hike has been completed. Hikers from the United States are the least satisfied group. While an objective of this research was to do a cross-cultural comparison between West Germans and Canadians, it is indicated that a difference in wilderness perception and values may also exist between hikers from the United States and those from West Germany.

It is suggested that National Park management encourage the protection of the wilderness environment by discouraging greater use and overdevelopment. The West German visitor has an idealistic view of what constitutes wilderness and expresses ambivalence about the conditions that create the feeling of being within wilderness while on the West Coast Trail. It is possible that protected areas, such as the West Coast Trail, are providing this relatively young and inexperienced group with their definition of wilderness.

The West German tourist to the West Coast Trail is interested in Canadian wilderness and is actively seeking it out in contrast to a home environment where wilderness does not exist. While limiting usage, this market segment should be encouraged to experience and understand wilderness within a protected park environment, and to return to Germany with a definition of wilderness that continues to be 'unspoiled'.

1. These percentages represent the combination of statistics received from Greenpeace Canada, Toronto, Ontario and The World Almanac and Book of Facts 1990, Pharos Books, New York, 1990. The population statistics used represent the estimated population for each country for 1989.
2. Manning (1985) refers to 'desired psychological outcomes', Schreyer and Roggenbuck (1981) 'experience expectations', Stankey and Schreyer (1985) suggest 'recreation experience preferences'.
3. Environment Canada, A Guide To Service Planning, Canadian Parks Service, June 1988.
4. Personal communication with Mr. Jim Rouse, Special Projects Group, Socio-Economic Research Division (SERD), Western Regional Office, Environment Canada, Canadian Parks Service, Calgary, Alberta, March 1990.
5. Environment Canada, op. cit., footnote 3, p.1.3.
6. Environment Canada, op. cit., footnote 3, p.1.4.
7. The word 'demarketing' is used by Howard and Crompton (1980) specifically to denote using marketing strategies to decrease potential visitor use to park areas.
8. Bowron Lake Provincial Park, B.C. Parks, has successfully implemented a limit on group size (6) for canoeists, a quota system, and a user fee to protect the park environment.

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APPENDIX A

PARK CORRESPONDENCE



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November 24/88 *Voire référence*

Your file *Voire référence*

Barbara McNicol Reisenleiter
Box 151, Gabriola Island
British Columbia
VOR 1X0

Dear Ms. McNicol,

Reference is made to the Masters Thesis proposal described in your letter of November 11. The subject matter is certainly of interest and as you suggest, there is the potential for the results to be widely useful.

I cannot offer much comment on what approvals would be required for your "necessary survey research" because you have not tabled any details of what you have in mind. I will however, offer some background information that may be of help.

If you plan any kind of a survey program that would involve 50 or more park visitors, then approvals under the requirements of the Privacy Act will be required. Any information gathering program involving less than 50 respondents can be approved by my office.

In case you are not aware, we are currently carrying out a year long visitor survey in the Long Beach Unit and next summer we will be doing a similar survey in the Broken Islands Unit. These surveys meet all the legal requirements and have been approved and registered by the central agencies in Ottawa.

If you wish to replicate these surveys for the West German market using the West Coast Trail, it is possible that a reasonably simple approval process could be take place. A replication of our surveys would also dovetail nicely with our management planning program. There is the potential for us to assist you with data processing because we would be setting up our own routines for our surveys.

If you wished to do work that was substantially different from our surveys, then the full approval and registration process would be required. I caution you that this is a complex task requiring several months to complete.

Canada

I have enclosed a couple of questionnaires from our Long Beach survey so that you can assess what we are doing in the context of your project.

Sincerely,

A handwritten signature in black ink, appearing to be 'J.G. Rouse', written over a diagonal line.

J.G. Rouse, Chief
Special Projects Group

c/c: Sup't, P.R.N.P.



Environment Environnement
Canada Canada
Parks Parcs

Pacific Rim National Park
Box 280, Ucluelet, B.C.
VOR 3AO

November 22, 1988

Our file Notre référence

4076-1
Your file Votre référence

Barbara McNicol Reisenleiter
Box 151
Gabriola Island, B.C.
VOR 1XO

Dear Ms. Reisenleiter:

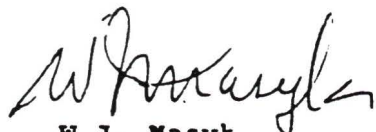
Your letter of November 11, 1988, in which you propose to conduct a masters thesis on the Germans who hike the West Coast Trail, has been reviewed. Obviously the review is relatively superficial at this stage because your proposal does not provide much detail.

I would like to provide a few suggestions that may be relevant to your plans. First I do not have any objection to the research, so long as you are prepared to revise it as may be necessary. For example I have already approved a research proposal from a German student who is doing his doctoral program through Simon Fraser University. The research deals primarily with carrying capacity and may involve a survey questionnaire. My concern is that the hikers are not inconvenienced by the level of research on the trail. I trust both research efforts can be co-ordinated to minimize adverse impact on park visitors.

You should also be aware of the requirement to get formal approval from our Socio-Economic Research Division (SERD), for any research conducted in a national park. I have been advised that you sent a copy of your proposal to Mr. Jim Rouse, Chief, Special Projects in our Calgary office. Mr. Rouse can advise you of requirements which you may have to fulfill in conducting your research surveys. The approval process is time consuming and your detailed proposal will probably have to be completed by mid-February to receive Stats Canada approval in time to conduct the survey next summer.

Canada

An observation you may wish to consider as you develop your proposal, is to consider all foreign hikers as a group rather than focussing on Germans only.



W.J. Masyk
SUPERINTENDENT

WJM/da

UNIVERSITY
OF
VICTORIA



Mr. Jim Rouse
Chief, Special Projects
Room 520, 220 - 4th Ave SE Calgary
P.O. Box 2989, Station "M"
Calgary, Alberta
T2P 0H8

January 15, 1989

Dear Mr. Rouse,

Thankyou for your letter of November 24. Enclosed is a more detailed research proposal for my MA thesis on the West German tourist market attracted to the West Coast Trail of Pacific Rim National Park.

As my proposal outlines I am interested in discovering what motivates the German tourist to hike the West Coast Trail, the image this market segment has of the area, and does this correspond to an overall image of Canadian wilderness held by the West German outdoor travel market. Their expectations and response to the trail are important factors in answering these questions.

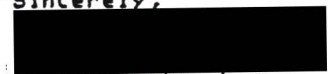
The questionnaire will be designed to answer the specific objectives as outlined in my proposal. Where possible, questions will be included in the same format as the Park Visitor Survey already in progress. This will facilitate comparisons of this market segment with those already being surveyed.

Also, any inconvenience to hikers is of great concern and it is the intent of the survey research to minimize any adverse impact upon park visitors.

While it is not the intention of this research to do a cross-cultural comparison of all non-Canadian visitors - since research and questionnaire costs are a major concern - the proposal remains flexible. If the international market is a main topic of concern to park management there is the possibility of restructuring the focus of the study. This would entail additional costs and language difficulties for which greater assistance might be required from park management.

By remaining flexible it is my hope this study will incorporate both answers to the research objectives and questions of importance to park management.

Sincerely,


Barbara McNicol Reisenleiter
Box 151
Gabriola, B.C.
V0R 1X0

DEPARTMENT OF
GEOGRAPHY

P.O. BOX 1700
VICTORIA, B.C.
CANADA
V8W 2Y2

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"The Attraction and Significance of the West Coast
Trail, Pacific Rim National Park, to the
German Tourist Market"

RESEARCH PROPOSAL

WEST COAST TRAIL, PACIFIC RIM NATIONAL PARK

BARBARA McNICOL

DEPARTMENT OF GEOGRAPHY

UNIVERSITY OF VICTORIA

January 15, 1989

Advisor: Dr. P. Dearden

THE ATTRACTION AND SIGNIFICANCE OF THE WEST COAST TRAIL,
PACIFIC RIM NATIONAL PARK, TO THE GERMAN TOURIST MARKET

1.0 THE ISSUE

During recent years there has been a significant increase in the number of international tourists visiting the West Coast Trail of Pacific Rim National Park. In 1988 visitation from Europe comprised 13.4%. This number exceeded visitation from the United States by 4.1%. Of the tourists that traveled to the West Coast Trail in 1988, 11.1% of these were from West Germany - a total of 659 individuals. Statistics show that in the last five years the total number of visitors of West German origin has nearly tripled (Reference: Table 1).

This trend of visitation to the area shows no future signs of reversal. In fact, most research on the German travel market indicates an increasing preference for travel abroad. Since about 1982 foreign vacation trips by Germans have increased at a high rate indicating that more and more Germans are choosing destinations outside of Europe. A market probe study on the West German travel market indicates that Canada - along with Asia, Africa, and the United States - remains a top destination choice for German travelers.(1)

It is apparent that the West Coast Trail of Pacific Rim National Park has considerable attraction to a segment of the West German outdoor tourist market. From a marketing standpoint, identifying different segments with varying characteristics, makes it possible to appeal to the actual needs and wants associated with these segments. Identification of motivations to visit an area translates into an understanding of the visitor's expectations which in turn allows for a measurement of visitor satisfaction.

A better knowledge of visitor expectations can improve the quality of visitor experiences. If a visitor is not satisfied with the recreation experience on the West Coast Trail, expectations for the experience can be examined. Ensuring that visitors attracted to a National Park share similar values in keeping with management objectives, enhances perceptions of likeness, potentially increasing the social carrying capacity of an area and the likelihood of increased visitor satisfaction.

A study of the motivations, expectations, and image that the West German tourist holds for the West Coast Trail will provide park management with a better understanding of the present use of its resources by this market segment.

TABLE 1

WEST COAST TRAIL STATISTICS

<u>% GERMAN TOURISTS</u>	<u>TOTAL INDIVIDUALS</u>	<u>TOTAL GERMAN HIKERS</u>
1984	6.4%	3940
1985	7.0%	4752
1986	11.3%	4285
1987	12.4%	4828
1988	11.1%	5935

HIKER POINT OF ORIGIN (HOME ADDRESS)

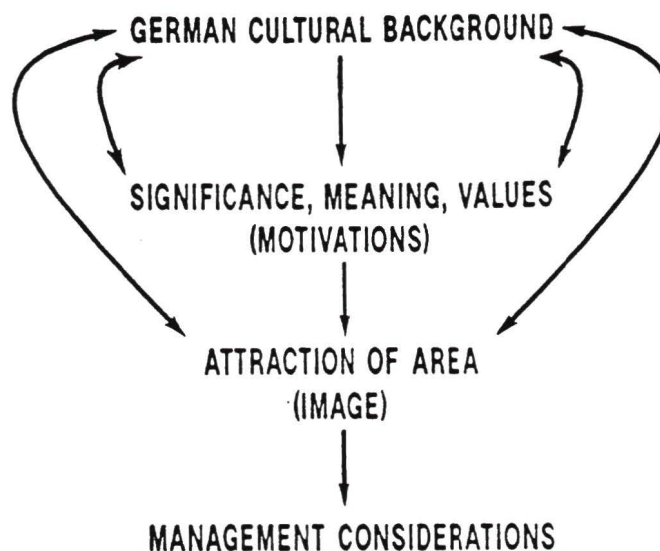
	<u>1987</u>	<u>1988</u>
British Columbia	54.2%	61.0%
Other Canadians	16.9%	14.0%
Europeans	16.5%	13.4%
U.S.A.	10.6%	8.3%

Adapted from: -Howie Hambleton, Chief Visitor Services, Pacific Rim National Park, Personal Communication, September 1988.
 -Leslie Smith, West Coast Trail Information Facilities, (Pacific Rim National Park, West Coast Trail: Seasonal Report, 1988).

2.0 PURPOSE AND OBJECTIVES

This study seeks to examine the attraction and significance of a specific Canadian natural environment - The West Coast Trail, Pacific Rim National Park - to an identifiable segment of the West German tourist market - those that seek the West Coast Trail recreation experience.

2.1 RESEARCH MODEL



2.2 RESEARCH OBJECTIVES

1. To identify and characterize the West German visitors to the West Coast Trail in terms of socio-economic characteristics, itineraries, and other information useful for research and marketing analysis.
1. To identify what motivates West German visitors to seek out the West Coast Trail recreation experience.
2. To identify the image that German tourists have of the West Coast Trail of Pacific Rim National Park.
3. To determine what expectations West German tourists have for the West Coast Trail experience and are these expectations fulfilled.
4. What are the management and marketing implications associated with the above.

3.0 METHODOLOGY AND DATA ANALYSIS

The proposed fieldwork for this study would be carried out during the months of July and August 1989 - the peak months of visitation for the West Coast Trail. These months will provide the highest sample count over the shortest possible time period and maintain the standards of an acceptable field survey. The survey sample will include all of the German tourists registering at the information centers and hiking the West Coast Trail during July and August 1989. It is anticipated that the survey sample size will be approximately 400 respondents.

The questionnaire will be made available at either end of the trail at the Port Renfrew and Bamfield Information Centers. It will be a self-administered questionnaire, written in both English and German, and will require about fifteen minutes of the respondent's time. A short second section of the questionnaire will be carried by the hiker to the end of the trail, filled out, and deposited in a collection box. This will provide a comparison of prehike and posthike information to determine if members of this group were satisfied with their recreation experience, if their image of the area was realistic, and provide suggestions for park management.

A pretest study will be used to test the research tool, close questions, and consequently eliminate the possibility of bias. This study will be administered at the West Coast Trail during May and June 1989. It will involve a small sample of no more than twenty individuals responding to a very short questionnaire. The pretest will be used to determine the range of responses available for the significant research questions. They will be used to close the final questions and identify a precoded list of response categories. This questionnaire is currently in the formative stage.

The final questionnaire will consist of mostly closed questions. It may also be necessary to administer a number of questionnaires during a three day period in September to remove any possibility of bias related to user changes over time. As well as answering the specific research objectives the questionnaire will be designed to answer questions of importance to park management. Where possible questions will be replicated from the Park Visitor Survey already in progress to allow for as many comparisons as possible in the final analysis. It will be important to the study to determine where in Germany the visitors originate from; what age, income bracket, size of group, length of stay, and type of subgroup they are related to; and how they have heard about the trail and travelled to the area. Other information required by the park can be included in the survey.

Data analysis for the study will be carried out at the University of Victoria during the 1990 winter term. Much of the analysis will be done using the University's extensive computer facilities. Responses will be coded into machine readable form and analyzed using basic descriptive statistics to answer the research questions.

4.0 CONCLUDING REMARKS

It is my hope that this study will be of importance and use to both the Canadian Parks Service and the field of recreation research. The main research focus is upon characterizing one element of the foreign market for West Coast Trail visitors. The broader academic context of the research, not addressed in the proposal, will place the findings within the broader theoretical framework of social group cultural dynamics and perceptions as well as the recreation resource and tourism literature. It

is not the intention to do a cross-cultural comparison of all non-Canadian visitors. However, were the latter to be a main topic of concern to park management there is the possibility of restructuring the research focus. This would also entail additional costs and language difficulties for which greater assistance might be required from park management.

While this study seeks to answer specific questions, it will remain flexible enough to incorporate the needs and requests of management. Also, any inconvenience to hikers is of great concern and it is the intent of the survey research to minimize any adverse impact upon park visitors.

5.0 FOOTNOTES

- 1 Tourism Canada. Pleasure Travel Markets to North America: Market Probe Study "West Germany", Ottawa, Department of Regional Industrial Expansion, June 1987, p.10 and p.32.
- 2 Leslie Smith. West Coast Trail Information Facilities (Pacific Rim National Park, West Coast Trail: Seasonal Report, 1988).

APPENDIX B

SELF-ADMINISTERED QUESTIONNAIRE

VARIABLE NAME AND CORRESPONDING QUESTION NUMBER

<u>Question #</u>	<u>Variable</u>	<u>Question #</u>	<u>Variable</u>
1	PROVINCE COUNTRY POSTAL	19	RFAMILY RADVENT RNEWSKIL
2	NITEAWAY		RCHALLENGE
3	MAINPURP		RMEETNEW
4	MOFTWCT		RPLAYSIC
5	MAINDEST		RLEARN
6	HOWLONG	20	SATISFAC
7	WHEREDEC		WHYSATIS
8	HOWLEARN TICWHERE NPICWHERE	21	FIRSTATT SECONDATT THIRDATT
	OTHERHOW	22	LIKELEAST
9	FIRSTWCT	23	COMMENT
10	BCEXPER		ADDCOM
11	PNITEWCT	24	Not Applicable
12	FIRSTAPP SECONDAPP THRIDAPP	25 26	INFOPACK RECEIVE HOWPREP
13	PRIVACY NATSCENR GETAWAY FAMILY ADVENTURE NEWSKILL CHALLENGE MEETNEW PHYSICAL LEARNING OTHER	27 28 29 30 31 32 33	USEFUL COMINFOP SCENIC ENJOYMNT ENJOYHOW NEGATIVE WILDERNS WHYWILD TRAVLGRO ORGWHERE MALE (11,12,18, 25 35, 50, 65)
14	Not Applicable		FEMALE (11,12, 18, 25, 35, 50, 60)
15	ENTIREWCT WHICPART		MALETOT FEMALETOT
16	ACTNIGHT	35	LEVELEOU
17	IMAGE	36	OCCUP
18	WAYIMAGE	37	SEX

VARIABLE NAME AND CORRESPONDING QUESTION NUMBER 158

<u>Question #</u>	<u>Variable</u>	<u>Question #</u>	<u>Variable</u>
19	RPRIVACY	38	AGE
	RNATSEN	39	MEMBER
	RGETAWA		ORGANISA

From: Codebook, Pacific Rim National Park, West Coast Trail, Visitor Survey. Special Projects Group, Planning and Development, Western Region, Canadian Parks Service, September 1989.

WEST COAST TRAIL

VISITOR SURVEY



--	--	--	--

CPS/WRO-PRNP-8901

**please complete this
questionnaire**

**WEST COAST TRAIL
VISITOR SURVEY**

Dear West Coast Trail Visitor:

We are conducting a survey of the West Coast Trail visitors and would appreciate it if you would spend a few minutes to complete this questionnaire. The survey objective is to gather information from a user perspective about the West Coast Trail. Your answers will help the Canadian Parks Service to effectively plan the West Coast Trail for future use.

Please answer every question, even if it is only to say that you did not do something. For the purpose of this study, this information is just as important as what you did do. Your answers will be confidential.

The first section of the questionnaire (up to question 14), should be completed DURING your hike. The second section of the questionnaire should be completed immediately following your hike while your visit is fresh in your mind.

Please complete this questionnaire before you leave the area. Return it to one of the drop-off boxes located at the Pachena Bay or Port Renfrew Information Centres or on the Lady Rose. If it's more convenient, please mail it back to the park in the self-addressed, postage paid envelope.

Thank you for your co-operation. Have a great hike!

Yours Truly,



Barbara McNicol

Department of Geography
University of Victoria
Victoria, B.C.



Rainer Kuberek

Department of Geography
Simon Fraser University
Burnaby, B.C.

SECTION 1

PLEASE COMPLETE SECTION 1 WHILE YOU'RE ON THE WEST COAST TRAIL.

PLEASE ANSWER ALL QUESTIONS. CIRCLE THE NUMBER OF YOUR ANSWER OR FILL IN THE APPROPRIATE SPACE. PRINT CLEARLY.

PLEASE ANSWER THE QUESTIONS AS THEY APPLY ONLY TO YOURSELF.

YOU AND YOUR TRIP

First, we would like to know how your visit to Pacific Rim National Park relates to your whole trip.

- Q1 Where is your home (your permanent place of residence)?
Your postal code? (Zip code in the United States)

PROVINCE\STATE : _____

COUNTRY : _____

POSTAL\ZIP CODE: _____

- Q2 On your entire trip, how many night(s) will you be away from home?
_____ NIGHT(S)

- Q3 Which of the following best describe the main purpose of your trip away from home?

Please circle only one.

1. BUSINESS TRIP
2. VISIT TO FAMILY OR FRIENDS
3. PLEASURE TRIP (SIGETSEEING, TOURING)
4. SPECIFICALLY TO HIKE THE WEST COAST TRAIL
5. OTHER PURPOSE, _____
(PLEASE SPECIFY)

YOUR VISIT TO THE WEST COAST TRAIL

Q4 How did you travel to the West Coast Trail?

1. PRIVATE VEHICLE
2. RENTED VEHICLE
3. SCHEDULED BUS
4. SCHEDULED BOAT (M.V. LADY ROSE)
5. COMMERCIAL FLOAT PLANE
6. HELICOPTER
7. HITCHHIKING
8. OTHER _____
(PLEASE SPECIFY)

Q5 Is the West Coast Trail:

1. THE MAIN DESTINATION OF YOUR TRIP?
2. A PLANNED STOP ON YOUR ITINERARY?
3. AN UNPLANNED STOP? (GO TO Q7)

Q6 How long ago did you plan your trip to the West Coast Trail?

1. LESS THAN ONE MONTH AGO
2. 1 TO 3 MONTHS AGO
3. 4 TO 6 MONTHS AGO
4. MORE THAN 6 MONTHS AGO

Q7 Was your decision to hike the West Coast Trail made in:

1. CANADA?
2. UNITED STATES?
3. GERMANY?
4. OTHER COUNTRY, PLEASE SPECIFY _____

Q8 How did you first learn about the West Coast Trail?

1. MEDIA (NEWSPAPER, MAGAZINE, T.V., RADIO)
2. TOURIST INFORMATION CENTRE, WHERE? _____
3. WORD OF MOUTH
4. NATIONAL PARK INFORMATION CENTRE, WHERE? _____
5. TRAVEL GUIDE BOOK
6. TOUR COMPANY/TRAVEL AGENT
7. OTHER, PLEASE SPECIFY _____
8. CAN'T RECALL

Q9 Is this the first time you will have hiked the West Coast Trail?

1. YES
2. NO

If no, how many times have you hiked the West Coast Trail before?

_____ TIME(S)

Q10 How many back-packing trips have you taken before in a back country setting?

1. NONE, IT IS MY FIRST BACK-PACKING TRIP
2. 1 - 2 TRIPS
3. 3 - 5 TRIPS
4. MORE THAN 5 TRIPS

Q11 How many nights do you plan to spend on the West Coast Trail during this hike?

_____ NIGHT(S)

Next, we would like to ask you a few questions to better understand why you are hiking the West Coast Trail.

Q12 Could you please indicate the three most appealing things that attracted you to the West Coast Trail?

1. FIRST MOST APPEALING : _____

2. SECOND MOST APPEALING: _____

3. THIRD MOST APPEALING : _____

Q13 The following is a list of reasons why people participate in leisure activities.

Could you please indicate how important these reasons are for your trip to the West Coast Trail by circling the appropriate level of importance of each.

	VERY IMPORTANT	IMPORTANT	SOMEWHAT IMPORTANT	SOMEWHAT NOT IMPORTANT	NOT IMPORTANT AT ALL
1. TO GET SOME PRIVACY /SOLITUDE.....1	2	3	4	5	
2. TO ENJOY NATURE AND SCENERY.....1	2	3	4	5	
3. TO GET "AWAY FROM IT ALL".....1	2	3	4	5	
4. TO SPEND TIME WITH FAMILY/FRIENDS.....1	2	3	4	5	
5. TO HAVE AN ADVENTURE/ WILDERNESS EXPERIENCE.....1	2	3	4	5	
6. TO LEARN/DEVELOP NEW SKILLS.....1	2	3	4	5	
7. TO CHALLENGE AND TEST ABILITIES.....1	2	3	4	5	
8. TO MEET NEW PEOPLE.....1	2	3	4	5	
9. FOR PHYSICAL FITNESS AND EXERCISE.....1	2	3	4	5	
10. LEARNING/INTELLECTUAL STIMULATION.....1	2	3	4	5	
11. OTHER, PLEASE SPECIFY.....1	2	3	4	5	

This question contains a series of statements which relate to attitudes towards nature. These statements are general statements, and don't refer specifically to Pacific Rim National Park.

Q14 Could you please indicate your opinion on the following statements?

Circle the number that best describes your feelings about each statement. Please run through the statements swiftly. Don't take too long to think about your answer; there are no 'right' or 'wrong' answers. These statements express opinions or views which are best captured by direct, spontaneous answers.

Please answer EACH statement.

	STRONGLY AGREE	MILDLY AGREE	NEITHER AGREE NOR DISAGREE	MILDLY DISAGREE	STRONGLY DISAGREE
1. I WOULD LIKE TO LIVE IN A REMOTE CABIN FOR A WHILE.....1	1	2	3	4	5
2. I WOULD APPROVE OF AN INCREASE IN TAXES TO BE SPENT ONLY TO PROTECT NATURE AND SCENERY.....1	1	2	3	4	5
3. I DREAM ABOUT HAVING A LIFE FAR AWAY FROM CIVILISATION.....1	1	2	3	4	5
4. IT IS IMPORTANT FOR ME TO EXPERIENCE THE BASIC POWER OF NATURE.....1	1	2	3	4	5
5. HIKING IS A VERY STIMULATING ACTIVITY.....1	1	2	3	4	5
6. PEOPLE HAVE THE RIGHT TO CHANGE THE ENVIRONMENT TO SUIT THEIR NEEDS.....1	1	2	3	4	5

	STRONGLY AGREE	MILDLY AGREE	NEITHER AGREE NOR DISAGREE	MILDLY DISAGREE	STRONGLY DISAGREE
7. THE HUMAN SOUL OR PSYCHE NEEDS THE EXPERIENCE OF UNSPOILED NATURE FOR ITS DEVELOPMENT.....1		2	3	4	5
8. I OFTEN DISCUSS THREATS TO THE NATURAL ENVIRONMENT.....1		2	3	4	5
9. SCHOOLS SHOULD PLACE MORE EMPHASIS ON THE COMPLEXITY OF NATURE.....1		2	3	4	5
10. I LIKE ALL THE COMFORTS OF HOME ON MY HOLIDAYS.....1		2	3	4	5
11. IT IS IMPORTANT TO ME TO DO SOME VOLUNTEER WORK FOR NATURE PROTECTION AND PRESERVATION.....1		2	3	4	5
12. I AM COMFORTABLE IN SPARSELY POPULATED AREAS.....1		2	3	4	5

SECTION 2

PLEASE COMPLETE SECTION 2 AT THE END OF YOUR HIKE; THE QUESTIONS APPLY ONLY TO YOUR POST-HIKE FEELINGS.

PLEASE ANSWER ALL QUESTIONS. CIRCLE THE NUMBER CORRESPONDING TO YOUR ANSWER OR FILL IN THE APPROPRIATE SPACE. PRINT CLEARLY.

PLEASE ANSWER THE QUESTIONS AS THEY APPLY TO YOURSELF AS A RESPONDENT OF THIS QUESTIONNAIRE - ONLY -.

YOUR VISIT TO THE WEST COAST TRAIL

Q15 Did you hike the entire trail?

1. YES
2. NO

If no, which part of the West Coast Trail did you hike (e.g. Bamfield to Tsusiat Falls and back)?

Q16 How many nights did you spend on the West Coast Trail?

_____ NIGHT(S)

Q17 How much do you think your image of the West Coast Trail has changed since you started your hike?

1. CHANGED VERY LITTLE
2. CHANGED A LITTLE
3. DID NOT CHANGE
4. CHANGED A LOT
5. CHANGED COMPLETELY

Q18 In what way do you think your image of the West Coast Trail has changed since you started your hike?

1. MUCH MORE FAVOURABLE IMAGE
2. SLIGHTLY MORE FAVOURABLE IMAGE
3. IMAGE DID NOT CHANGE
4. SLIGHTLY MORE UNFAVOURABLE IMAGE
5. MUCH MORE UNFAVOURABLE IMAGE

Q19 Could you please indicate which of the following were the FIVE (5) most important criteria for making your hiking trip on the West Coast Trail a satisfying one?

Please place a '1' beside the most important, a '2', beside the next most important, and so on.

- | | |
|---|--------------------------|
| 1. TO GET SOME PRIVACY
/SOLITUDE | <input type="checkbox"/> |
| 2. TO ENJOY NATURE AND
SCENERY | <input type="checkbox"/> |
| 3. TO GET "AWAY FROM IT ALL" | <input type="checkbox"/> |
| 4. TO SPEND TIME WITH
FAMILY/FRIENDS | <input type="checkbox"/> |
| 5. TO HAVE AN ADVENTURE/
WILDERNESS EXPERIENCE | <input type="checkbox"/> |
| 6. TO LEARN/DEVELOP
NEW SKILLS | <input type="checkbox"/> |
| 7. TO CHALLENGE AND
TEST ABILITIES | <input type="checkbox"/> |
| 8. TO MEET NEW PEOPLE | <input type="checkbox"/> |
| 9. FOR PHYSICAL FITNESS
AND EXERCISE | <input type="checkbox"/> |
| 10. LEARNING/INTELLECTUAL
STIMULATION | <input type="checkbox"/> |

Q20 Could you please rate your level of satisfaction with the time you spent on the West Coast Trail?

VERY SATISFIED	SATISFIED	NEITHER SATISFIED/ DISSATISFIED	DIS- SATISFIED	VERY DIS- SATISFIED
1	2	3	4	5

Why did you feel this (dis)satisfied?

Q21 Now that you've hiked the West Coast Trail, could you please list the three most attractive features of the West Coast Trail?

1. FIRST MOST ATTRACTIVE:

2. SECOND MOST ATTRACTIVE:

3. THIRD MOST ATTRACTIVE:

Q22 What feature(s) of your hike on the West Coast Trail did you like least?

Q23 Do you have any comments/suggestions on what the Canadian Parks Service could do on the West Coast Trail to make your next hike more enjoyable?

1. YES

2. NO

An important purpose of this study is to learn more about your opinion of the West Coast Trail, after your hike.

Q24 Could you please indicate your opinion of the following statements about the West Coast Trail?

Circle the number that best describes your feelings about each statement. There are no 'right' or 'wrong' answers. These statements express opinions or views.

Please answer EACH statement.

	STRONGLY AGREE	MILDLY AGREE	NEITHER AGREE NOR DISAGREE	MILDLY DISAGREE	STRONGLY DISAGREE
1. THE BOARDWALKS, BRIDGES AND LADDERS ARE AN IMPORTANT PART OF THE TRAIL'S CHARACTER.....	1	2	3	4	5
2. THE NATIONAL PARKS REGULATIONS SHOULD BE ENFORCED MORE STRICTLY.....	1	2	3	4	5
3. THE WEST COAST TRAIL COMBINES CONSERVATION AND RECREATION IN AN APPROPRIATE WAY.....	1	2	3	4	5
4. THE BEST PART OF THE WEST COAST TRAIL IS THAT PEOPLE MAY CAMP ANYWHERE QUITE FREELY.....	1	2	3	4	5
5. EXCEPTIONAL FEATURES (SHIPWRECKS, SPECIAL PLANT COMMUNITIES, ANIMAL HABITATS, ETC) SHOULD BE SIGNED.....	1	2	3	4	5
6. THE WEST COAST TRAIL SHOULD BE BETTER MAINTAINED.....	1	2	3	4	5

	STRONGLY AGREE	MILDLY AGREE	NEITHER AGREE NOR DISAGREE	MILDLY DISAGREE	STRONGLY DISAGREE
7. VISITORS TO THE WEST COAST TRAIL DO TOO MUCH DAMAGE TO ITS ENVIRONMENT.....1		2	3	4	5
8. ACCESS TO THE WEST COAST TRAIL SHOULD BE IMPROVED AND INCREASED.....1		2	3	4	5
9. EVERY CAMPSITE SHOULD BE EQUIPPED WITH OUTHOUSES.....1		2	3	4	5
10. THE NUMBER OF VISITORS SHOULD BE REGULATED TO PRESERVE THE WEST COAST TRAIL "EXPERIENCE".....1		2	3	4	5
11. REGULAR CAMPSITES THAT ARE ONE DAY'S HIKE APART SHOULD BE ESTABLISHED ALONG THE WEST COAST TRAIL.....1		2	3	4	5
12. I AM CONCERNED WITH THE FUTURE OF THE TRAIL WHEN I SEE ADJACENT LOGGING AREAS..1		2	3	4	5
13. DEBRIS BROUGHT IN BY THE OCEAN, AND ESPECIALLY EVENTS SUCH AS THE OIL SPILL IN JANUARY 1989, MAKE ME CONCERNED FOR THE BEAUTY AND NATURAL FEATURES OF THE WEST COAST TRAIL.....1		2	3	4	5

INFORMATION ABOUT THE WEST COAST TRAIL

We would like to know how you planned your hike on the West Coast Trail.

Q25 Were you aware that Pacific Rim National Park has a mail-out information package on the West Coast Trail?

1. YES
2. NO

Q26 Did you receive, in the mail, the information package on the West Coast Trail prior to your hike?

1. YES
2. NO

If you did not receive the Pacific Rim National Park package, how did you prepare for your hike on the West Coast Trail?

(GO TO Q29)

Q27 In regard to your information needs to help you plan your hike, did the West Coast Trail information package:

1. FULLY FULFILL YOUR NEEDS?
2. PARTIALLY FULFILL YOUR NEEDS?
3. NOT FULFILL YOUR NEEDS?

Q28 Do you have any suggestions and/or comments on what you would have liked to find in the West Coast Trail information package to make your hike more enjoyable or interesting?

1. YES

Would you please explain?

2. NO

PARK EXPERIENCE AND LOGGING

Next, we would like to know your opinion about the logging outside Pacific Rim National Park that can be seen on your way to the West Coast Trail.

Q29 Does logging detract from overall scenic values?

- 1. YES
- 2. NO
- 3. NO OPINION

Q30 Does logging affect your overall enjoyment of the West Coast Trail?

- 1. YES

How?

- 2. NO
- 3. NO OPINION

Q31 Could logging negatively influence your plans to return to the West Coast Trail in the future?

- 1. YES
- 2. NO
- 3. NO OPINION

Q32 Did you feel you were in the wilderness during your hike?

- 1. YES
- 2. NO

Why did you feel that way?

ABOUT YOU

Finally, we would like to ask a few questions about yourself to help interpret the results.

PLEASE ANSWER THE FOLLOWING QUESTIONS AS THEY APPLY ONLY TO YOURSELF.

Q35 What is the highest level of education you have attained?

1. GRADE SCHOOL
2. HIGH SCHOOL
3. COLLEGE/TECHNICAL SCHOOL
4. UNIVERSITY
5. UNIVERSITY POST-GRADUATE

Q36 What best describes your present occupation?

1. STUDENT
2. PROFESSIONAL
3. RETIRED
4. OFFICE WORKER/CLERICAL
5. FACTORY WORKER
6. SALES PERSON
7. HOMEMAKER
8. EXECUTIVE OR MANAGER
9. SELF-EMPLOYED
10. UNEMPLOYED
11. OTHER, PLEASE SPECIFY _____

Q37 What is your sex?

- 1. FEMALE
- 2. MALE

Q38 In what age group are you?

- 1. UNDER 18
- 2. 18-24
- 3. 25-34
- 4. 35-49
- 5. 50-64
- 6. 65 AND OLDER

Q39 Are you a member of an environment or an outdoor organisation?

- 1. YES

If yes, would you please list the name of your group and/or organisation?

- 2. NO

PLEASE RETURN YOUR COMPLETED QUESTIONNAIRE TO ONE OF THE DROP-OFF BOXES LOCATED AT THE PACHENA BAY OR PORT RENFREW INFORMATION CENTRES OR ON THE LADY ROSE. HOWEVER, IF IT'S MORE CONVENIENT, PLEASE MAIL IT BACK TO THE PARK IN THE SELF-ADDRESSED, POSTAGE-PAID ENVELOPE.

THANK YOU FOR TAKING THE TIME TO COMPLETE THIS QUESTIONNAIRE
AND
HAVE A SAFE JOURNEY HOME

You may obtain a summary of the results by contacting
the Chief, Visitor Services
Pacific Rim National Park in June 1990

PACIFIC RIM NATIONAL PARK
P.O BOX 280
UCLUELET
BRITISH COLUMBIA
VOR 3A0

APPENDIX C

INFORMAL INTERVIEWS

APPENDIX CINFORMAL INTERVIEWSQUESTIONS ASKED:

1. How/why did you come to the West Coast Trail?
2. What influences your impression of Canada?
3. What does Canada mean to you?
4. What did you enjoy/not enjoy in Canada?
5. What is different about wilderness/nature here and in Germany?

INTERVIEW #1: July 8, 1989 (Agate Beach)

Single Male Hiker

Origin East of Hannover (Hanover)

1. He was travelling in the United States visiting relatives and Yosemite. He heard about the West Coast Trail in Vancouver. The idea of a "Shipwreck Trail" sounded intriguing.
2. Question not asked.
3. Canada in Germany means wilderness and unspoiled nature. Vast space and wild nature.
4. Liked wilderness, nature, animals, and sealife.
5. The only wilderness in Europe is in countries to the East - bears and wolves still exist there. They go to Sweden for ski trips and treks. Nature here is less touched my man. In Germany it is polluted, the water is poisoned, and the air is polluted.

INTERVIEW #2: July 9, 1989 (Carmanah Lighthouse)

Man and Woman

Origin East of Hannover (Hanover)

1. Question was not asked.
 2. Magazines, guidebooks, television. Karl May does not influence Germans since Karl May has never been to Canada.
 3. Nature, quiet, low population.
 4. Canadians think Germans are "loaded". Costs \$30.00 to rent a canoe for the day and the MV Lady Rose is expensive.
 5. There is no wilderness in Germany/Europe. What there is it is strictly restricted such as bird areas (nesting). Access for researchers only. No wildlife and too many people. 30 million people in Germany.
- * This couple sat and watched Sealion Rocks and the sealions in the water from the rock shelf for over one hour.

INTERVIEW #3: July 10, 1989 (Logan Creek)

Man and Woman

Origin from East of Hannover (Hanover)

1. Question not asked.
2. Literature and friends.
3. Wilderness. Place to breathe fresh air. Space.
4. Wilderness and animals.
5. German wilderness is tamed and spoiled.

INTERVIEW #4: August 1, 1989 (Carmanah Lighthouse)

Three Hikers

Origin from München (Munich)

1. Read four lines about the West Coast Trail in a guidebook.
2. Question not asked.
3. Wilderness, nature, scenery, challenging hike.
4. Did not like the ladders and bridges, the development on the Trail. Thought it should/could be less development to keep it challenging. Too crowded.
5. Total difference. German wilderness is not wilderness.

INTERVIEW #5: August 13, 1989 (Port Renfrew)

Single Male Hiker

Origin from Köln (Cologne) in Western West Germany

1. Saw West Coast Trail on a map while in Victoria. A fellow from Sombrio (between Sooke and Port Renfrew) gave him a pack that he did not need and he bought some Kraft dinner and decided to check out the West Coast Trail. He found it more difficult than he thought it would be. Thought it would be a walk along the beach not a rugged hike over mud, roots, structures like ladders and cable cars.
2. No previous expectations.
3. Canada is still unspoiled compared to other countries. People are open, relaxed, easy to talk to, not like the U.S.A. or parts of Germany and Bavaria where people are preoccupied with their fears. Canadians are generous.
4. Did not like to see the waste ethic in Canada. Waste of plastics (throwaway wrappings and nonrenewable materials). In Europe there is much less wastage of forests. Resources are less abundant.
5. In Germany wilderness is not real wilderness. The forests are 50% affected by acid rain and dying. An area can be distant from industrial pollution but it is still affected. Northern lakes are dead due to acid rain from other European industry sources.

INTERVIEW #6: August 14, 1989 (Cribs Creek)

Four Males in a Group
Origin from Stuttgart

1. Read about the West Coast Trail in a travel guidebook.
2. Question not asked.
3. Still clean, space, low population.
4. No crowds and cleanliness.
5. German is too developed and crowded.

INTERVIEW #7: August 17, 1989 (Port Renfrew)
Hiked Three Days in from Thrasher Cove and Back

Single Male Hiker
Origin from Freiburg

1. Wanted to explore new country (Canada). Heard about the West Coast Trail from Info Center in Victoria and looked at the PRNP brochure and decided to do part of the Trail.
2. Purposely did not want to have any expectations of what Canada was. He travels a lot and prefers to find out what the country or area is like when he is there. Likes to meet locals.
3. Canada means less population density, wilderness, wildlife, and scenery.
4. Did not like to see logging. In Germany it is different they log single trees, no burning and no clearcutting. Did not like to see the waste of resources.
5. Wilderness in Germany is nonexistent if the standard is the West Coast Trail or rain coast forest. In Germany park areas are developed with trails and crowds.

INTERVIEW #8: September 6, 1989 (Carmanah Creek)

Two Male Hikers
Origin from Hamburg

1. Attractive sounding from their reading. Everything written about Canada mentions the West Coast Trail.
2. Question was not asked.
3. Unspoiled nature and wilderness.
4. People do not appreciate what they have least of all North Americans.
5. No comparison. Air photos of Germany show roads everywhere. Not like in Canada.

INTERVIEW #9: September 8, 1989 (Port Renfrew)

Two Male Hikers

Origin from Stuttgart

1. A friend had written a guidebook about B.C. and they had read about the West Coast Trail in it.
2. The books they read.
3. Canada means freedom, low population, opportunity, fresh air and forests.
4. Enjoy freedom, forests and scenery, friendly people. Did not like logging. Did not like the waste, for example people leaving the car running while on an errand in town. Gas must be cheap in Canada.
5. Acid rain problem in Germany. Half of the forest is dead or dying. Pollution is great in Europe.

INTERVIEW #10: September 10, 1989 (Camper Bay)

Two Males and One Female

Origin from Freiburg

1. Meeting other travellers. Had heard about the West Coast Trail from Australian in Australia who had "trekked" the West Coast Trail...
2. Question not asked.
3. Freedom, space, and wilds.
4. Friendly people and nature. There was not anything they did not like.
5. German trails are all too level and too easy. There are railings and it is assisted. Crowded.

INTERVIEW #11: September 14, 1989 (Carmanah Creek)

One Male and One Female

Origin from Kiel in North Germany

1. Read about it. Anything written about B.C. mentions the West Coast Trail.
2. Books and magazines.
3. Nature. Wilderness. Unpolluted and unpopulated.
4. Enjoyed everything. Scenery, wilderness, fresh air, wide open spaces, and you can drink the water and eat things. In Germany due to the toxins in the food chain and radioactive wastes from Chernobyl one can not eat berries, mushrooms, edible plants, etc.
5. Like night and day. There is no wilderness in Germany unless you go to the Alps (some places there are pretty wild).

Two Male Hikers

Origin from Hamburg

1. Heard about the West Coast Trail in a travel guide.
2. Books, magazines, television.
3. Nature and wilderness.
4. There was nothing they did not like.
5. No comparison. In Germany wilderness is manicured.

VITA

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Date of Birth: June 09, 1955

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Honours and Awards:

Simon Fraser University Open Scholarship Award 1978

Papers and Publications:

Outdoor Recreation Research Inventory for British Columbia 1984 - 1989,
Outdoor Recreation Council of B.C., Vancouver, B.C., 1989.

"The Attraction and Significance of the West Coast Trail, Pacific Rim National Park, to the West German Tourist Market". Paper presented to the Canadian Association of Geographers Annual Meeting, Vancouver, British Columbia, March 1989.

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THE ATTRACTION AND SIGNIFICANCE OF THE WEST COAST

TRAIL, PACIFIC RIM NATIONAL PARK, TO THE WEST GERMAN

TOURIST MARKET: A CROSS-CULTURAL COMPARISON

Author



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Dec 18, 1990

Date