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To Evaluate Sense of Place of tourists visiting Kazbegi National Park

University of Fernando Pessoa

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Signature of the Author

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## RESUMO

As pessoas, muitas vezes, são atraídas para ambientes naturais únicos. Mas o que as faz desenvolver o “sentimento de lugar”? O foco desta investigação foi o de explorar o significado de “sentimento de lugar” no caso dos parques nacionais. Procurou-se desenvolver uma melhor compreensão do conceito, uma vez que a sua interpretação se altera em função da disciplina que se debruça sobre esta temática. Neste contexto, esta dissertação contribui empiricamente para a análise e a interpretação das questões relacionadas com o “sentimento de lugar” em termos de ambiente e turismo, em particularmente nos parques nacionais

Com base na revisão da literatura e nos estudos anteriores, identificamos algumas limitações relativas ao “sentimento de lugar” para destinos turísticos em ambientes naturais. Assim, foi desenvolvido um modelo conceptual que identifica os fatores explicativos do “sentimento de lugar”, tais como: “identidade de lugar”, “dependência do lugar” e “experiência do lugar”. O modelo considera que o “sentimento de lugar” tem impacto na satisfação dos turistas. No geral, o modelo revela o quão profunda é a dimensão de “sentimento de lugar” e, como isso, pode contribuir para a melhoria do turismo

A validade do modelo foi analisada através da exploração do significado de cada conceito em termos de áreas protegidas e turismo. O trabalho empírico recorreu ao método quantitativo para obter os dados que retratam o estudo de caso do Parque Nacional de Kazbegi. O questionário foi realizado com o objetivo de relacionar a experiência dos turistas com o lugar, o sentimento de lugar, as suas actividades, as suas atitudes perante o desenvolvimento das condições atuais do turismo e das futuras melhorias.

Os resultados evidenciam que os turistas que visitam a Parque Nacional de Kazbegi apresentam níveis significativos de “apego ao lugar”, “identidade ao lugar”, “dependência do lugar” e satisfação com o lugar. Além do mais, o estudo demonstra que os turistas revelam ter um forte sentimento do lugar.

**Palavras-chave:** Sentimento de lugar, apego ao lugar, identidade ao lugar, dependência, experiência do lugar, satisfação

## **ABSTRACT**

People are often attracted to unique natural environments, but what makes them having the Sense of place? The focus of the research was to explore the meaning of ‘sense of place’ in national parks setting. Develop better understanding of the concept, since the nature of the concept is changing from discipline to discipline. In this framework the given thesis makes the empirical contributions to the resolution of issues connected with sense of place in terms of tourism and particularly national parks setting.

Based on literature review and background studies, we have identified some limitations concerning sense of place for natural tourism destinations. Therefore, we have developed conceptual model, which explains the factors related to sense of place. The given model is grounded on the variables such as: Place attachment, Place identity, Place Dependence and Place experience. The model supports understanding of tourist’s Place satisfaction. Overall, model illustrates how deep consideration of ‘sense of place’ can enhance tourism.

The validity of the model was examined by exploring the meaning of each concept in terms of protected areas and tourism. Besides the empirical work, quantitative method was used to obtain the data involving case study of Kazbegi National Park. The questionnaire was conducted with the aim of recognizing people-place relationship, their activities and experience, their attitude of existing tourism development and future improvements.

The results show that tourists visiting to Kazbegi National Park have significance level of Place attachment, Place identity, Place dependence and place satisfaction. Therefore they have Sense of place.

**Key words:** Sense of place, Place attachment, Place identity, Place dependence, Place experience, and Place satisfaction.

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## INTRODUCTION

A protected area is a clearly defined geographical space, recognized, dedicated and managed, through legal or other effective means, to achieve the long-term conservation of nature with associated ecosystems services and cultural values (IUCN, 2007). Protected areas are a mainstay of biodiversity conservation, contributing to people's livelihood, particularly in local level. These areas are important for the services they provide to humans too, like: food, clean water supply, medicines and protection from the impacts of natural disasters (IUCN, 2008). From the tourism point of view National parks become one of the favored places for nature-based tourists, because of the wide diversity flora and fauna, also for out door events, which are most popular tourism activities nowadays. Beside, most of national parks stay open always and offer campsites and outdoor recreation opportunities. Recreation is activity voluntarily undertaken primarily for pleasure and satisfaction, during leisure time (Pigram & Jenkins, 2006). Recreation settings are areas that allow for activities, such as: sightseeing, picnicking, camping, rock climbing or canoeing (Lockwood et al., 2006).

The relationship between natural setting and humans are explained with the concept of 'sense of place'. Within the context we can describe, analyze and explain the connection of these two parts. There is big range of understanding of 'sense of place', but we will discuss sense of place in environmental settings. According to Shamai (1991) sense of place is the overarching concept, which incorporates other concepts describing relationship between human beings and special settings. It is acknowledge that sense of place is the meaning of attachment to spatial settings by person or by group. Based on Tuan (1980) the place is a center of meaning or field of care that emphasizes human emotions and relationships. After all, Kaltenborn (1998) emphasizes that the nature of the place cen be better understood within the context of particular human-place relationships. Therefore, we will examine it as a tourist's sense of place towards to Kazbegi National Park.

By assessing sense of place, valuable information can be obtained, which might be interesting for managers or governmental structures to take into account. Improve facilities and services inside the national Park. Invest or participate lend use development close to national park, which is in private property. Encourage locals for

opening small hostels or guesthouses. Create and adjust most demand tourist activities. Consequently, develop the theoretical and practical framework to handle conservation and at the same time sustain and increase tourists' sense of place.

In response to limited research projects in literature and in practice connecting to sense of place in Kazbegi National Park, we have defined two major thesis aims. First of all, we would like to take the advantage and fill the gap in the literature to examine Sense of Place towards to Kazbegi National Park. Background research studies show that there is not even a single study concerning Kazbegi National Park in terms of tourists' sense of place relationship, (for the time when thesis is handle). Research has been done in Georgian and in English languages. Checking and scanning information have been done into books, book sections, article in journals, article in periodical, conference proceedings, reports and in on-line sources. Therefore, my goal is to make the empirical contribution to the field.

The second objective is to reveal the importance of sense of place in protected areas and particularly in Kazbegi National Park. To evaluate visitors relationship in terms of place identity, place attachment, place dependence and place satisfaction. The practical part of the work is dedicated to examine the complex connection of tourists and the natural destination. This investigation contributes to better understanding of sense of place, and its future implications into practice.

According to these two main objectives we have created the secondary aims, which will be examined based on the practical data:

- To understand those tourist characteristics, who are visiting to Kazbegi National Park.
- To evaluate respondents' place attachment, place identity and place dependence, which overall contributes to their sense of place.
- To assess respondents' interaction connecting to Kazbegi National Park.
- To analyze respondents' familiarity within Kazbegi National park.
- To examine their interest in terms of future visitation plan.
- To investigate respondents' attitude regarding to current tourism development.
- To obtain information whether they seek for potential tourism expansions

- To evaluate respondents' overall satisfaction.

In order to achieve objectives, we have mentioned above, mixed-method approach was obtained. It is less well known than either quantitative or qualitative research methods, and it integrates both of them. The origin of mixing two different methods comes from 1959. When it became recognizing that all methods have limitations, research felt that biases inherent in any single method could neutralize or cancel the biases of other methods (Jick, 1979). The consequence of mixed-method approach is the elements of qualitative and quantitative inquiry. The different types of methods give access to different kinds of phenomena and makes possible to explore theories deeply and thoroughly (Brewer & Hunter, 1989). In the given thesis I integrate exploratory research with quantitative research.

Exploratory research relies on secondary research such as reviewing available literature and/or data, or qualitative approaches such as informal discussions with consumers, employees, management or competitor (Peters, 2012). In the given thesis literature review will be completed as the secondary research.

According to Schutt (2011), exploratory research seeks to find out how people get along in the setting under question. What meanings they give to their actions, and what issues concern them. The main goal is to learn what is going on here?

Therefore, we based the given thesis on exploratory study and try to answer the questions and test hypothesis, which will be explained later in the Chapter 3.

The mixed-method approach employees quantitative research too. Quantitative research is explaining phenomena by collecting numerical data that are analyzed using mathematically based methods, in particular statistics (Aliaga & Gunderson, 2000). Quantitative research involves counting and measuring of events and performing the statistical analysis of the body of numerical data (Smith, 1988). The main concern of the quantitative paradigm is that measurement is reliable, valid and generalizable in its clear prediction of cause and effect (Symon & Cassell, 2012).

The advantage of quantitative research is the possibility of measuring the responses of large number of people, with limited set of questions. This can enable comparison and statistical aggregation of the data, which will deliver the broad and generalized findings.

The case study is also including in research. In order to obtain information in depth and address the research interests. The protected area was chosen from Georgia, Kazbegi National Park. Location, zoning, legal and prohibited activities are reviewed. Establishing the social and cultural values gives the importance of choosing particularly the site. Case study site is explained in Section. 2.2

The thesis includes three chapters. The first chapter is dedicated for the literature review and conceptual framework. Definitions of sense of place and related terminologies are defined. Concepts like: place attachment, place identity, place dependence, place experience and place satisfaction are calcified and reviewed in terms thesis interest. Furthermore, we illustrate agreements and disagreements from the past studies. The second part of the first chapter demonstrates measurement methods in sense of place research. We develop advantages and disadvantages of quantitative and qualitative studies, explain its uses and illuminate its limitations. The third part is devoted for the tourism and recreation in National Parks, where the importance is given to the sense of place in natural context. Definitions and concepts in terms of tourism and National Parks are also discussed.

The second chapter of the thesis is dedicated for the research methodology. First at all, rational of adopting mixed-method approach is justified. Which gives the bridge to develop conceptual framework based on the variables discussed in literature review. The model is created to incorporate 4 variables under the sense of place concept, which creates tourist overall satisfaction regarding to destination. In this chapter we also present the hypothesis and relate to the data collection method. Also, illustrate the survey questionnaires and relate each question to the purpose. The second part of the given chapter is devoted for the case study. Kazbegi National Park is discussed in terms of zoning, legal and prohibited activates, social and cultural values and tourism statistics.

The third chapter of the study presents the results of quantitative surveys data. For statistical analysis we have used SPSS software. Based on the analytical investigation we handle to obtain the results for all the objectives we have defined previously. Also, accept or reject the hypothesis. During the statistical procedure we examine Descriptive, Reliability, Factor, Correlation, T-test, Chi-square and Regresion analysis. The results with detailed information are discussed in the end of chapter.

The author has academic interest of writing thesis in this field. It is continuous and deep



research of her previous project, which was done under the subject of ‘Green Marketing’ (Poladashvili et al., 2014). This study provided her with best background information and opportunities to have contact with local administrators, working in the National Parks sector. Therefore, materials like statistics, reports, news and other resources, that might not be published on-line, become available for her, for the long distance work. All the effort make possible to release this thesis. Besides elevating the author interest in the discipline, these field engagements also greatly shaped her future research interests.

# **CHAPTER I: LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK**

The first chapter of thesis aims to make clear understanding of the concepts, which aggregates people-place relationships. It includes: sense of place, place attachment, place identity, place dependence, place experience and place satisfaction. Definitions of the concepts, discussions and different opinions are analyzed. Our intention is to make the differentiation between emotional attachment and place identity, define line among common and exceptional items. In terms of sense of place we have include different perspective of concept in order to review the confusion, which were caused by different disciplines. Studied the concept into deep, help us to address the concept to the given paper.

The purpose of second part of the chapter is to investigate qualitative and quantitative measurement systems in sense of place research. Discussing the given application provides the suggestions about the appropriate measurement method for the thesis. This subchapter also reviews the significance and limitations of sense of place research, which have occurred during the literature review.

The third part of the chapter represents the importance of sense of place into tourism sector. Analyzing the definition of tourism and recreation based on literature review and studies its implication regarding to National park. Providing clear understanding of protected areas and national parks, thus answering the question how they differ to each other.

## **1.1 Sense of place**

Recent years 'place' as an organizing topic for research on the human dimensions of natural resource management has been received theoretical and empirical attention. During 1950s and 1960s place was understood by geographers, not as a centre of meaning, but simply a physical location in space (Kaltenborn & Williams, 2002). In the 1970s and 1980s, environmental psychologists and human geographers directed sense of place as state of mind, derived through the infusion of a place with meaning and emotion by remembering important events that occurred in that place (Thrift, 2015). On

later, sociologists and natural resource scientist have approached the topic as well. They have discussed as implications of sense of place for resource policy, planning and management. The multidimensionality of sense of place can be demonstrated by showing those different fields have approached the topic.

**Anthropology:** Place attachment is the symbolic relationship formed by people giving culturally shared emotional/effective meanings to a particular space of piece of land that provides the basis for the individual's and group's understanding of and relation to the environment. Place attachment is more than an emotional and cognitive experience, and includes cultural beliefs and practices that link people to place (Low, 1992).

**Geography:** "The earth is our place... Location can become place overnight, so to speak, through the ingenuity of architects and engineers. A striking monuments creates place; On the other hand, paces are locations in which people have long memories, reaching back beyond the indelible impressions of their own individual childhoods...Geographers tend to think of place as having the size od settlement " (Tuan, 1974, p. 421).

**Landscape Architecture/History:** "The place can be a natural setting or a crowded street or even a public occasion. What moves us is our change of mood, the brief but vivid event. And what automatically ensure, it seems to me, is a sense of fellowship with those who share the experience, and the instinctive desire to return, to establish a custom of repeated ritual" (Jackson, 1995, p. 24).

Shamai, (1991) argues that a sense of place is distributed in diverse ways and without doubt, it is a very vague concept. It distinguishes two broad approaches. One that refers to analyst who takes the meaning of the term as used by individual subjects, and does not in any way try to define the concept – phenomenological approach. The others have studded and define it more accurate mostly in behavioural approaches. Those with phenomenological approach have emphasized difficulties in dealing with concept, because of its abstract and illusive character with complexity of task (Barker, 1979). "Now it means very little. It is an awkward and ambiguous modern translation of the Latin term *Geninus loci*" (Jackson, 1995, p. 24). Clarification cannot be achieved by imposing precise but arbitrary definitions (Relph, 1976). Consequently others have believed that it is quite useless to try measuring it (Lewis, 1979).

Sense of place is a broad term used to “refer to the cognitions and affective sentiments held regarding a particular geographic locale” (Farnum, et al., 2004, p. 2). The very simple form of sense of place is defined by Tuan (1977) using the equation of place = space + meaning. It explains that a ‘place’ is a spatial setting that has been given meaning based on human experience, social relationships, emotions and thoughts. More precisely it’s a meaning that are added to geographic space, what a place means to an individual (Stedman, et al., 2004). Discussions showed up that place-based meaning are created with several inputs such as: natural and cultural forces, personal and family values, symbolic perceptions and any other that might cause special meaning for given place (Berger & Luckmann, 1967, Greider & Garkovich, 1994, Stedman, et al., 2004).

Proven that sense of place is more than just a set of socially constructed landscape-based meaning. It includes evaluation stages and it is organized in terms of attachment, place dependence, place identity and place experience and satisfaction.

The concept of place and its subjectivity is multidimensional phenomenon, there are a number or similar variables mentioned in literature review as well as some variation in the definitions of the same place concepts, like place attachment (Jorgensen & Stedman, 2006). The concepts can be structured under the general framework of attitude, which includes: cognitive, affective and conative responses from spatial settings. Therefore, authors belief that place concepts like: place identity, place attachment and place dependence can be viewed as cognitive, affective and conative variables (Jorgensen & Stedman, 2006 p. 317). Cognitive attitude refers to beliefs and perceptions, affective attitude corresponds to emotions and feelings and conative links to behavioral intentions and commitments. The variables get enormous importance while researchers try to find the linkages between sense of place and particular behaviors and it will be discussed later on.

### 1.1.1 Place Attachment

Place attachment studies have been debated by number of research fields including philosophy, psychology, geography, sociology and natural resource management. Place attachment refers to bonds that people develop with places (Hidalgo & Hernandez, 2001; Giuliani, 2003; Pretty et al., 2003). There are three component of place attachment: cognitive, affective and conative (Jorgensen & Stedman, 2001).

Highlighting that cognitive corresponds to beliefs and perceptions, affective – emotions and feelings and conative – behavioural intentions and commitments. This linkage is very important while researcher is seeking to identify linkages between sense of place and individuals' behaviour.

From the natural resource management point of view, place attachments seeks to understand what type of experiences make people value places, what is the motivation when they are visiting the place or indeed returning to a particular destination. Why some people like visiting a particular place and others not (Manzo, 2008). In fact place attachment is a symbolic relationship with the place which is formed by giving the emotional meanings and common sense to particular place or territory and that explain how people percept of places and how they relate (Riley, 1992). A place also can be described as a spatial setting that has been given meaning based on the experience that people have there (Tonge et al., 2013). These symbolic meanings underpin place attachment whereby people attribute meanings to a location and in turn people become attached to these locations (Stedman et al., 2004). Research indicated that place attachment is the 'bonding of people to places'. People form the stronger bond is connected to place if it meets their needs, in physical and psychological with their goals and lifestyle.

At the same time place attachment, emphasis emotional communication between place and person. Shamai (1991) explains that attachment to a place involves emotional attachment to a place at a higher level. A place has a meaning; it is a centre of personal and collective experience and that identify combines with the meaning of the place and its symbols to create a 'personality' of the place. The place is emphasized through its uniqueness and through its difference from other places (Shamai, 1991, p. 350).

Emotional place attachment refers to the feelings, moods, and emotions people have regarding certain places. These emotions can be related to the place and to the communities, which in the end defines one particular concept - place attachment (Giuliani M. V., 2003).

### 1.1.2 Place Identity

Breakwell (1986) proposed the identity model, which should be conceptualized in terms of biological organism moving through time that develops through the accommodation,

assimilation and evaluation of the social world. All the information had been gathered and evaluated three principles: (1) distinctiveness, (2) continuity and (3) self-esteem. *“The two processes work to produce uniqueness or distinctiveness for a person, continuity across time and situation and feeling of personal worth or social value”* (Breakwell, 1986, p. 24). Later on Breakwell (1992) have added the fourth principle: (4) self-efficacy.

Distinctiveness – it is a desire to maintain personal uniqueness (Clare & David, 1996). Studies which were done by Feldman (1990) and Hummon (1990) focus distinctiveness associated with being a ‘city’, ‘town’ or ‘country’ person. The result showed that distinctiveness summarizes a lifestyle and forms individuals’ specific relationship with home environment that is very different from other type of relationship.

Continuity – it is defined as continuity over time and situation between past and present self-concepts (Clare & David, 1996). Two distinct type of self-environment relationship exist, which focus on the maintenance and development of the continuity. (1) Place-referent continuity discussed by Korpela (1989): *“The continuity of self-experience is also maintained by faxing aids for memory in the environment. The place itself or the objects in the place can remind one of one’s past and offers a concrete background against which one is able to compare oneself at different times... This creates coherence and continuity in one’s self-conceptions”* (Korpela, 1989, p. 251).

(2) Place-congruent continuity refers to the maintenance of continuity via characteristics of places, which are generic and transferable from one place to another (Clare & David, 1996). Graumann (1983) explains that it is, when people look for a place in which to live and it presents their values.

Self-esteem – it refers to a positive evaluation of oneself or the group with which one identifies and concerned with a person’s feeling of worth of social value (Clare & David, 1996). Self-esteem has been researched by Korpela (1989), which showed that favorite environments could support and upturn self-esteem.

Self-efficacy – it is defined as an individual’s belief in their capabilities to meet situational demand (Clare & David, 1996). The feeling of self-efficacy is kept if the environment facilitates hinder a person’s everyday life. Winkel (1981) explains that it is the manageable environment, where residents of the area are able to organize the

information in such a way, that they can develop a predicative system which allows them to judge whether the settings of environment supports their goals or not.

Place identity is the complex subject and it has been approached in several dimensions by numerous authors. In the core, it refers to the way of describing or conceptualizing the self, which may include personal roles and attributes, membership in social groups and connections to geographical locations (Devine-Wright & Clayton, 2010). It has become the boom of discussion after William James researched on identity. As Jacobson-Widding (1983) defines, 'place identity' means two things: sameness (continuity) and distinctiveness (uniqueness), so thus the term 'place identity' should unite both aspects. Lewicka (2008) claims that 'identity' when it refers to place may carry two different meanings at the same time: (1) 'identity' refers to the term 'place' and it means the set of place features, which guarantee the place uniqueness and continuousness in time; (2) the concept of 'genius loci' which describes place character (Stadman, 2003), reflects the meaning of 'place identity'.

Nevertheless of contradictive ideas, place identity refers to the symbolic meaning a particular place has to an individual, it is the extant of settings, which helps an individual to develop and maintain a sense of self (Kyle et al., 2005). Place identity involves 'those dimensions of self that define the individuals' personal identity in relation to the physical environment by means of a complex pattern of conscious and unconscious ideas, beliefs, preferences, feelings, values, goals and behavioral tendencies and skills relevant to this environment' (Proshansky, 1978, p. 155). Proshansky et al. (1983) also explain that 'place identity' has cognitive structure, which is more global self-identification in the same way that one might consider gender identity and role identity. In another words it informs how people see themselves in terms of the environment around them. Amsden (2007) delivers the example of person, that growing up in an area, which is rich of lakes and mountains. It may help a young person do develop a leisure identity based upon boating and/or hiking.

### 1.1.3 Emotional attachment and place identity – mutual relationship

Emotional attachment is the symbolic connection that one feels with place (Williams & Roggenburck, 1989). The significant emotional attachment is when person identifies himself to his favourite place. The attachment is closely connected with place identity

and some authors consider it as the same. The concept, which explains place identity as emotional attachment, has been associated with the social aspects of self-identity; place components are subordinated to identity formation (Korpela, 1989).

Fried (2000) argues that the central aspects of creation identity include: gender, family history, ethnicity and social relationship. Sometimes social relationship has the vital role creation place identity for individuals. It can be achieved by sharing attitudes, feelings, experience, or discussion about what is good or bad in terms of particular physical setting (Proshansky et al., 1983). The view of likeness between people's values and place meanings leads to a feeling of belongingness, which is one of the important aspects of place identity (Korpela, 1989). Proshansky et al. (1978; 1983) explain that agglutinated opinions and experiences attempts individual to the place and thus results formation of self-identity.

In contrary Twigger-Ross et al. (2003) argue that place identity is more than emotional attachment and it involves belonging to territories or place, which supports to individuals in terms of understanding and estimating sense of who they are. Proshansky et al. (1983) characterizing places identity as a mixture of attitudes, values, beliefs, meanings and behavioral tendencies. Place identity also includes social, cultural, biological definitions and cognitions of place (Korpela, 1989). That is why physical perspective of place identity is accepted as one of the important part of developing place identity. There are numerous studies of place identity in relation to the physical environment or the contribution of place leads to individual's self-identity (e.g. Proshansky et al., 1978; 1983; Rivlin, 1987; Korpela, 1989) The dimensions of place identity is expressed not only by one's relationship but with others in the real physical setting. That is basically the structure of daily life (Fried, 2000).

On the other hand Proshansky et al. (1983) claim that place identity not necessarily comes from direct experience with the place, it can be individuals awareness and perception of the mixed memories, conceptions, interpretations, ideas and any other linked feelings about physical settings. Moore & Graefe, (1994) suggest discovering repeat visitation to a particular place and investigate place dependence, which might lead to please identity. Giuliani & Feldman (1993) can support the argument. They insist that place identity involves a psychological investments and it is developing over



time. It is a kind of degree where environment is used to shape self-identity (Ittelson, et al., 1976).

Place identity has also been described as an element of self-identity, where people describe themselves in terms of belonging to a specific place. This kind of character is connected in many aspects of daily life. Thus it can be a frequently visited place or place in memories (Belk, 1988; Sack, 1988).

#### 1.1.4 Place Dependence

Place dependence is conceptualized as the opportunities a setting provides for goal and activity needs (Stokols & Schumaker, 1981). Place dependence reflects the ability of setting to an individual to achieve certain goals (Stedman, et al., 2004). Place dependence arises from comparing one site to another. As Jorgensen & Stedman (2001) define it is the “perceived behavioural advantage of spatial setting relative to other settings”. Amsden, (2007) gives example of fisherman, which values his local lake more lightly than other lakes in the area, because he enjoys catching fish, operating a boat, or socializing with friends in his territory, where he is familiar to do the activities. As Stokols & Shumaker (1981, p. 457) write it is ‘occupant’s perceived strength of association between him or herself and specific places’. However Thibaut & Kelley (1959) argues that this strength association feeling is not necessarily a positive sense.

In tourism field place attachment, place identity and place dependence are very commonly used concepts. Scholars have debate about the nature of relationship between them. Kyle et al. (2005) claim that place identity and place dependence are the two fundamental concepts but a recognizably different dimensions of place attachment. Farnum (et al., 2004) believe that this typology is encouraged by the fact that the most common standardized measure used to assess place attachment in recreation and tourism consists of place dependence and place identity scales.

Others contend different relationship between place identity, place dependence, and place attachment where place dependence is discussed as pioneer of place identity (Vaske & Kobrin, 2001; Pretty, et al., 2003).

On the other hand Jorgensen & Stedman, (2001) argue that place identity and place dependence each may or not lead independently to place attachment. The disagreement

was explained by Clark & Stein (2003), giving the opinion that people may become attached a place because it meets their needs better than any alternative.

The discussions have not been far to the real results. Some studies have shown high coloration between place identity and place dependence measurement grades for e.g.: Jorgensen & Stedman, 2001, Moore & Scott, 2003. Though there are other studies, which give sufficient evidence both in qualitative (e.g.: Mitchell, et al., 1993) and quantitative (e.g.: Hammitt, et al., 2004) research to retain them as separate theories.

### 1.1.5 Place Experience

There is debate how senses of place come? Does sense of place have a biological, evolutionary foundation or not?

Cross-cultural studies suggest that preferences by type of landscape might be instinctive. The study given by Newell (1997) examines three different cultures (American, Irish and Senegalese) and concludes that the types of places and reasons why people were attached to particular destinations were unexpectedly similar. The given idea was started by Hull & Revell (1989). They conclude that differences in landscape preferences between native people from Bali and tourist of Bali were minor. That is why these studies do not provide a concrete evidence of biological influence. However it doesn't reject the idea.

Farnum et al., (2004) suggest that sense of place come form: 1) Direct experience with landscape, meaning in relations to natural environment itself and the activities that take place in that setting, and 2) symbols, that can be experience in directly or indirectly, which describes what the landscape represents. Authors like Relph (1976), Kaltenborn & Williams, (2002) Clark & Stein (2003), support the idea that personal experience is necessary for the creation of place-based meaning. When one is in the environment, there is more opportunity to develop skills, meet new people, develop new activities and meet their needs. Different kinds of experience help individuals to create spiritual connection with the particular area.

On the other hand authors like Brown et al. (2002); Galliano & Loeffler (1999) support the second idea, proven that sense of place is more fluid, and can be create from distance, with or without direct experience. Most of the time this connection is

connected with symbolic object, which in turns lead to meanings. Amsden (2007) deliver the example of war veteran, who has never been in Washington, D.C., and never visited Vietnam Memorial may see the Memorial as an important symbol of his attachment to the military base in Arizona where they served. Consequently this place itself represents the meaning, without other creation.

In terms of direct experience, sense of place is presented as setting (Stadman, 2003). The setting in which experiences occur can be both natural and manmade. Thus, it can include high and low levels of amenities. Amsden (2007) gives example of college student as well. She can convey a sense of place based not only on the mountain that includes her favourite hike, but also on the strip-mall where she went on her first date.

Jackson (1984) describes manmade setting as the “vernacular landscape” as a concrete representation of reality shared by those who experience a setting. On the other hand he reject to separate the natural and manmade setting. He defines landscape as “*a portion of the earth’s surface that can be comprehended at a glance*” (Jackson, 1984, p8).

When sense of place is built upon direct experience, in both natural and manmade setting, people will account more specific sense of place, founded on their memories, activities, relationships and any others. Experience has strong connection to memories. Tuan (1980) found out that there is a factor like root that is correlation and integrity of person and place. Riley (1992) argue that people remember the place that their experience and favorite adventures and place is part of experiences and might be a symbol of that experience. Marcus (1992) research place memories form students painting. Adults remember their childhood and elders remember their residential memories. He believes that people build sense of identity within themselves based on social communication experience and place of occasion. Based on that they create the dreams. It’s a reflected feeling and when it took place within the place and emotions, it lasts long. Thus everyone experienced it differently. He outlines in place assessment study, that children never point body or physical needs but pointed to qualities like appropriate mental image of place.

#### 1.1.6 Place Satisfaction

Last but not less important relevant concept connecting to the “sense of place” in recreation and tourism field is place satisfaction. In literature the concept has been

discussed with two different sociological contexts: landscape and community. Guest & Lee (1983) explain that satisfaction, in community sociology, is the utilitarian value (of place) to meet certain basic needs. The needs are not limited and may include access to the location, perceived quality, amenities, public service or any other (Fried, 1982).

In relations of landscape Stadman (2003) delivered studies where, satisfaction has been measured as how one is satisfied with elements such as scenery, water quality or shore development. He also makes considerable case study that place attachment and place satisfaction, which can deviate. In the given study, those with positive place attachment but low place satisfaction were most likely to say they would act to protect the place. High satisfaction with high place attachment didn't predict intention to act. It was a new finding that place satisfaction not necessary means place attachment.

According to above-mentioned studies, it's reasonable to expect place satisfaction in both terms: the landscape and quality of the local community (Mesch & Manor, 1998).

After delivering meanings and evaluations of sense of place, researchers were interested to explore interrelationships and interactions between the concepts. Some scholars have claimed that the relationship between place constructs is poorly understood (Hammit & Stewart, 1996). Although particular relationships between place constructs have been examined and the issue has not been the subject of thoughtful study (Williams, et al., 1992). Jorgensen & Stedman (2001) were one of the first authors who integrate several concepts under the 'sense of place' umbrella, and tested them using data from a survey of lakeshore residents. Results suggest that the scale measures a general 'sense of place' dimension by thoughts, emotions and behavioural beliefs regarding their lakeshore properties. Although there was clear understanding of three dimensions consistent with place identity, place attachment, and place dependence. "The general evaluation dimension better explained observed responses than did the domain-specific constructs" (Jorgensen & Stedman, 2001, p. 245).

## 1.2 Measurement of sense of place

The following section describes methods that have been used in the past to measure and evaluate sense of place and related concepts. According to literature review there are recognized several types of research designs. In each method have advantages and disadvantages, limitations and rewards. There will be brief overview of each of them, which leads me to take appropriate research model for the given thesis.

### 1.2.1 Quantitative measures of sense of place

Several methods have been used to measure people's sense of place. According to literature review the earliest quantitative measure were proxy measures. For instance Riger & Lavrakas, (1981) used length of residence. Neighborhood naming was the topic for Taylor, et al. (1984). House ownership and neighborhood ties were also discussed in Riger & Lavrakas (1981), and Taylor et al. (1985). Nevertheless these measures do not offer insight into place-based emotions, but it is based on the notion that positive attitude with the place leads to certain behaviors. Such kind of behaviors can be motivation to stay in one place, visit often or buy home, make contacts and friends around neighbors and can be used as substitute measures of attachment (Lewicka, 2011).

In following years self-reported scales of place attachment were developed. The researches were including unidimensional (e.g., Bonaiuto, et al., 1999; Hidalgo & Hernandez, 2001) and multidimensional scales (e.g., Felonneau, 2004; Kyle, Graefe, & Manning, 2005; Scannell & Gifford, 2010). When studies containing large scales, made by purpose to make available place attachment analysis, the diagnostic measures were reduced and few direct questions were left. For instance: what is your level of attachment to your settlement/region/country? (Shamai & Ilatov, 2005) or direct questions about belonging to certain places and willingness to move there (Gustafson, 2009).

Mesch & Manor, (1998) used three questions: (I) pride about living in the neighborhood; (II) being sorry to move out; (III) plans to move out in the next year. Lewicka, (2011) explains that the validity of this measures is not know, which may create interpretative problems, but in some cases it can be the only options. Since in

most countries delivering large survey (regional or country-site level) is very expensive and do not allow for presence of full scales.

The second type of likeness researchers have regards to sense of place is series of phases or degrees. A set of clear statements is designed in order to identify respondents feeling. In this studies the subjects respondents to items such as “I wouldn’t substitute any other area for doing the type of things I did here” following up to place dependence; “this place means a lot to me” referring to place identity (Williams & Vaske, 2003, p. 832). Place attachment is discussed as a phase of sensing a place as well. Relph (1976) have made a good distinction of seven different degrees of ‘outsidedness’ and ‘insidedness’. On the other hand he has ‘alienation’, ‘homelessness’ and ‘not belonging’. Shamai (1991) mentions that each different way of sensing a place can be seen as a different level of and usual scale. It is starting with the lowest level of sense of place and ‘climbing’ up six more steps to reach the highest powerful and personally deepest way of sensing a place. At the same time he proposed sense of place with three phases: place belonging, place attachment, place commitment. Where each phases can be broken down into two levels. There is no a sharp distinction between levels, thus gives creation of new level, which is: Not having any sense of place.

Shamais’ (1991) model become inspiration for following authors: Williams, et al. (1995), developed seven-degree scale with true/false statements about community attachment. Kaltenborn (1998) adjust this construct and developed a different scale to explore sense of place in resource-dependent community of Arctic Region. Hay (1998) differentiated five levels of sense of place: superficial, partial, personal, ancestral and cultural sense of place. He also believed models of place attachment need to be reconsidered, as does the value of developing a sense of place based more on ancestral and cultural connections. Such a sense of place is considerer to be of benefit to individuals and to modern society (Hay, 1998, p. 5).

The result of using above-mentioned scale is obvious. The scales may not cover the wide range of sense of place meaning, neither have big variety of choice. It is limited with true/false alternative and respondent’s feelings and emotions connected to place relationship might be lost due to inappropriateness in scale.

The third type of research focus on place attachment, which is evaluated with the scale what contains statements describing peoples feeling for a place. The statements are accompanied with Likert scale usually used with five or seven degrees from “strongly agree” to “strongly disagree”. Researchers in social science have used psychometric process for building the scale too. The examples can be found in Williams & Roggenburck (1989), Williams et al. (1992), and Williams et al. (1995). Later on, the scale was developed and adjusted by different scholars, such as: Jorgensen & Stedman (2001), Moore & Scott (2003), Stedman (2003), Raymond & Brown (2006) and Rymond et al. (2010). Lin (2012) argues, this scale results neglect of some perspectives of sense of place such as commitment to, or willingness to sacrifice for a place.

The fourth type of research is found within the sociology studies. It seeks to explore relation between the symbolic meanings of the place and the social context of human interactions (Greider & Garkovich, 1994). It emphasizes residential settings, like cities, communities and/or neighborhoods (Derr, 2002; Obst et al., 2002; Pretty et al., 2003). Lalli (1992) was one of the first who proposed multidimensional urban identity scale, which would measure attachment to Heidelberg city. The scale includes five variables: external evaluation, general attachment, continuity with personal past, perception of familiarity and commitment. Later on Felonneau (2004) tasted the scale in city of Bordeaux. However he includes only four dimensions: external evaluation, general attachment, commitment, and social identification.

Multidimensional scales are not the only instruments involved in this type of research. Some scholars like Cuba & Hummon (1993), Derr (2002) have used open ended questions and others like Beckley et al. (2007) photo categorisation for research to articulate place attachment.

While discussing about individuals connection to certain places, here should be mentioned the dimensions of variables too. There are two scales, which refer to emotional links individuals to hometown. McAndrew (1998) create the ‘rootedness scale’ that involves two subscales: home/family and desire for change. Another is ‘attachment to hometown scale’ build by Scopelliti & Tiberio (2010), which includes three variables: identification, lack of resources and social relations. Based on the given dimensions he studied homesickness among students of Rome.

The fifth type of research is designed and adopted by Rokeach (1973). It is quantitative measurement scale, which requires from respondent to impress their feelings by explicit hierarchy of importance. Research variables differ across to study purpose. Usually the questionnaire includes more than one variable and potential values, respondent is asked to apply based on the given scale (Cordell & Stokes, 2000). The limitation of the study is why people value what they do (Lin, 2012). At the same time researchers might leave out some variables, so thus, respondents are limited with alternatives and give importance to other dimensions (Gunderson & Watson, 2007).

Even though, there are numerous instruments and measuring models, sense of place and place attachment is quite difficult to quantify. Theodori & Luloff (2000) researchers in community attachments write, “the community attachment literature is difficult to summarize, partly because it does not adequately define what constitutes community attachment or how it is best measured” (Theodori & Luloff, 2000, p. 407).

Lewicka (2011) gives the explanation why different instruments and different wording gives attempt at discovering universal relationship between different place related concepts must fail, meaning: place attachment, place identity, sense of place and etc. Whether place identity follows to place attachment (Knez, 2005), whether they are accepted as synonymous (Williams & Vaske, 2003), whether they are minor variables under the general title, like sense of place (Jorgensen & Stedman, 2006), and whether they fit to each other (Pretty et al., 2003; Kyle et al., 2005). It all depends on particular case and the purpose of study.

### 1.2.2 Qualitative measures of sense of place

Qualitative method in sense of place topic explores the whole relationship between individuals and location. Qualitative measure are planned to result the entire meaning of place. Lewicka (2011) divides quantitative measure into two groups. One group includes: (1) in-depth verbal measurement instrument, like interviews, which is detailed analyzed in the end. For example, Van Patten & Williams (2008) deliver semi-structured interviews at the participants seasonal home and research what the home means in their life and attachments to the area including special places, community involvement and interactions with local residents. (2) Think-about protocol method which means gather data in usability testing, used by Fishwick & Vining (1992) and (3)



Verbal reports collected from focus groups used by Bow & Buys (2003). A semi structure discussion lasting two hours and include open-ended questions. Authors mention that it was the only appropriate tool to gather information on issues about which they had little understanding (Bow & Buys, 2003, p. 8). (4) The sets of sentences carrying in different meaning about the place and rated by participants tasted by (Wojcik, Bilewicz, & Lewicka, 2010), and (5) the free association tasks by (Devine-Wright & Howes, 2010) in which the analysis was conducted using a coding template which the first three words or phrases written by each respondent were analyzed.

The second group includes ‘pictorial’ measures, mostly photographs. The field itself can be divided into two techniques: (1) The famous and frequently used tool is self-employed photography, where participants are interviewed based on photography, which is prepared beforehand, in order to analyze residents sense of place or attachments to the place, in terms of elements that they have in focus. Following authors does this kind of research: Stedman et al. (2004), Stewart et al. (2004) Beckley et al. (2007), Kerstetter & Bricker (2009) Amsden et al. (2011); (2) Resident-employed photography system, which allows respondents to use their own images and words to make the explanation of complicated notions like sense of place and place attachment. Following authors does this kind of research: Gronsjean & Thibaud (2001), Ponzetti (2003).

Further more, the second group consists: (3) spontaneous drawing of houses and neighborhood treated by Bogaç (2009). The study analyses their place attachment under the unusual circumstances of their own forced relocation coupled with their occupation of homes abandoned by residents also displaced by war and interethnic hostility. The study also compares the place attachment of refugees to their children, who were born and brought up in the new community (Bogaç, 2009, p. 267). Brown (2005) discussed (4) map-based measure of place attachment. He mentions that in traditional land use planning, the emphasis has been on the measurement and mapping of objectives landscape features based on physical or remotely sensed data, while he is exploring human perceptions and values of landscapes (Brown G. , 2005, p. 17).

The fifth (5) measurement instrument is the combinations of verbal and pictorial techniques, which were tasted by Ponzetti (2003) and Stedman et al. (2004). When respondent takes a picture at first and then comments it with interviewer, or another

variation, when respondent is commenting the important places while walking with interviewer. The talks are recorded and ‘photo-story’ is properly elaborated.

The ‘evaluative maps’ technique (6) represents non-verbal modification of Gould maps method (Gould & White, 1982). Respondents are provided with specially prepared cartographic material, which includes the map of site, and they are asked to circle the places, into different color, which match certain psychologically important criteria’s. It can be: like/dislike, important/not important, safe/dangerous, boring/exciting and any other. After all responses are digitized and combined into compound maps. Different color intensities represent alterations the number of choices of the given point to the map (Lewicka, 2011). The last mentioned author also suggest that this technique can be used to ‘places varying in scale’ including building and neighborhoods and/or countries and continents. Because the developed software makes it very possible to sort arithmetic operations which will help to compute differences between places and people who choose it (Lewicka, 2011 p. 221).

Last but not less important the combination of quantitative and qualitative measurement system (7). Usually this kind of research results rich understanding of people’s relation to meaningful places and explains the bonds between them. Szczepanska & Wiczorek (2007) is a good example of combined methodology. The project was created on the basis of talks with its citizens, people working in the area and tourism from outside Poland, who have visited this place for the first time. They also include photo-story interviews and the citizens became the guide of their own “ personal space” and they were guiding the researchers through the chosen routs, with taking pictures of their important sites. In this way researchers were able to understand present residents emotional bonds with the place, they knowledge of the place history and attitudes about Museum of the history of Polish Jews which would be constructed in the city. The study comprise as quantitative techniques connecting to place attachment and place identity scales and on the other hand qualitative measures with pictures and talks.

The mix procedure of qualitative and quantitative research has high importance in scientist discussions as well. Beckley and his colleagues Stedman, Wallace, & Ambard (2007) are willing to make an experiment in a various ways and try to ‘quantify the qualitative’ while the other science like Williams & Patterson (2007), delivered new article “Snapshots of what, exactly? A comment on methodological experimentation

and conceptual foundations in place research”, where they are criticizing and giving warn against to ‘illegal’ crossing of paradigmatic borders. Lewicka (2011) does not hesitate to show his sympathy to ‘pioneer’ researchers; he believes that the direction corresponds better with contemporary research trends.

Each type of measurement system has advantages and disadvantages. There is none of one method that can be considered as unique and fluent, which will express the whole idea of sense of place or related topics. The quantitative measure can evaluate the strength of attachment or identity, while qualitative approach can capture the meanings that people attribute to a place. Consequently, different methods are needed to explore deeply the discussed concepts. The measurement methods used in my thesis are explained later, Section 3.1

### 1.2.3 Significance of sense of place research

Sense of place is multi dimensional concepts and it’s roots come from personal and interpersonal experiences, direct or indirect interaction with the place. It is aggregated by cultural values and shared experience. These complex backgrounds cause sense of place to be the decisive factor in the various fields. Thoughtful consideration of sense of place provides land managers with in-depth information, which gives courage to managers to address a broad range of place based-meanings. Lin (2012) believes that new approach does not imply ignoring traditional natural science data, however held to embrace a new form of management, which will integrate social and ecological data in response to particular circumstances. On the other hand Farnum et al. (2004) argue that diversity and multiply interpretations associated with sense of place questioned its pragmatic value, through the suggestions that are made about incorporating sense of place into management are broad, vague and has lack of meaningful guidance from which to develop proceses or decisions. In the end of discussion authors leave question: “how important is sense of place for management to consider?” (Farnum, et al., 2004, p. 33)

Well, the answer are discussed a year before by Yung et al. (2003). They suggest that in case of collaborative planning and decision-making process, which seeks to incorporate the views and interest of multiple stakeholders. Research of sense of place and place politics and understanding in-depth the positions of different stakeholders are essential

prior to decision-making process. This collaboration can increase the effectiveness of communication between managers, policymakers and stakeholders. Thus, feeling that their position are understood and hear, they are more likely to participate in public involvement process (Yung et al., 2003, p. 865). Scientists like Galliano & Loeffler (1999), believed that sometimes sense of place can be critical for managers and they need to put more emphasis on community values. Kaltenborn & Williams (2002, p. 397) also sharing the position and argued that in order to achieve quality recreation experiences, managers have to comprehend place meaning and the attributes of environments, which basically attracts locals and tourists, and make sure their quality experience.

Still the heart of the process belongs to people. As Kaltenborn (1998) argues there is no value associated with natural environment that can be understood as independent, without the human-environment relationship. Turner & Davenport (2005) suggest to stop considering space as a mere container or location and start looking at it as a setting for action, experiences, communication. As Peet (1998) notes: “ location is which people find themselves, live, have experience, interpret, understand, and find meaning” (Peet, 1998 p. 148). Taking into account both shared and challenged ideas leads more productive dialogue, because sense of place and place meanings are mostly linked to attitudes and expatiations to relevant and irrelevant management or use (Kruger & Hall, 2008).

Understanding people's and place relationship help managers analyze the specific values that people have regarding to particular location, which will help them for developing appropriate management objectives for future implication. The process is especially important if we speak about national parks and protected areas. Only deep understanding of sense of place can lead future decisions. For instance Stewart et al. (2004) research community of Chicago Metropolitan find that residents' felt sense of their community, which play a substantial roles in determining visions for landscape change. Thus, the potential to serve as visions for landscape planning processes. Research was divided into three different themes: (1) place to learn about community landscapes, (2) place to enact community and (3) place to improve community landscapes. Researchers have believed that these meanings are explicitly connected to landscape features and could form the basis of visions for landscape change within strategic planning process.

Researching sense of place and its values, have mental benefit for society as well. The study made by Korpela (1989) showed up that people who has the high sense of place, they becomes more humanist regarding to favorite place. Significance can be found in psychology as well. People with high place attachment have developed self-identity while attachment to residential seething encourages constancy, safety and familiarity (Brown et al., 2003). Livingston et al. (2008) examined place attachment of people to their current neighborhood, particularly for those living in more deprived areas. Attachment is generally seen as having positive impacts for both individuals and for neighborhoods. Respondents are seen as ‘strongly attached‘ to place, since they definitely enjoy the neighborhood and they feel very strong belonging to the area.

Land use planning has benefited from sense of place too. Williams & Stewart (1998) examine reasons for the increasing interest in the concept and offered four broad recommendations for applying sense of place to ecosystem management: (1) Know and use the variety of local place-names; (2) Communicate management plans in locally recognized, place-specific terms; (3) Understand the politics of place; (4) Pay close attention to places that have special but different meanings to different groups. By initiating the discussions about sense of place, managers can build a working relationship with the public that reflects the complex web of lifestyles, meanings and social relations endemic to a place (Williams & Stewart, 1998, p. 18). Manzo & Perkins (2006) design and suggest an ecological model, which integrates multiply environmental domains and analysis levels. The model can accommodate place attachments and meaning as well as social and political aspects of community participation, also it can serve as a guide for conducting community studies and participatory planning endeavors that engage multiply scales.

Researching people-place relationship can also provide with voluble information about the users of the place. It can influence individual’s perception, experience and even with the value of the place (Jorgensen & Stedman, 2001; Manzo & Perkins, 2006). Mowen et al. (1997) examine variation between attachment-involvement levels and visitor evaluations of quality. Results show that evaluations do very significantly across the typology with the more attached/more involved visitors, evaluating the settings and experience more positively connected to national recreation area. Thus, discussing the sense of place can also provide with better knowledge of recreational behaviors. Griffin & Craig (2010) develop importance of understandings and needs of tourist behaviors in

Australian protected areas. Only knowing the needs of users can enhance management to create facilities and recreation opportunities to satisfy tourist and at the same time sustain the nature (Moore & Graefe, 1994). The above-mentioned topics are short but important list of significance in sense of place research.

#### 1.2.4 Limitations of sense of place research

In the literature review we have discussed the sense of place in a different dimensions and fields, however, there had been identified some trends and gaps that should be pointed out and debated.

Researching sense of place of residents is one of the trending approaches (e.g. Clare & David, 1996; Farnum et al., 2004; McKenna, 2005; Jorgensen & Stedman, 2006; Livingston et al., 2008; Lewicka, 2008 and etc.). Kaltenborn & Williams (2002) explain that it is caused of long history about how people feel about their community and surroundings. It is also trendy to approach to one particular sample of people's group and question them; only a few cases were dedicated for students, children and immigrants (e.g. Williams et al., 1995; Williams & Vaske, 2003). Hey (1998) was one who examine the development of sense of place: residential status in the place (superficial, partial, personal, ancestral, cultural sense of place stage), using a psychodynamic model;. So, thus researchers are concerned on community and surrounding issues rather any other, which cause limited background to research sense of place in tourists. The given table bellow is a short list of articles that have been studded in the field.

Table 1 Sense of Place Research in terms of Population Approach

Study theme	Reference
Residents	Barker 1979; Fried 1982; Hull & Revell 1989; Cuba & Hummon 1993; Hay 1998; Kaltenborn 1998; Bonaiuto et al., 1999; Fried 2000; Hidalgo & Hernandez 2001; Jorgensen & Stedman 2001; Kaltenborn & Williams 2002; Brown et al., 2003; Pretty et al., 2003; Stadman, 2003; Stedman et al., 2004; Jorgensen & Stedman 2006; Beckley et al., 2007; Gunderson & Watson 2007;

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Students	Shamai1991; McAndrew, 1998; Williams & Stewart, 1998; Williams & Vaske, 2003; Scopelliti & Tiberio, 2010
Children	Derr 2002;
Recreations and tourist/visitors	Fishwick & Vining, 1992; Williams et al., 1992; Moore & Graefe 1994; Mowen et al., 1997; Kaltenborn & Williams 2002; Williams & Vaske 2003; Hammitt et al., 2004; Farnum et al., 2004; Kyle et al., 2005; Kruger & Hall, 2008; Manzo L. C., 2008;

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Source: Created by author, 2015

Another limitation in sense of place research is it's complex nature, which cause the misunderstanding and misleading in measurement system. Some authors argue that it's quantitative nature and some make-believe of qualitative. The topic is discussed above, Section 2.2.

Lin (2012) argues that this misunderstanding is the result of various definitions and terminologies found in describing concept. Many scholars have tried to differentiate and give the clear understanding surrounding people place relationship. For example, Trentelman (2009) argues that the constucts of place attachment and community attachment apperat to be similar, however, there are substantial differences between the multidisciplinary place literature and community sociology literature.

Different explanations are found from various disciplines while referring the same concept. For example, Environmental psychologist give the explanation of place attachment, is the equivalent to sense of place term used by geographers (Williams & Vaske, 2003). Or the opposite way the same definition is used for place attachment and sense of place, researchers simply do not separate them (Eisenhauer et al., 2000). While the others, include place attachment inside the sense of place (Pretty et al., 2003; Stadman, 2003) and/or giving the broad understanding to it. Concerning sense of place and involve other ideas linked to humans and spacial setting to place (Trentelman, 2009).

### 1.3 Tourism and recreation in national park

The aim of the sub chapter is to give definition tourism and recreation based on literature review and analyzes its implication regarding to National park. Provide clear understanding of protected areas and national parks, thus answer the question how they differ to each other?

Moreover, ecotourism and nature based tourism will be discussed, since this two are major types tourism activities in Kazbegi National Park.

#### 1.3.1 Tourism and recreation in national park

Plenty of definitions exist while speaking about tourism. The World Tourism Organization (WTO) defines tourism as following: tourism is travel away from home for business, recreation or pleasure, and the activities that go with this. In another words tourism is a social, cultural and economic phenomenon, which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes (UNWTO, 2015). It also recognizes the trip to be more than 50km, and for the stay to be overnight but less than 12 months. The terms also cover industries and services that aim to satisfy the needs of tourists.

Visitor use is defined as any use of protected areas by visitors. These include official visitors, volunteers, contractors, protected area workers and educational groups, as well as tourists and local recreationists (Lockwood et al.,2006).

Recreation is activity voluntarily undertaken primarily for pleasure and satisfaction, during leisure time (Pigram & Jenkins, 2006). Recreation settings are areas that allow a given activity, such as sightseeing, picnicking, camping, rock climbing or canoeing. They are sometimes referred to as destinations (Lockwood et al., 2006).

Before moving to forward it is essential to define protected area and national park, thus make a line between them.

According to International Union for Conservation (IUCN), a protected area is: “ A clearly defined geographical space, recognized, dedicated and managed, through legal



or other effective means, to achieve the long-term conservation of nature with associated ecosystem service and cultural values” (IUCN, 2008, p. 8). Protected areas provide a wide range of social, environmental and economic benefits to people and communities worldwide. More than instruments for conserving nature, protected areas are important to respond to some of today’s most presenting challenges. Like: food and clear water supply, human health and wellbeing, disaster risk reduction and climate change and many other.

Benefits of protected areas:

- Provide drinking water to one in three of the world’s 100 largest cities;
- Store the same amount of carbon as the tropical rainforests;
- Keep people healthy by being the source of clear air and water, with new medicines;
- Help reduce the risks and consequences of extreme events such as floods, storm-surges, drought and sea level rise;
- Enhance food security by boosting fisheries and preserving wild relatives of crops
- Provide homes, jobs and livelihoods to millions of people around the world (IUCN, World Parks Congress, 2014)

The first effort to clarify protected areas was made in 1933, at the International Conference for Protection of Fauna and Flora, in London. Which set out four categories: national park; strict nature reserve; fauna and flora reserve; and reserve with prohibition for hunting and collection (IUCN, 2007). After that, categorization system has changed several times. In 2004 World Conservation Congress voted overwhelmingly to keep the current categorization and to neither add to nor subtract from the list. According to decision, National Parke get category II. The current definition is as following:

*“ Natural area of land and/or sea, designated to: (a) protect the ecological integrity of one or more ecosystems for future generations, (b) exclude exploration or occupation inimical to the purposes of designation of the area, and (c) provide a foundation for spiritual, scientific, educational, recreational, and visitor opportunities, all of which must be environmentally and culturally compatible” (IUCN, 2007).*

National parks become one of the favored places for nature-based tourism, because of the wide diversity flora and fauna. Besides, most of national parks stay open always and offer campsites and outdoor recreation opportunities. The importance of national parks into tourism would be discussed in 2.3.2.

### 1.3.2 Nature based tourism and Ecotourism in national park

There are several types of tourism that mainly take part in national parks. Those are ecotourism and natural based tourism which itself includes: wildlife tourism, adventure tourism and etc. Fredman & Tyrvaainen (2012) argue that in the literature no scientifically defined and universally agreed definition for nature-based tourism exists. Therefore it's a fundamental problem to make a clear understanding for consumers and for producers within its fairly complex system.

Buckley & Coghlan (2012) claim that nature-based tourism includes all forms of tourism where relatively undisturbed natural environments form the primary attractions or settings. It may include consumptive and adventurous as well as consumptive contemplative activities, which can turn into ecotourism (Weaver, 2008) and conservation tourism (Buckley, 2010).

Tisdell & Wilson (2012) divide nature-based tourism into two segments. In the first category tourists visit a national park or protected area to watch wildlife in their natural environment without a focal species in mind. It involves an excursion in the park and viewing whatever wildlife can be watched, or choosing a place or animal species according to preference. While the second category involves visiting a designated area with the intention of watching a focal species in its natural habitat, or under conditions that have been developed for viewing. This type of nature based tourism requires visiting an area and waiting for the species to appear for viewing.

Lockwood et al., (2006) deliver another perspective of nature-based tourism, which involves travel to unspoiled locations in order to experience and enjoy nature. It requires moderate and safe forms of exercise, like: hiking, cycling and camping. Authors also refer that wildlife tourism usually involves travel to observe animals in their natural habitats.

Adventure tourism is also nature-based with the exception that it requires physical risk. It is an industry sector that has seen significant growth in all over the world as outdoor recreation opportunity. Authors agree that adventure tourism activities include specific elements such as specific skills and elements in which the outcome is influence by the participation (Varley et al., 2013). Adventure tourism includes activities like: rope climbing, deep sea diving, kayaking and other.

Another spreading tourism type in national parks is ecotourism. Definition of ecotourism has been changed several times. The last and updated stays as following: “Responsible travel to natural areas that conserves the environment, sustains the well being of the local people, and involves interpretation and education” (TIES, 2015). Meaning that education should be inclusive for both staff and guests.

Ecotourism unites conservation, communities and sustainable travel. This means that those who implement, participate, and market ecotourism activities should adopt the same principles, which are delivered from; The International Ecotourism Society (2014):

- Minimize physical, social, behavioral and psychological impacts;
- Build environmental and cultural awareness and respect;
- Provide positive experiences for both visitors and hosts;
- Produce direct financial benefits for conservation;
- Generate financial benefits for both local people and private industry;
- Deliver memorable interpretative experiences to visitors that help raise sensitivity to host countries’ political, environmental, and social climates;
- Design, construct and operate low-impact facilities;
- Recognize the rights and spiritual beliefs of the Indigenous People in community and work in partnership with them to create empowerment (Bricker & Hunt, 2014).

Researchers write that ecotourism become one of the most popular tourism industries today and it increased demand in most of the regions. However there is not worldwide statistics, which will give us fundament to discuss how it changed so far. The International Ecotourism Society (TIES) delivers outlook for 2014, which presents figures and facts, only counted based on national parks in America.

Therefore, the statistical information connecting to local level, Kazbegi National Park, will be discussed in section 2.4.5.

**Assumption note:** In literature review chapter we have covered the theoretical framework off all the concepts, its significance and importance in sense of place research. Reveal the measurement methods, its positive and negative implications. The gaps, which were found during the literature review, were summarized and discussed under the ‘Limitations of sense of place research’ headline.

Based on literature review we decide the research design, develop the conceptual model, deliver the research survey and obtain detailed information about Kazbegi National Park, which will be examined as case study site.

## CHAPTER II. METHODOLOGY

The first part of the Chapter 2 represents the overall research design and introduces mixed method approach. We provide the theoretical foundations and justifications for choosing the mentioned method. Afterward, we develop conceptual research model, it is aggregated based on the variables of interest of the study. Also, it is connected to research objectives. Based on conceptual model research hypothesis are defined, which will be examined in third chapter. This part also explains the data collection methods and survey questions.

The second part of the chapter is dedicated for the case study, Kazbegi National Park. Location, zoning, legal and prohibited activities are reviewed. Establishing the social and cultural values gives the importance of choosing particularly the site. Based on statistical outputs of Kazbegi National Park, tourist groups and their interest are revised.

### 2.1 Overall research design

The overall research design of the given thesis is mixed-method approach, which means to integrate exploratory research with quantitative research. The consequence of mixed-method approach is the elements of qualitative and quantitative inquiry. The different types of methods give access to different kinds of phenomena and makes possible to explore theories deeply and thoroughly (Brewer & Hunter, 1989).

For the given study deductive research approach have been chosen, which emphasizes the following principles:

- Scientific principles
- Moving from theory to data
- The need to explain causal relationship between variables
- The collection of quantitative data
- The application of controls to ensure validity of data
- The operationalization of concepts to ensure the clarity of definitions
- Researcher independence of what is being researched
- The necessity to select samples of sufficient size in order to generalize conclusions (Saunders et al., 2000)

An exploratory study is to find out what is happening and to search for new insights and to ask questions to assess phenomena in a new light. Exploratory research is used to examine things and this type of research does not need a lot of time or cost to complete. This fits the identification and definition of the problem at hand. Exploratory research tends to determine the information, which is not perfectly understood by researchers about a specific area. An exploratory framework is perfect for understanding about the topic and/or theory. Also it is used when it is quite hard to identify the direction of the research in a specific area. The exploratory research is to understand the phenomenon or problem, be able to access to initial impressions and perceptions that to provide a basis for future in-depth research and direction. The basic purpose of exploratory research is to provide some information to help the researcher to know and understand the problems face by the researcher; also it is to define the nature of the problem and to create a better understanding of the environment for some small group of activities. At this stage, the needed information is often inaccurate, and the research process is very flexible and is not structured properly (Robson, 2002).

Exploratory research relies on secondary research such as reviewing available literature and/or data, or qualitative approaches such as informal discussions with consumers, employees, management or competitor (Peters, 2012). In the given thesis literature review as the secondary research was complete. It aimed to identify similar publications linked to Sense of Place regarding to Kazbegi National Park. Result show that Sense of Place as an individual framework has been treated in a different ways by numerous times. These give us possibility to obtain the literature review, which is presented in Chapter 2. On the other hand, none of research has been done in terms of Sense of Place in Kazbegi National Park. For the background information we have searched books, articles in journals, articles in periodical, conference proceeding, reports, web-sites and interviews in Georgian and English language.

According to Schutt (2011), exploratory research seeks to find out how people get along in the setting under question. What meanings they give to their actions, and what issues concern them. The main goal is to learn what is going on here?

Therefore, we based the given research on exploratory study and try to answer the questions and test hypothesis, which will be detailed, explained later in this chapter.

The mixed-method approach employees quantitative research too. Quantitative research is explaining phenomena by collecting numerical data that are analyzed using

mathematically based methods, in particular statistics (Aliaga & Gunderson, 2000). Quantitative research involves counting and measuring of events and performing the statistical analysis of the body of numerical data (Smith, 1988). The main concern of the quantitative paradigm is that measurement is reliable, valid and generalizable in its clear prediction of cause and effect (Symon & Cassell, 2012).

The advantage of quantitative research is the possibility of measuring the responses of large number of people, with limited set of questions. This can enable comparison and statistical aggregation of the data, which will delivers the broad and generalized findings.

After gathering the significance number of responses, IBM SPSS Statistic (Statistical Package for Social Scientists) software will be used for analysis. It is the main tool to examine quantitative data. The main statistics that the software includes are following: Descriptive, Bivariate, Prediction for numerical outcomes and Prediction for identifying groups. Perner (1990) delivered the process of analyzing data in SPSS. It covers the next steps: Coding data, writing an SPSS program, entering the program and data, checking date and program for errors and using statistical procedures and computations. All the above-mentioned tools and steps will give us possibility to obtain results and answer to the questions. We believe that IBM SPSS Statistic is the most appropriate tool for the data, which was obtained particularly for the given thesis.

### 2.1.1 Presentation of Research Model

All over the world places and especially national parks are under threat, struggling with the survival and sustainability of their sense of place and their authenticity (Binder, 2007). National parks as tourism destinations need to understand their sense of place toward tourists for long-term development and sustainability. We assume that the way people relate to place and particularly the sense of place that their have is the basis for their needs and aims for future. Sense of place mediates relationship between individuals and places; it provides important foundation about place attachment and place identity. It can be a personal experience or something we share with others. It is at once recognizable but never constant (Convery et al., 2012). Sense of place is used as an umbrella concept and researchers due to the research purpose change add or adjust variables.

In response to given thesis objectives and factors that may influence sense of place the conceptual model were designed. We took into consideration Jorgensen & Stedman's (2001) proposed Three-factor model. In each component of the model is represented as a distinct construct, although potentially correlated with one another. This model assumes that Identity, Attachment and Dependence can differ greatly within individuals.

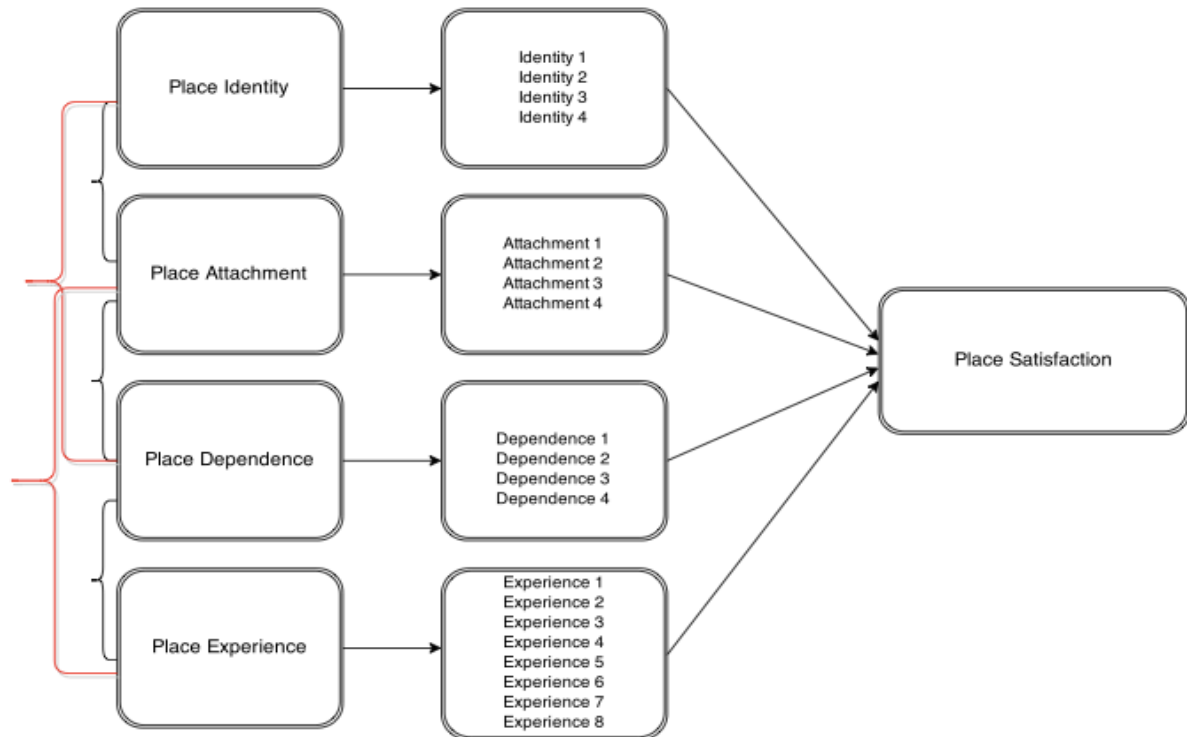
On the other hand we consider the latest approach of D'Orey's (2013, p.37) model "SL – DT". The model represents the combination of Sense of place and Tourism destination, where each part is described within four variables. The model includes the opinion of experts and the focus groups that were discussed during the research.

According to literature review and specially this two models, another innovative approach of sense of place research have been assigned. We combine the traditional method into the newest standards and discussed that tourism destination and sense of place as an individual concepts should not been left, instead, to unit and deliberate as Sense of place of tourism destination. In this way sense of place will be treated in terms of tourism destination. The literature has shown that sense of place can be influenced by landscape characteristics, by socio-economic background and many others. But what, if we cover only personal attitude toward the destination and examine: place attachment, place identity, place dependence, as commonly used variables and add: recreational behavior as personal involvement and experience; and place satisfaction, meaning how places are interpreted and understood by individuals (tourists).

In the given model we claim that sense of place and tourism destination could be integrated as the one unit concept, however we don't argue about the variables, since it can be added, changed or modified according the particular case.



Figure 1 Sense of Place of Tourism Destination



Source: author, 2015

### 2.1.2 Research hypothesis

In the given study three groups of hypothesis will be tested. The first unit of hypothesis concerned the significance of Sense of Place variables such as: Place identity, Place attachment, Place dependence and Place satisfaction. This set of items has been researched numerous times in literature. As Shamai (1991) suggest, having the sense of place consists of three phases. The belonging to a place, the attachment to a place and the highest phase is commitment to a place. “There is not always a sharp distinction between the levels, but altogether they create a continuum from not having any sense of place to a deep commitment towards a place” (Shamai, 1991, p. 349). To the very acknowledged method we add satisfaction of place. The research is conducted with tourists visiting to National Park; therefore, their satisfaction level is important indicator.

Kazbegi National Park has not been studied in this three-phase context, so we cannot predict the outcomes. Therefore, we will examine the following hypothesis.

H<sub>1</sub>. Tourists, visiting Kazbegi National Park, has significance level on place identity

H<sub>2</sub>. Tourists, visiting Kazbegi National Park, has significance level on place attachment

H<sub>3</sub>. Tourists, visiting Kazbegi National Park, has significance level on place dependence

H<sub>4</sub>. Tourists, visiting Kazbegi National Park, has significance level on place satisfaction

The second group of hypothesis is dedicated to examine correlations with internal variables. According to previous studies there is not agreement that place attachment and place identity are related (Lewicka, 2008). The times ago these two concepts were used as interchangeable too (Williams et al., 1992). Sometimes researcher considers place attachment with the same phenomenological level as place identity (Jorgensen & Stedman, 2001). Misunderstanding was found between place attachment and place dependence too. In this study we separate these concepts and examine their correlation. We don't claim that three phases are always correlated, however, we aim to examine it in context of our interest.

H<sub>5</sub>. Place identity and place attachment are positively correlated

H<sub>6</sub>. Place attachment and place dependence are positively correlated

H<sub>7</sub>. Place identity and place dependence are positively correlated

After discussing and analyzing the first and second group of hypothesis, the third group of hypothesis is devoted to understand if Place attachment, Place identity and Place dependence have impact on Place satisfaction. Regression analysis will be used to obtain the results. The entire hypothesis are stated as follow:

H<sub>8</sub>. Place attachment has significance impact on Place satisfaction

H<sub>9</sub>. Place identity has significance impact on Place satisfaction

H<sub>10</sub>. Place Dependence has significance impact on Place dependence

### 2.1.3 Data collection Method

So far we have largely deal with the background information in terms of reading and assessing the appropriate literature, clarifying the role of theory, completing the conceptual framework and deciding upon the research design. We came up to gather the primary data in order to test hypothesis and answer the research question. Therefore, we believe that questionnaire is the most appropriate tool. Questionnaire is a standardized set of questions to gain information from subject (Gratton & Jones, 2010). It is a simple instrument for collecting and recording information about the particular issues of interest. In the given case we design the list of questions, which include clear instructions and space for answers or alternative list of responses. The given questionnaire is clearly related with research objectives and it is rich from the outset how the findings will be used. Respondents also get instructions how to answer question in particular case and also warned that in each questions more then one answers can be replayed.

There are several alternatives on gathering the filled questionnaires, in this case, we approached the Online Questionnaire, when respondents are able to complete the questionnaire electronically, and the researcher downloads the results (Gratton & Jones, 2010). For the research language we have choose English as international language, since tourists of Kazbegi National Park are locals and internationals as well.

Once we have designed the questionnaire, we have found 5 to 10 people form our target group for pretesting. They were asked to complete the survey while we were thinking out loud. We have approached our colleagues from Georgia, Portugal, Moldova, Spain and professors from Fernando Pessoa University. Respondents were chosen close or closest field of tourism and marketing. Therefore we get voluble feedback and modify our survey according to suggestions.

After we have get last updated version of questionnaire we have build the survey on Qualtrics ([www.qualtrics.com](http://www.qualtrics.com)), which is one of the industry - leading provider of Online Survey Software. The link of the survey and the entire questionnaire can be found in Appendix A.

Today information technologies offer several ways to reach respondent's thought various channels. Our dedication was to find tourist who have visited Kazbegi National

Park at list once in his/her lifetime. Therefore we have worked on two ways. (1) Facebook has the “destination check in” tool, which enables users from all over the world to mark destination, where they have visited. So we have identified people who have made the comment, like, share or evaluate destination and send the private message with the link of survey. Also we have used the Facebook wall to promote and spread the information. (2) The another channel we have identified is TripAdvisor web page. It is the world’s largest travel site, enabling travelers to plan and book the perfect trip. TripAdvisor branded sites make up the largest travel community in the world, reaching 315 million unique monthly visitors and more than 200 million reviews and opinions. It operates in 45 countries worldwide (Tripadvisor, 2014). So that, we have scan main sightseeing places in Kazbegi National Park, including Gergeti trinity Church and Gveleti waterfall and identify users who have visited it. So we passed the message to tourist, explaining the meaning of survey and the link of the questionnaire. Due to the big number of tourist we have send message only those who have visited since 2013, somehow it would guarantee that the user were active last two years.

Unfortunately we cannot clarify what percentage of Trip adviser users participate in questionnaire. However we believe that, it is one of the best ways to reach foreign visitors by distance and get feedback with low cost and limited time.

#### 2.1.4 Surveys

Surveys using questionnaire can provide a means of measuring population’s characteristics, self-reported and observed behavior, attitudes or opinions, and needs. It can be used to form and test hypotheses between the variables according to the case (Brewer & Hunter, 1989). In the given study we choose self-administered questionnaire, meaning that the participants in the absence of an investigator fill out the questions. The advantage of Self-administered question is that it is distributed to a large number of people at the same time, and self-administered questions allow respondents to stay anonymous (Mitchell & Jolley, 2009). We adopt close-ended questions with the prior discussing of possible answers. The major benefit of choosing close-ended question is that responses are easily coded and analyzed, since the questionnaire is quite long and involves large number of respondents. However, we consider that importance of flexibility in responses and give option ‘other – please specify’ tool, which were adopted in many questions.

The questionnaire design was based on the research model, presented in Section 3.2. The questionnaire is divided into 4 parts, 3 of them correspond to the variables and last one is about respondent's personal information. In each section statements/questions were chosen according to the previous studies or relevant materials. The questions were reviewed and discussed several times before pre-test. According to pre-test results we make the minor changes in survey and lunch to the platform.

In survey before Section 1, we adopt split question "Have you ever been in Kazbegi National Park?" Respondents with answer "No" were kindly thanked and questionnaire end up there. The others with positive answer were allowed to continue the rest of survey. Section 1, is dedicated for place attachment, place identity and place dependence. In each independent variable were categorized into 4 statements. Each of them are taken from depth literature review, mainly from Shamai, 1991; Jorgensen & Stedman, 2001; Lin, 2012. The statemens were modified and adjusted to suit the conditions of the given thesis. Possible responses were discriped into five-point Likert scale (Likert, 1932) format, from "strongly disagree" (1) to "strongly agree" (5) with the nutreal option "neither agree, nor disagree" (3).

Table 2 Statements of Place Attachment, Place Identity and Place Dependence in Kazbegi National Park

Place Attachment	A1	I am very attached to Kazbegi National Park
	A2	Many of my friends/family prefer Kazbegi National Park over other sites
	A3	I feel a strong sense of belonging to Kazbegi National Park
	A4	I have little, if any, emotional attachment to Kazbegi National Park.
Place Identity	I1	I identify myself with Kazbegi National Park
	I2	I feel, I can really be myself at Kazbegi National Park
	I3	Visiting Kazbegi National Park says a lot about me
	I4	Kazbegi National Park reflects the type of person I am
Place Dependence	D1	I prefer Kazbegi National Park to other places for recreational activities that I enjoy
	D2	I get more fulfillment visiting Kazbegi National Park than elsewhere
	D3	I wouldn't substitute any other are for Kazbegi National Park to do what I like to do
	D4	If I were to stop visiting Kazbegi National Park, I would lose contact with a number of friends.

Source: Author, 2015

The second section of survey was dedicated to explore by: **interaction with the destination, familiarity with the destination and future visitation plan**. Questions under headline of destination familiarity ware addressed to recreation characteristics and atmosphere, background information about respondents activities and purpose of visit. Familiarity with the destination was assessed by asking awareness of the place,

number of companions, total frequency of visitation and the length of stay. Future visitation plan was asked by a single question. In Section 2 and 3 we use different measurement scales, since the sense of place concept is multi-dimensional and a single scale may not be sufficient to express fluent answer. In some questions respondents were allowed to tick more than one item, also use ‘other – please specify’ tool to provide their alternative.

Table 3 Place Experience in Kazbegi National Park

Interaction with the destination	I1	Which one word best describes the atmosphere of Kazbegi National Park?
	I2	Which of the following features contribute to the atmosphere you selected in previous question?
	I3	What activities do you usually undertake during your visit?
	I4	Why do you go to Kazbegi National Park?
Familiarity with the destination	F1	How many people usually visit with you?
	F2	How many times have you been to Kazbegi National Park?
	F3	How often did you visit Kazbegi National Park during the past 12 months?
	F4	How long do you usually stay in Kazbegi National Park?
Future visitation plan	P1	What do you plan to do in the future?

Source: Author, 2015

Table 4 Evaluation of current tourism development

Attitude to current tourism development	C1	How would you describe the current level of tourism development in Kazbegi National Park?
Attitude to potential tourism expansions	E1	What kind of new tourism development, if any, do you think is appropriate on private land near to Kazbegi National Park?
	E2	What kind of facilities/ services, if any, do you think are needed in Kazbegi National Park?
Overall satisfaction	S1	Please rate your overall satisfaction regarding to tourism development in Kazbegi National Park

Source: Author, 2015

In 3<sup>rd</sup> Section, we aim to get know attitude to **Current tourism development**, a **Potential tourism expansions** and **Destination satisfaction**. So the question were asked about current level of tourism development in Kazbegi National Park, future tourism developments/services/ facilities/ and overall destination satisfaction.

Table 5 Place Satisfactions in Kazbegi National Park

Overall satisfaction	S1	Please rate your overall satisfaction regarding to tourism development in Kazbegi National Park
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Source: Author, 2015

In the end of the survey we asked respondents to provide with personal information including gender, age, higher level of education and nationality.

## 2.2 Case study

### 2.2.1 Presentation of Kazbegi National Park

Georgia boasts rich natural and cultural resources, with a territory of only 69.700 square kilometers. Georgia is almost unique among the world's nations for biodiversity. To find subtropical marshes, semi deserts, lofty alpine zones and snowy peaks - all within a hundred kilometers of each other-is rare indeed. Georgia is home to more than 12 000 historical and cultural monuments, four out of which are included in the list of UNESCO World Heritage Sites: 1. Mtskheta - the ancient capital of Georgia, 2. Bagrati Cathedral (XI century), 3. Gelati - Monastery in Kutaisi (XI century), 4. Ushguli Village in Svaneti (located at 2 300 m above sea level, this is the highest settlement in Europe). Georgia offers lots of possibilities to travelers of different types. Tourists arriving to Georgia for a relaxing holiday can spend time at 103 resorts or visiting springs of mineral waters (around 2400) or simply go to the seaside. Lovers of nature will be interested in exploring 8 national parks and 31 protected areas throughout Georgia. So thus, Kazbegi National Park is one of the oldest and famous in local and international tourist.

### 2.2.2 Location

Kazbegi National Park is located in the historical gorge on the northern slopes of the Caucasus range. The territory of Kazbegi Protected Areas is fragmented, with a total area of 8707 hectares. All of the Kazbegi National Park is mountainous. Administration of Kazbegi National Park includes the following territories: Kazbegi National Park -

8686.6ha, Nature Monument of Sakhiznari Cliff Columns - 335,7ha, Nature Monument of the Abano Mineral Lake - 0,04 and Nature Monument of the Truso Travertines - 4,2 ha (APA, 2015). All of the Kazbegi National Park is mountainous. Its lowest part is located at 1400 m above sea level and the upper level is between 3000 – 4100 m (Kimeridze, 2013).

The borders of the Kazbegi region is north-east side Russian Federation, South and South-east sides – Dusheti region and from South-west - Java and Akhagori regions. The geographical coordinated of the borders are following:

Figure 2 The Borders of Kazbegi National Park

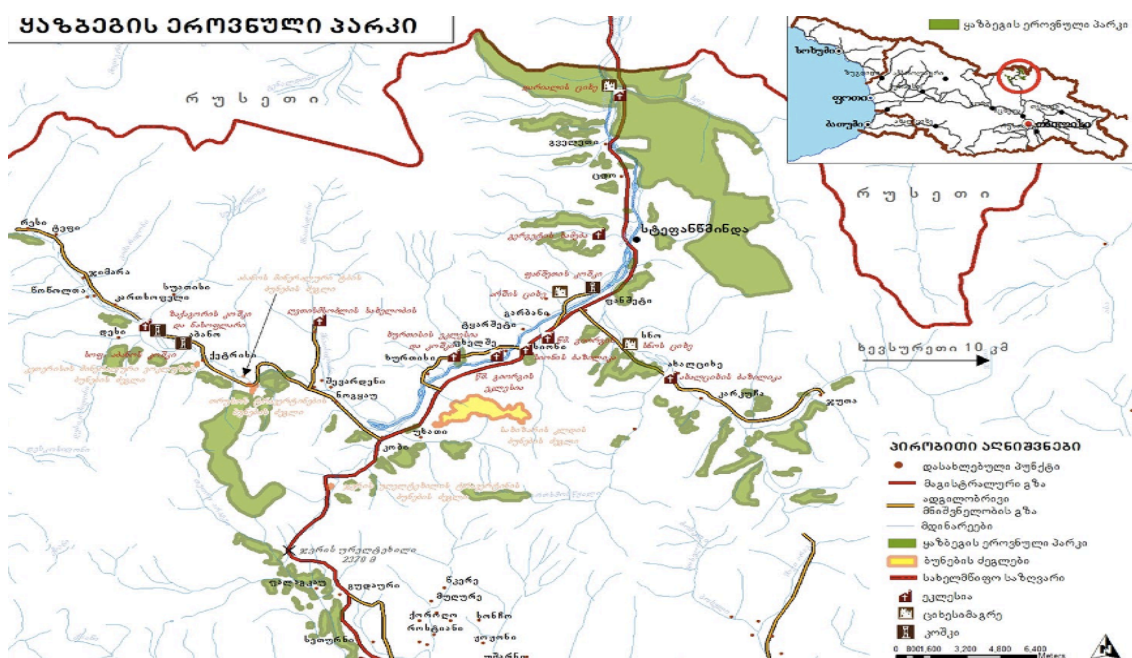
<b>Border</b>	<b>North latitude</b>	<b>East longitude</b>
West	42 <sup>o</sup> 38'42,66 <sup>''</sup>	44 <sup>o</sup> 30'48,55 <sup>''</sup>
North	42 <sup>o</sup> 45'05,89 <sup>''</sup>	44 <sup>o</sup> 30'55,15 <sup>''</sup>
East	42 <sup>o</sup> 36'02,29 <sup>''</sup>	44 <sup>o</sup> 51'09,66 <sup>''</sup>
South	42 <sup>o</sup> 28'44,62 <sup>''</sup>	44 <sup>o</sup> 29'57,48 <sup>''</sup>

Source: MEPNR & APA, 2010, p. 9.

The physical and geographical characteristics of Kazbegi region are very developed high mountainous relief; existence of old granite outlets and young volcanic constructions; significant glaciations and glacier regime of rivers; great number of mineral waters; comparatively dry climate; and full lack of forests in high mountainous ravines. The described characteristics make distinguish very much Kazbegi relief from neighboring regions (MEPNR & APA, 2010).



Figure 3 Map of Kazbegi National Park



Source: APA, 2015

### 2.2.3 Zoning, Legal and Prohibited activities

Based on Law of Georgia “On the System of Protected Territories”, there is implemented several basic environmental goals, and three zones are allocated on the territory of Kazbegi National Park (Kimeridze, 2013):

- 1) Zone of strict environmental protection;
- 2) Visitors’ zone;
- 3) Zone of traditional use.

Total area of strict environmental protection of Kazbegi National Park includes 3 407ha. Surrounding of the territories all activities are prohibited under the strict environmental protection rule, with the exception of:

- a) Non-manipulation scientific researches and monitoring
- b) Educational Activities
- c) Limited movement with auto / motor vehicles and aircrafts for the purpose of implementation of official activities in the case of natural disaster, emergency situation and restoration activities

Total area of visitors' zone of Kazbegi National Park includes 2 311 ha. It contains 11<sup>th</sup> district. All activities are prohibited in the visitors' zone with the exception of:

- a) Conservation, maintenance, restoration and monitoring of ecosystems existing on the territory and wildlife and wild plants spread within its boundaries;
- b) Protection, restoration and monitoring of hydrological system and forest ecosystem of the territory;
- c) Non-manipulation scientific researches and monitoring;
- d) Educational activities;
- e) Collection of limited amount of materials for herbarium, also collection of invertebrates for the purpose of educational and scientific activities;
- f) Implementation of restoration activities;
- g) Limited movement with auto / motor vehicles and aircrafts for the purpose of implementation of official activities in the case of natural disaster, emergency situation and restoration activities;
- h) Implementation of cadaster activities;
- i) Recording of natural resources;
- j) Visitors' controlled and regulated access;
- k) Creation and arrangement of infrastructure required for protection and ecotourism;
- l) Movement by horse on foot, in special cases – movement by vehicle on roads;
- m) Arrangement of tracks and maintenance of the existing roads and tracks;
- n) Cleaning of forest from blockages and cutting and removal of over-dry trees.
- o) Transit cattle crossing and pasturing of visitors' and patrol horses.

The third zone named traditional use zone of national park gives allowance of some activities and use of resources. It covers 2 990 ha including 5<sup>th</sup> district and 25<sup>th</sup> of blocks. All other activities are prohibited in the traditional use zone, with the exception of:

- a) Protection, maintenance, restoration and monitoring of ecosystems existing on the territory and wildlife and wild plants spread within its boundaries;
- b) Protection, maintenance and restoration of forest ecosystems;
- c) Non-manipulation scientific researches and monitoring;
- d) Educational activities;

- e) Collection of limited amount of materials for herbarium and collection of invertebrates for the purpose of educational and scientific activities;
- f) Creation and arrangement of protective, tourist and recreational infrastructure;
- g) Arrangement of permanent and temporary sapling farms and arrangement of animal enclosures for the purpose of wildlife restoration;
- h) Limited movement with auto / motor vehicles and aircrafts for the purpose of implementation of official activities in the case of natural disaster, emergency situation and restoration activities;
- i) Implementation of cadaster activities;
- j) Recording of natural resources;
- k) Movement on roads with vehicles;
- l) Visitors' presence and movement;
- m) Maintenance of roads and maintenance and arrangement of tracks;
- n) For personal use by the population of the adjacent settlements, according to the procedure, established by Georgian legislation – use of non-wood forest resources, use of products of wood plants of the forest, use of secondary wood materials, grafting of wood plants of wild fruit species, pasturing (areas, not covered with forest), arrangement of bee gardens, where the number of hives shall not exceed 300, collection of mushrooms and fruit and berries (Kimeridze, 2013, pp. 2-3).

#### 2.2.4 Social and Cultural value

Kazbegi National Park is located on the north slopes of Caucasus mountain, which also includes the third highest mountain of Georgia (Mkinvartsveri – 5 047m). It is surrounded with myths and legendary stories. According to Greek myth, as punishment for teaching mankind how to make a fire, the Titan Prometheus was chained to a mountainside in the Caucasus for all eternity. According to Georgian legend it was the ice slopes of Kazbegi, to which he was chained. Prometheus was apparently imprisoned in a cave above 4 000 m to sea level. The cave still exists in Georgia and it is called Betlemi (Bethlehem), later it was served as a dwelling for orthodox monks. It was said that it contains many sacred relics, including Abraham's tent and Christ's manger.

In reality, the mountain always had historical meaning, since it is crossed by military highway leading from Tbilisi into Russia. It passes the Ananuri, climbs Aragvi river valley and goes across to Kazbegi (1700m). For millennia, this mountain passage has

been strategically crucial, and has been fortified since at least 150 BC. In places, the cliff faces are more than 1,000m high, and medieval watchtowers; waterfalls and wildlife make this one of the most incredible roads in the world. The steep valleys either side of the gorge is great places for bird watching. Eagles, hawks and the massive griffon vultures all nest among the rocky outcrops (Georgian National Tourism Administration, 2015).

Kazbegi National Park stretches out over several thousand hectares of protected nature. Here is presented ancient gorges and river valleys, topped with cover snow maintain. Tourists can enjoy with wild forests, rocks, lava clefts and high meadows with alpine flowers. Kazbegi National park is full of cultural monuments, churches and watchtowers (Heidelberg et al., 2013). Local people are hospitable and uphold the local traditions, which are connected with folklore and myths.

The main sightseeing places in Kazbegi National Park are following:

1. Gergeti Trinity Church

The architectural complex of the XIV century is located in Gergeti village at a height of 2 200m. The complex includes Holy Trinity Cathedral, constructed in the XIV century, the bell tower and clergy houses built in XV century

Figure 4 Gergeti Trinity Church



Source: Georgian National Tourism Administration, 2015

2. Gveleti Waterfall - The waterfall is located in Darialli Gorge near village Gveleti. In order to reach the waterfall tourists are required to follow narrow path leading to the point. Walk distance is about 700m. The place is famous with its untouched nature and the calmness atmosphere. Tourists are inspired to take wild shower and spend time in wildlife.

3. Jvari Overpass - Is situated in the north of the Caucasus watershed and branded by the US National Geographic Society as a boundary between Europe and Asia.

4. Devdoraki Glacier – hiking trail leading to the glacier. It starts from Stepantsminda and ends to Dariali Gorge. Tourists are able to see Gveleti waterfall, as well as a birch forest and big variety of plants, typical for the Alpine zone.

5. Village Juta – the highest inhabited area in Kazbegi Municipality, above 2 200m to the sea level.

Beside the above-mentioned sights there are several gorges like: Truso, Dariali, Khda and Arthmo Gorge. The places are worth for seeing.

### 2.2.5 Statistics in terms of Tourism

Tourism is one of the large and fastest-growing industries in the world. According to The World Tourism Organization Highlights for 2014, International tourist arrivals (overnight visitors) grew by 5 % worldwide and reaching the record 1087 million arrivals, after topping the 1 billion mark in 2012. International tourism receipts reached US\$ 1159 billion worldwide in 2013. With a 5% increase in real terms, the international tourism receipts equaled the growth in arrivals. By UNWTO region, prospects for 2014 are strongest for Asian and the Pacific (5% to 6%). Taking into consideration that travel purpose for 52% of all tourists (=568 million) are holidays, recreation and other forms of leisure activities (UNWTO, 2014).

Following up to the link, international visitors has increased in Georgia as well. According to latest report of Georgian National Tourism Agency, international arrivals to Georgia have been growing rapidly over recent years. In 2013 their number reached 5,392,303, representing growth of 22% (Georgian National Tourism Administration, 2013). Table 15.

A comparison of global growth rates and results of Georgia shows in the past five years international arrivals in Georgia increased considerably faster than in the rest of the world.

Table 6 International Arrivals by Years

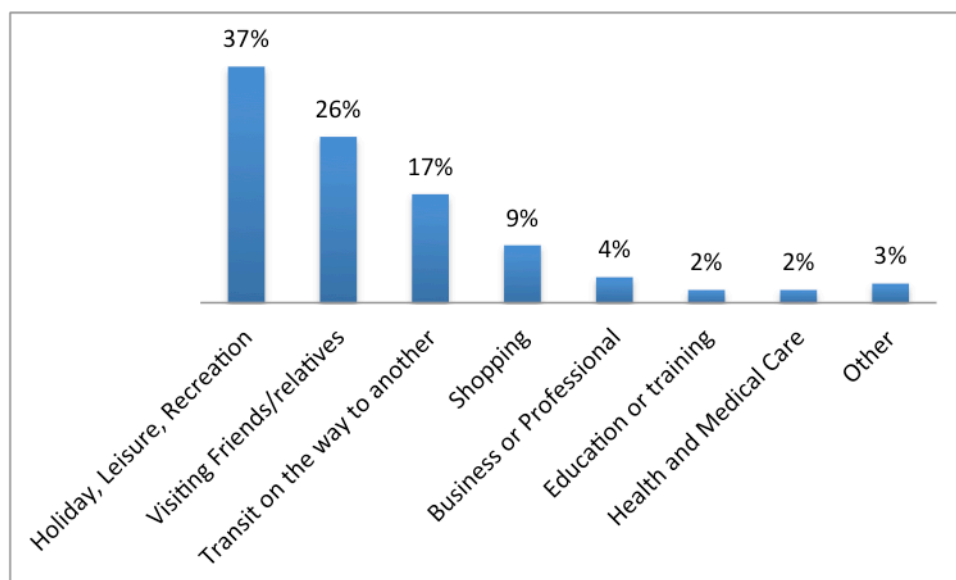
Year	2009	2010	2011	2012	2013
Visitors	1,500,049	2,031,717	2,822,363	4,428,221	5,392,303

Source: The Ministry of International Affairs of Georgia, 2014

The average duration of a trip is five nights and varied by country of residence. Visitors from neighboring countries (Turkey, Azerbaijan, Armenia) tend to last for shorter periods, except for visits from Russia, which averaged eight nights (Georgian National Tourism Administration, 2013).

International visits were mostly undertaken for holiday, leisure or recreation purposes (37%). Next frequently observed purpose including visiting friends or relatives (26%), transit (17%), shopping (9%) and business/professional trips (4%). The rest 7% visitors were for other purpose.

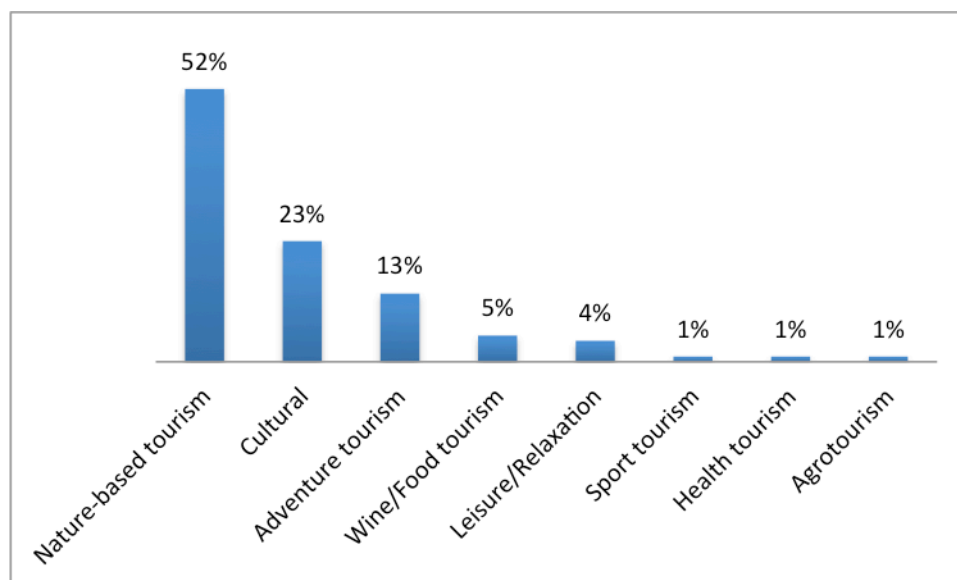
Figure 5 Main Purpose of visit



Source: Georgian National Tourism Administration, 2013

There is no surprise that 52% of tourists visiting to Georgia are interested with Nature based tourism. Every year more and more tourists are asking for environmentally relevant holiday destinations, which is one of the leading tourism field in the country.

Figure 6 Most Demand Tourism Types



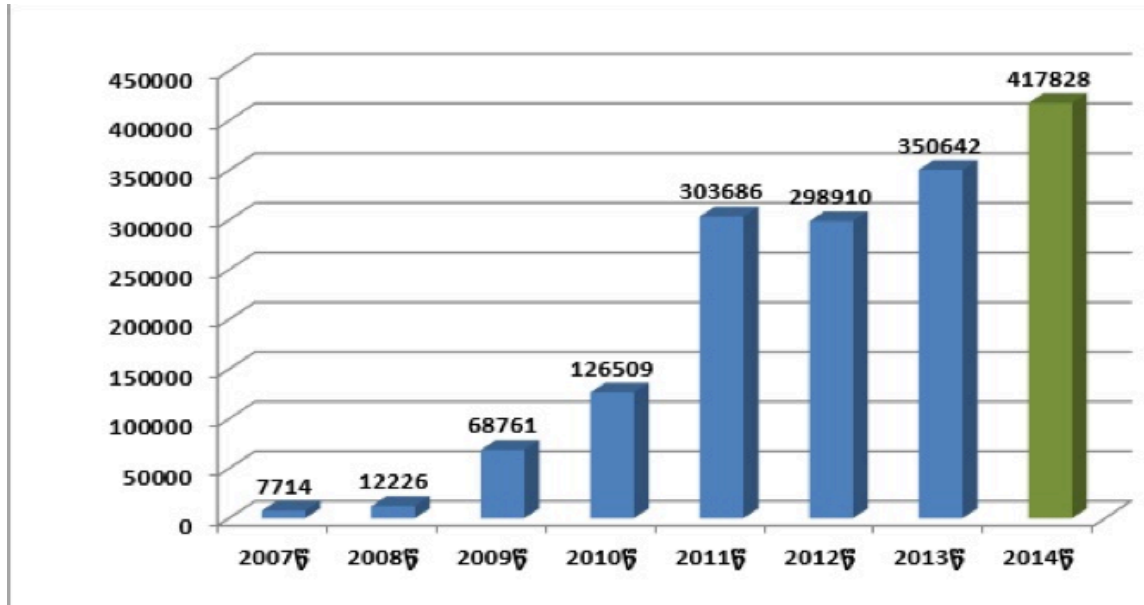
Source: Georgian National Tourism Administration, 2013

Georgia has a huge potential for ecotourism development, because of the diverse natural areas, aesthetically appealing landscapes, urbanization and the unique flora and fauna. Georgia has a long history of the establishment of protected areas. The first protected area was established in 1912. Currently, the total area of protected areas is 520 273 ha, which is approximately 7% of the country's territory. Forests cover approximately 75 % of protected areas. Georgia has 14 State Reserve, 10 national park, 18 reserve, 27 natural monuments and 2 protected landscapes (APA, 2014).

According to Tsetskldze (2011) Georgia belongs to the list of countries whose have variety of conditions for tourism development and especially ecotourism and nature based tourism types. Therefore, the potential of the country due to the complex field of tourism and service industries sector is the ideal foundation for sustainable economic growth. As for the prospects of tourism development in Georgia, experts predict a great future (Gogelia, 2013). With the rest of advantages, they emphasize the country's main plus geographical proximity near to the Europe, the biggest tourism market in the world. Today the prediction came in reality. Increased number of visitors in nature-based

destination is proven by statistics. Tourism number has increased rapidly last 7 years. If we had 7,714 visitors in 2007, for 2014 tourist number reach 417,828.

Figure 7 Georgian Protected Areas Visitors Statistics by Years

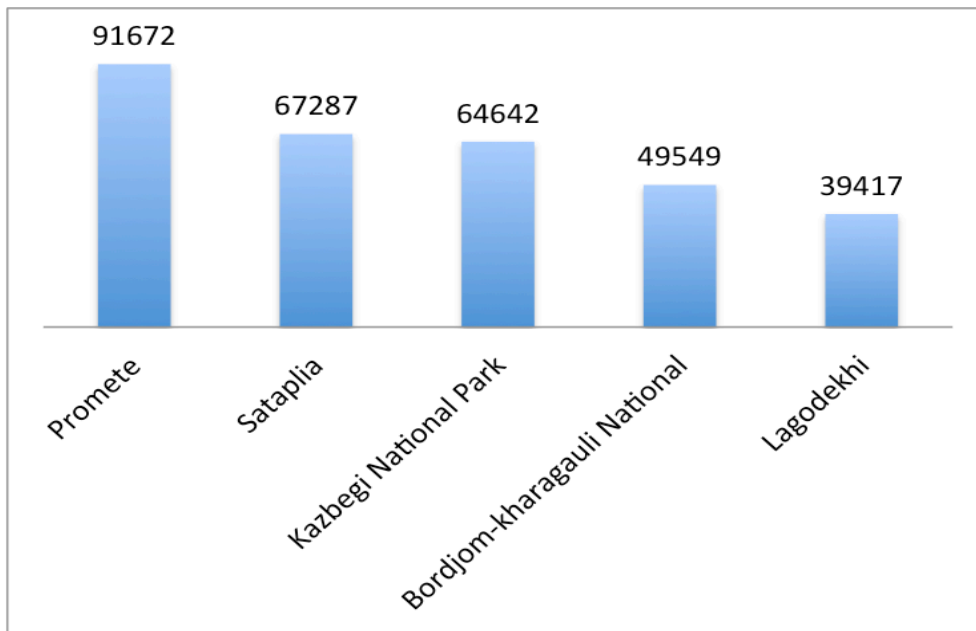


Source: Agency of Protected Areas, (2014)

According to Agency of Protected Areas (2014), Kazbegi National Park is the third most visited National Park in Georgia with almost 64 642 visitors per year. The most visited countries have changed and for 2014 first 5 places took Israel, Russia, Ukraine, Poland and Germany (see fig. 8; 9)

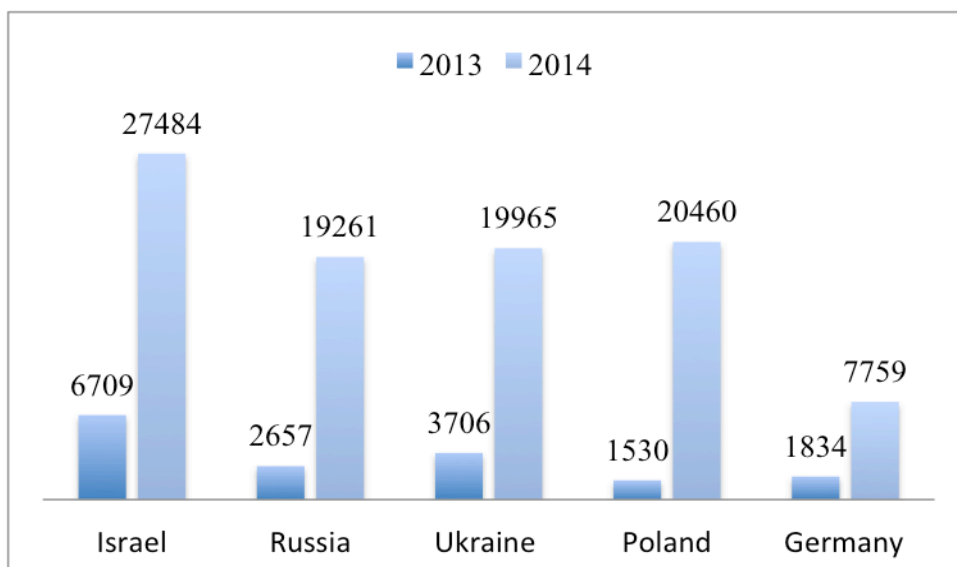


Figure 8 Most Visited Protected Areas in 2014



Source: Agency of Protected Areas (2014)

Figure 9 Countries Visiting Most to Kazbegi National Park



Source: Agency of Protected Areas, (2014)

**Assumption note:** In the given chapter we summarize the overall research design, explain, justify and defend mixed-method approach. Present the conceptual model, based on the literature review. We clarify the hypothesis and make the link to the background studies. Data collection method was chosen based on the given case. Due to the short period of research we couldn't obtain results directly from the tourists,

currently visiting to Kazbegi National Park. However, we include users of “Trip Adviser” site, which is the innovative part of the thesis. The results of the questionnaire are discussed in next chapter.

### **CHAPTER III. DATA ANALYSIS AND RESULTS**

In the given chapter we summarize the characteristics of survey respondents with descriptive analysis of age, gender, educational level and country of origin. Then we follow up the descriptive analysis about visitation, companions, and length of the stay, future visitation plans, and attitudes to current tourism development and future expansion.

Multiply response frequencies will be used with questions #4, 5, 6, and 7. Multiply response analysis is used to summarize data resulting from items for which a respondent could “tick all that apply”. Using this statistical method we will obtain the information about atmosphere in Kazbegi National Park and the features that contribute to this atmosphere. Reasons to explain why tourists are visiting the destination and the activities that are taken most often. Also to investigate what kind of facilities/services, if any, is needed in Kazbegi National Park.

In this chapter, we will deliver reliability analysis to measure overall consistency of Place attachment, Place identity and Place dependence and then provide the Exploratory Factor analysis of the given variables. After all, Correlation analysis will be conducted as well. Based on this statistical tool we inspect 3 hypotheses.

Independent-sample t-test will be used as well. We explore whether there is a statistically significant difference in the mean score for the two groups. We investigate gender differences in terms of several questions, such as: frequency of visitation, reasons of visitation, number of companions, length of the stay, and others. Investigating these questions will give us understanding if males and females differ significantly in terms of mentioned aspects.

Later on, we present Chi-square for goodness of fit analysis. It explores the proportion of cases that fall into the various categories of a single variable, and compare these with hypothesized value (Pallant, 2005). Using to the Chi-square analysis we examine first group of hypotheses including 4 hypotheses regarding the satisfaction level.

The third group of hypothesis will be examined based on Regression analysis. The third group of hypothesis is dedicated to understand if the three main variables: Place

attachment, Place identity and Place dependence have significance level of impact on Place Satisfaction.

All the results and outputs are summarized in Discussion section in the end of the chapter.

### 3.1 Survey respondents' characteristics

In this section we will summarize the characteristics of the survey respondents. Including socio-economic background, age, gender, educational level and nationality.

Survey was available online from 5 March to 12 April (2015). In total 265 respondents start survey, however 122 respondents have never been in Kazbegi National Park, which led them to an impossibility of filling out the rest of questionnaire. They were directly led to the last page of the survey the “thank you” page. 143 respondents were able to complete sample, which is 54% response rate. Out of 143-filled questionnaire, 60 include missing value, so they got rejected. Therefore, 83 questionnaires were used for data analysis.

#### 3.1.1. Descriptive analysis of the sample

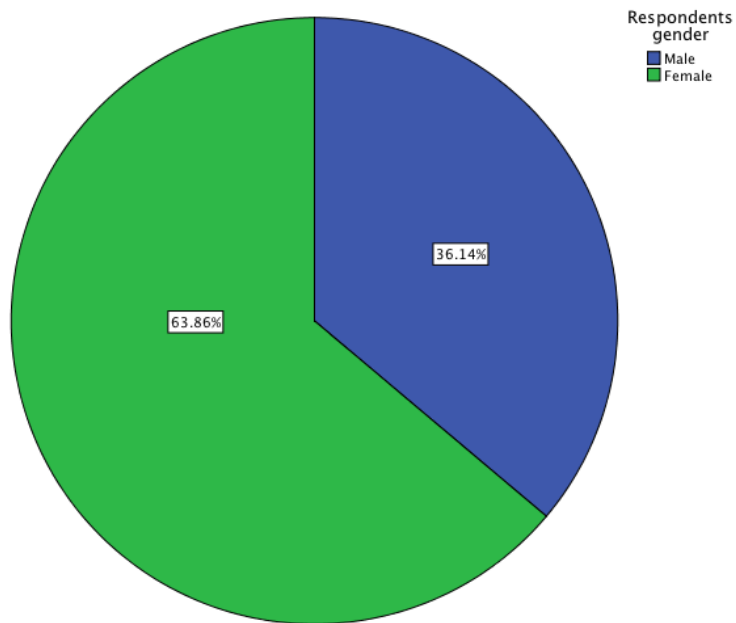
The sample, as mentioned above, includes 83 individuals, who fluently answered the questionnaire. Individuals characterize the sample with average age from 22-34, and women in greater numbers, representing about 64% of all individuals. 19% of respondents have completed high school, 44% of them have Bachelor degree and 34% have achieved Master degree and Advanced.

Table 7 Distribution of Respondents by age

	Frequency	Percent
Age		
21 and under	22	26.5
22 - 34	60	72.3
35 - 44	1	1.2
Total	83	100.0

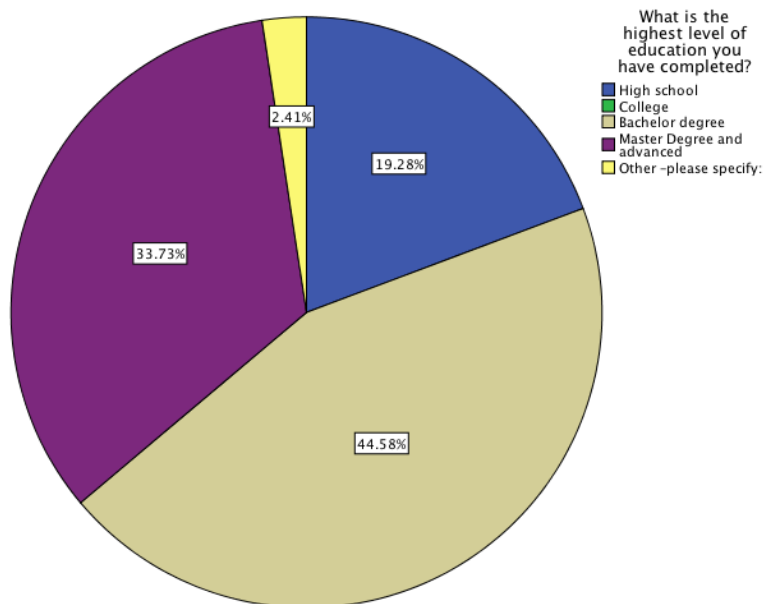
Source: Research data, 2015

Figure 10 Distributions of Respondents by Gender



Source: Research data, 2015

Figure 11 Distributions of Respondents by Educational Level



Source: Research data, 2015

In terms of respondent's nationality, 96.4% are Georgian and only 3.6 % represents the foreigners from Armenia, Lithuania and Great Britain. To the question "How many times have you been to Kazbegi National Park?" 25% have been 1 times, 17% - 2 times, 36% of respondents answer that they have been 3 times and more and 21% is not sure on how many times have visited the park. The following tables summarize the data.

Table 8 The country of origin

		Frequency	Percent
Nationality	Georgia	80	96.4
	Other – please specify:	3	3.6
	Total	83	100.0

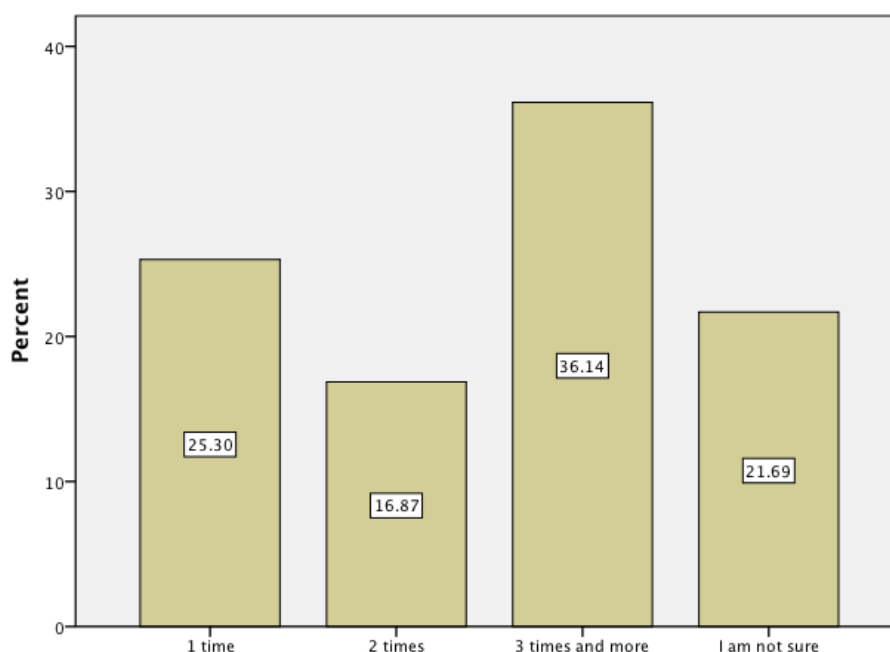
Source: Research data, 2015

Table 9 The country of origin

		Frequency	Percent
Nationality		80	96.4
	Armenia	1	1.2
	Lithuania	1	1.2
	UK	1	1.2
	Total	83	100.0

Source: Research data, 2015

Figure 12 How many times have you been in Kabegi National Park?



Source: Research data, 2015

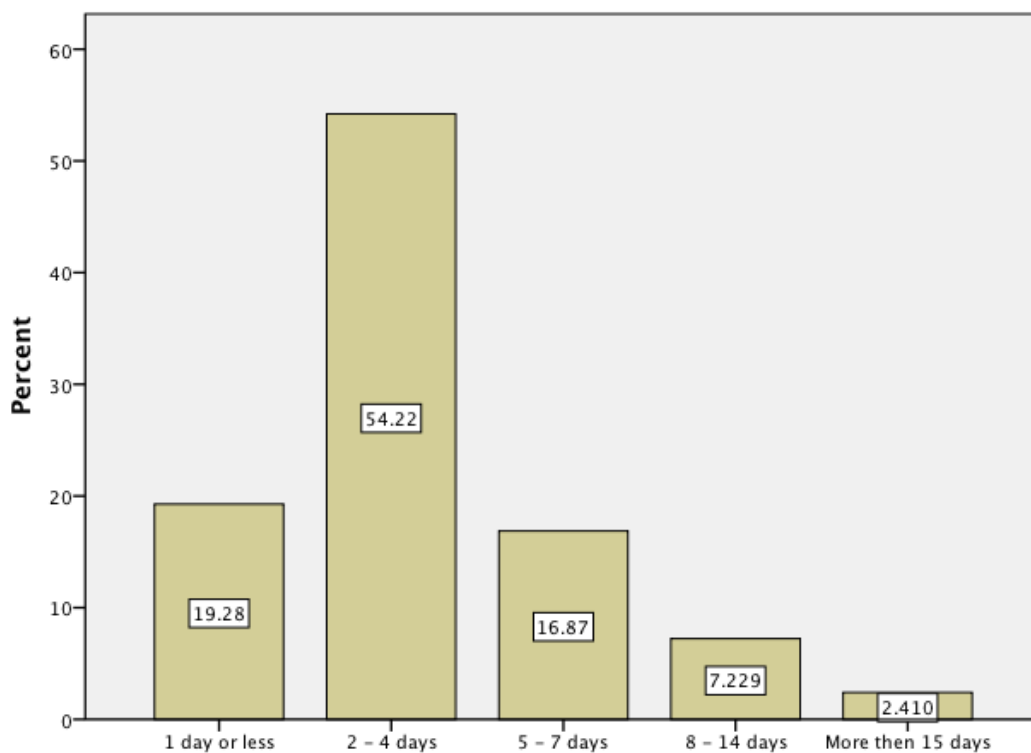
Regarding the companions 57% of respondents mentioned that they are traveling with friends/ family members with more than 3 people, 15% travels with tourist groups, 7% is alone traveler and 4% is traveling with single companion. Concerning the staying period in Kazbegi National Park, 54% of respondents have mentioned 2 to 4 days, 19% stay - 1 day or less, 17% - 5 to 7 days, while 7% stay – 8 to 14 days. The following tables summarize the data.

Table 10 How many people usually visit with you?

	Frequency	Percent	
I am alone traveler	7	8.4	
I travel with one person	4	4.8	
Number of companions	I travel with my friends / family/ more than 3 people	57	68.7
	I travel with tourist groups	15	18.1
	Total	83	100.0

Source: Research data, 2015

Figure 13 How long do you usually stay in Kazbegi National Park?

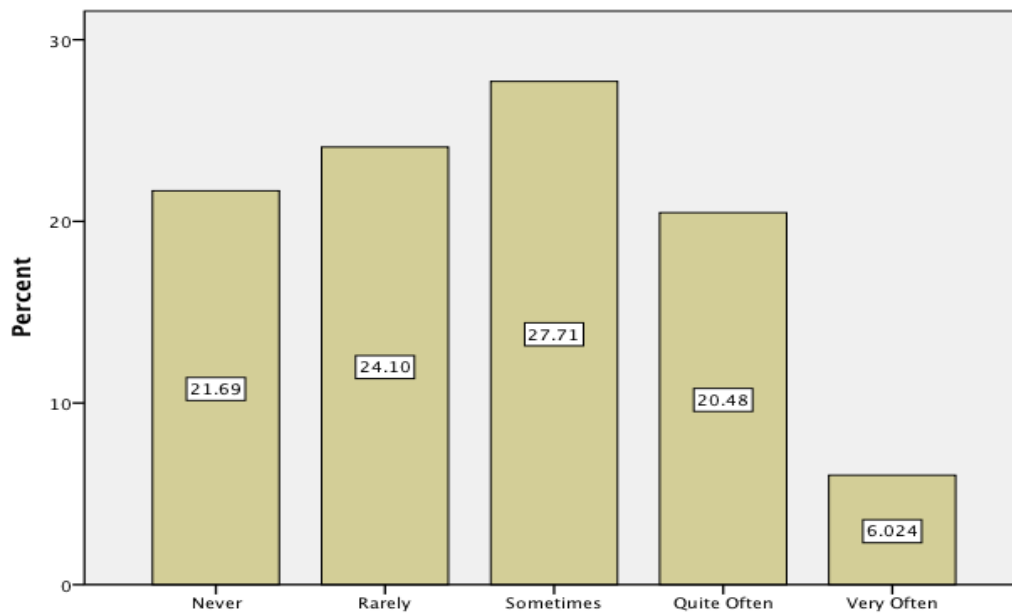


Source: Research data, 2015

We were also interested to obtain the data, how often did respondents visit Kazbegi National Park during the past 12 months? Research show that only 18% have not been there in past year, the rest of respondents have been there at least once, which is presented in answers: Rarely, Sometimes, Quite Often and Very Often.



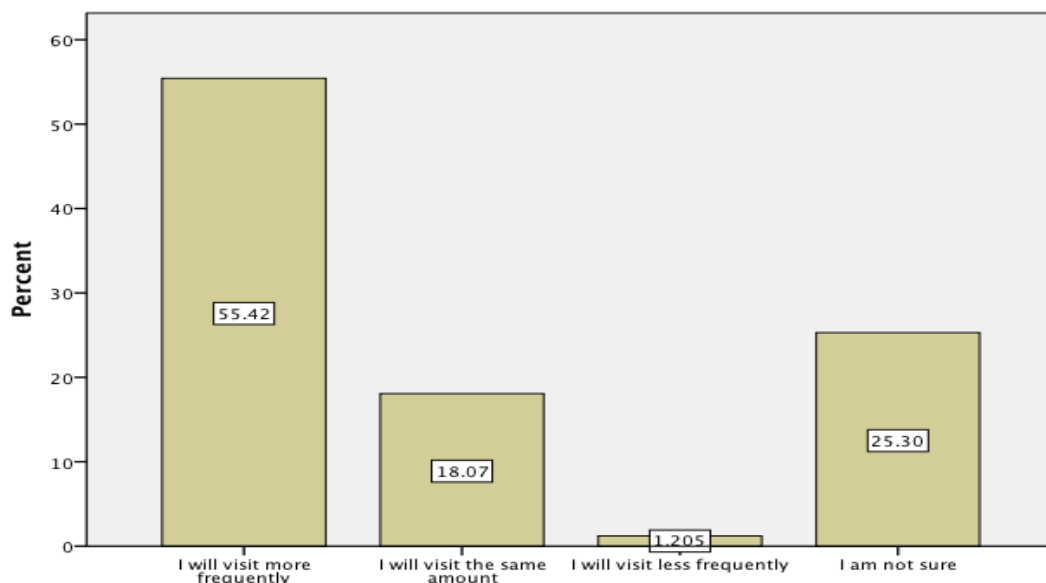
Figure 14 How often did you visit Kazbegi National Park during the last 12 months



Source: Research data, 2015

In terms of future visitation we present the question “ what do you plan to do in future?” out of 83 respondent 55% are willing to visit more frequently, 25% are not sure about the future decision, 18% are ready to visit with the same amount and only 1% are about to visit less frequently.

Figure 15 What do you plan to do in the future?

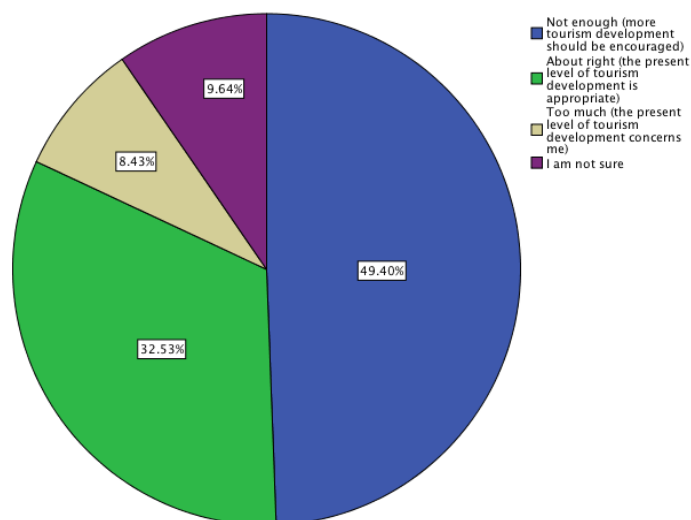


Source: Research data, 2015

Tourist were questioned, “How they describe the current level of tourism development in Kazbegi National Park?” As it was supposed, 49.40% of tourists wish to have more tourism development sites, and more encouragement to the sector. We examine the question into deep and specifically ask tourists to what kind of tourism developments are needed on private land near to Kazbegi National Park and facilities/ services provided from management of park.

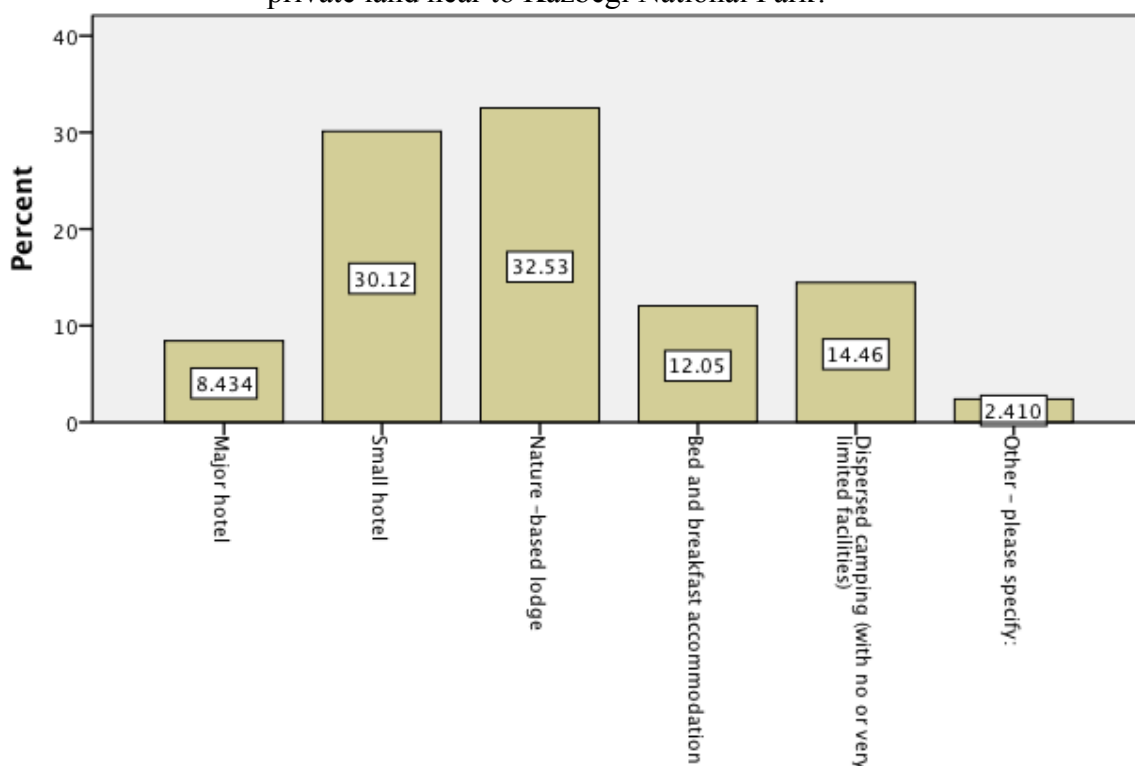
Results show that tourists are asking more nature-based lodges and small hotels on private land close to national parks. In terms of facilities and services we will present data in next section.

Figure 16 How would you describe the current level of tourism development in Kazbegi National Park?



Source: Research data, 2015

Figure 17 What kind of new tourism development, if any, do you think is appropriate on private land near to Kazbegi National Park?



Source: Research data, 2015

In the end of the survey respondents were asked to rate overall satisfaction regarding the tourism development level in Kazbegi National Park. The research show that means equals to 3.57, which corresponds to, satisfied level.

Table 11 Overall Satisfaction regarding the tourism development level in Kazbegi National Park

		Frequency	Percent	
Overall Satisfaction	Very Dissatisfied	1	1.2	Mean 3.57
	Dissatisfied	6	7.2	Std. Deviation
	Neutral	31	37.3	.844
	Satisfied	35	42.2	
	Very Satisfied	10	12.0	
Total		83	100.0	

Source: Research data, 201

The continuous variables, which are included in Place attachment, Place identity and Place dependence, we examine it with mean and standard deviation. In total we

investigate 12 variables with the same 5-point scale, starting from 1 corresponding to “*strongly disagree*” till 5 corresponding to “*strongly agree*”.

Table 12 Mean and Std. Deviation of Place attachment, Place identity and Place dependence

	N	Minimum	Maximum	Mean	Std. Deviation
I am very attached to Kazbegi National Park	83	1	5	4.01	1.018
Many of my friends/family prefer Kazbegi National Park over other sites	83	1	5	3.77	.992
I feel a strong sense of belonging to Kazbegi National Park	83	1	5	3.73	1.037
I have little, if any, emotional attachment to Kazbegi National Park	83	1	5	3.43	1.290
I identify myself with Kazbegi National Park	83	1	5	3.29	1.077
I feel, I can really be myself at Kazbegi National Park	83	1	5	3.89	.963
Visiting Kazbegi National Park says a lot about me	83	1	5	3.43	1.014
Kazbegi National Park reflects the type of person I am	83	1	5	3.24	.983
I prefer Kazbegi National Park to other places for recreational activities that I enjoy	83	1	5	3.53	1.075
I get more fulfillment visiting Kazbegi National Park than elsewhere	83	1	5	3.55	.953
I would not substitute any other are for Kazbegi National Park to do what I like to do	83	1	5	3.22	1.013
If I were to stop visiting Kazbegi National Park, I would lose contact with a number of friends	83	1	5	2.65	1.234

Source: Research data, 2015

### 3.1.2 Multiply response frequency

In the survey we have included the questions with multiply responses (Quest. #4; 5; 6; 7). So we used multiply response frequency in order to obtain the results. Multiply response analysis is used to summarize data resulting from items for which a respondent could “tick all that apply”. For defining multiple responses set, firstly we have identified them and then coded as *Dichotomies*, using the same value (0 = “no”, 1= ”yes”).

For all the questions, investigated bellow, we had same number of respondents (83), which represents 100% of all. Therefore, we have not included first part of SPSS out

put in results. Though, we present the questions with result and mark three most mentioned items bellow.

With the question “*Which word best describes the atmosphere of Kazbegi National Park?*” respondents have mentioned “*Natural*” – 22.8%, “*Peaceful*” – 17.4, “*Spectacular*” -14.2%. The results can be explained with the atmosphere in Kazbegi National Park. As it is mentioned in case study, the national park is surrounding with Caucasus Mountains. For a deep investigation we deliver the question “ *Which of the following features contribute to the atmosphere you selected in previous question?*“; “*Natural landscapes*” – 19.1%, “*Fresh air*” - 15.1%, “*Hills*” – 11.5%. For the detailed view, consult the tables’ bellow.

Table 13 Which word best describes the atmosphere of Kazbegi National Park?

		Responses		Percent of Cases
		N	Percent	
<b>Which word best describes the atmosphere of Kazbegi National Park?</b>	<b>Spectacular</b>	<b>31</b>	<b>14.2%</b>	<b>37.3%</b>
	Stunning	25	11.4%	30.1%
	Historical	18	8.2%	21.7%
	Wild	27	12.3%	32.5%
	Pristine	6	2.7%	7.2%
	<b>Peaceful</b>	<b>38</b>	<b>17.4%</b>	<b>45.8%</b>
	<b>Natural</b>	<b>50</b>	<b>22.8%</b>	<b>60.2%</b>
	Friendly	13	5.9%	15.7%
	Remote	6	2.7%	7.2%
	Solitary	5	2.3%	6.0%
<b>Total</b>		<b>219</b>	<b>100.0%</b>	<b>263.9%</b>

Dichotomy group tabulated at value 1.

Source: Research data, 2015

Table 14 Which of the following features contribute to the atmosphere you selected in previous question?

		Responses		Percent of
		N	Percent	Cases
<b>Which of the following features contribute to the atmosphere you selected in previous question?</b>	<b>Natural landscapes</b>	<b>58</b>	<b>19.1%</b>	<b>69.9%</b>
	Mountain scenery	16	5.3%	19.3%
	Birds voice	24	7.9%	28.9%
	<b>Hills</b>	<b>35</b>	<b>11.5%</b>	<b>42.2%</b>
	Forest scenery	20	6.6%	24.1%
	Forest smells	23	7.6%	27.7%
	Button grass plains	7	2.3%	8.4%
	<b>Fresh air</b>	<b>46</b>	<b>15.1%</b>	<b>55.4%</b>
	Campfire	10	3.3%	12.0%
	Campsites	5	1.6%	6.0%
	Walking tracks	25	8.2%	30.1%
	Historic sited	18	5.9%	21.7%
	Lookouts	17	5.6%	20.5%
<b>Total</b>		<b>304</b>	<b>100.0%</b>	<b>366.3%</b>

Dichotomy group tabulated at value 1.

Source: Research data, 2015

The research aimed to understand the main activities that the tourist taking part in Kazbegi National Park. Due to the long list of possible activities we have delivered question with possibility to mark more than one activities. Results have shown that out of all the replies “walking” – 21.5%, “relaxing” – 17% and “camping” – 12.8% were most mentioned. Even though, that plenty of other activities are possible, outcomes prove that tourist are going there to take a time from city, walk around, relax and enjoy surroundings. The next table is excellent confirmation of it. To the question “Why do you go to Kazbegi National Park?” respondents answer: “To be with friends” – 22.7%, “To be close to nature/away from city” – 20%, “To enjoy freedom” – 15.5%. For the detailed view, consult the tables’ bellow.

Table 15 What activities do you usually undertake during your visit?

	Responses		Percent of Cases
	N	Percent	
<b>Walking</b>	<b>62</b>	<b>21.5%</b>	<b>74.7%</b>
Horse riding	17	5.9%	20.5%
Bird watching	10	3.5%	12.0%
Abseiling/ rock climbing	14	4.8%	16.9%
Hang gliding / Paragliding	5	1.7%	6.0%
Climbing	21	7.3%	25.3%
Trekking	11	3.8%	13.3%
Hiking	23	8.0%	27.7%
Rafting	5	1.7%	6.0%
Biking	6	2.1%	7.2%
<b>Camping</b>	<b>37</b>	<b>12.8%</b>	<b>44.6%</b>
Picnicking	29	10.0%	34.9%
<b>Relaxing</b>	<b>49</b>	<b>17.0%</b>	<b>59.0%</b>
<b>Total</b>	<b>289</b>	<b>100.0%</b>	<b>348.2%</b>

Dichotomy group tabulated at value 1.

Source: Research data, 2015

Table 16 Why do you go to Kazbegi National Park?

	Responses		Percent of Cases
	N	Percent	
To be with family	12	5.5%	14.5%
<b>To be with friends</b>	<b>50</b>	<b>22.7%</b>	<b>60.2%</b>
<b>To be close to nature/ away from city</b>	<b>44</b>	<b>20.0%</b>	<b>53.0%</b>
To enjoy the scenery	26	11.8%	31.3%
To do the activities listed in previous question	14	6.4%	16.9%
<b>To enjoy freedom</b>	<b>34</b>	<b>15.5%</b>	<b>41.0%</b>
To experience different lifestyle	12	5.5%	14.5%
To meet new people	7	3.2%	8.4%
To learn about the history/ nature	13	5.9%	15.7%
To work (tourism related)	6	2.7%	7.2%
To work (not tourism related)	2	0.9%	2.4%
<b>Total</b>	<b>220</b>	<b>100.0%</b>	<b>265.1%</b>

Dichotomy group tabulated at value 1.

Source: Research data, 2015

In terms of facilities and services required by tourist in Kazbegi National Park, the three most demanded items are “*More toilets*” – 19.9%, “*More Rubbish bins*” - 18.4 %and “*More campsites*” – 14.3%.

Table 17 What kind of facilities/services, if any, do you think are needed in Kazbegi National Park?

	Responses		Percent of Cases
	N	Percent	
Upgraded walking tracks	23	11.7%	27.7%
<b>More campsites</b>	<b>28</b>	<b>14.3%</b>	<b>33.7%</b>
<b>More toilets</b>	<b>39</b>	<b>19.9%</b>	<b>47.0%</b>
<b>More rubbish facilities</b>	<b>36</b>	<b>18.4%</b>	<b>43.4%</b>
Better information signs	21	10.7%	25.3%
Better road signs	21	10.7%	25.3%
Better roads	23	11.7%	27.7%
No more visitor facilities	4	2.0%	4.8%
Less or no visitor facilities	1	0.5%	1.2%
<b>Total</b>	<b>196</b>	<b>100.0%</b>	<b>236.1%</b>

a. Dichotomy group tabulated at value 1.

Source: Research data, 2015

### 3.2 Reliability analysis

Reliability is the overall consistency of a measure. The measures have high reliability if it produces similar results under consistent conditions. The theory underlying this discussion is called “classical measurement theory” which were developed by Spearman, (1904). Cronbach’s alpha is the most common measure of internal reliability. It is most commonly used when there are multiple Likert questions in a survey, which form the scale and researcher aims to determine if the scale is reliable. In the given research we would like to examine 3 groups: Place attachment, Place identity and Place dependence. Each unit includes 4 variables.

The group Place Attachment did not show good internal coefficient, Cronbach alpha coefficient reported of .66. According to (Pallant, 2005) and Cronbach alpha coefficient which is lower than 0.7, we consider removing item with low item-total correlation. The impact of removing each item from the scale gives the higher Cronbach alpha coefficient .76. In the second group of Place identity, Cronbach alpha coefficient is .74,



and in the third group, Place dependence, Cronbach alpha coefficient was .69. Therefore we consider again removing item with low item-total correlation and receive .77.

The results are respectively presented in the following tables.

Table 18 Internal Coefficient of Place Attachment

Alpha = .663 Improved Alpha = .763	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
I am very attached to Kazbegi National Park	.484	.571
Many of my friends/family prefer Kazbegi National Park over other sites	.503	.561
I feel a strong sense of belonging to Kazbegi National Park	.635	.466
I have little, if any, emotional attachment to Kazbegi National Park	.231	.763

Source: Research data, 2015

Table 19 Internal Coefficient of Place Identity

Alpha = .745	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
I identify myself with Kazbegi National Park	.479	.723
I feel, I can really be myself at Kazbegi National Park	.572	.669
Visiting Kazbegi National Park says a lot about me	.505	.705
Kazbegi National Park reflects the type of person I am	.608	.648

Source: Research data, 2015

Table 20 Internal Coefficient of Place Dependence

Alpha = .697 Improved Alpha = .771	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
I prefer Kazbegi National Park to other places for recreational activities that I enjoy	.580	.568
I get more fulfillment visiting Kazbegi National Park than elsewhere	.545	.600
I would not substitute any other are for Kazbegi National Park to do what I like to do	.572	.578
If I were to stop visiting Kazbegi National Park, I would lose contact with a number of friends	.285	.771

Source: Research data, 2015

### 3.3 Factor analysis

Factor analysis is commonly used in the fields in social sciences and is considered the method of choice for interpreting self-reporting questionnaires. Factor analysis is a multivariate statistical procedure that has many uses: factor analysis reduces a large number of variables into a smaller set of variables (also referred as factors), it establishes underlying dimensions between measured variables and latent constructs, thereby allowing the formation and refinement of theory, it provides construct validity evidence of self-reporting scales (Williams et al., 2012)

There are two major classes of factor analysis: Exploratory Factor Analysis (EFA) and Confirmatory Factor Analysis (CFA). These two sets of techniques are similar in many ways and are often used interchangeable by researchers. Both attempt to produce a smaller number of linear combinations of the original variables in a way that captures (or accounts for) most of the variability in the pattern of correlations. They do differ in a number of ways. In principal components analysis the original variables are transformed into smaller set of linear combinations, with all of the variance in the variables being used. In factor analysis, however, factors are estimated using a mathematical model, where only the shared variance is analyzed (Tabachnick & Fidell, 2001). Also in EFA

there is no initial subject to statistical confirmation of model that relates to latent variables, so the latent variables are not defined beforehand. In case of CFA there is conceptual model built prior, based on the literature, which shows the number and type of factors (or latent variables) that is related to the observed variables.

Before starting to factor analysis there are several statistical procedures, which should be considered:

Data: the variables should be quantitative at the internal or ration level. Categorical data like: religion or country of origin, are not suitable for factor analysis. Data for which Pearson correlation coefficients can sensibly be calculates should be suitable for factor analysis.

Assumptions: the data should have a bivariate normal distribution for each pair of variables and observation should be independent.

Calculation of correlation matrix: if the objective of the research is to summarize the characteristics, the factor analysis is applied to a correlation matrix of the variables. It is referred to as **R factor analysis**. R factor analysis a set of variables to identify the underlying dimensions. Factor analysis also can be applied by a correlation matrix of the individual respondents based on their characteristics. This is referred to as **Q factor analysis**, a method of combining or condensing large numbers of people into distinctly different groups within a large population. The Q factor analysis approach is not utilized very frequently (Hair et al., 1998).

Factor extraction: factor extraction involves determining the smallest number of factors that can be used to best represent the interrelations amount the set of variables. There are varieties of approaches that can be used to identify (extract) the number of underlying factors of dimensions. Most commonly available extraction technique is **principal components extraction**. Principal components extraction can be defined as a linear combination of optimally weighted observed variables.

Below is the general form of formula to compute scores on the firs component extracted (created) in a principal component analysis:

$$c_1 = b_{11}(X_1) + b_{12}(X_2) + \cdots b_{1p}(X_p)$$

Where

$C_1$  = The subject's score on principal component 1 (the first component extracted)

$b_{1p}$  = The regression coefficient (or weight) for observed variable p, as used in creating principal component 1

$X_p$  = The subject's score on observed variable p.

Rotation: once the numbers of factors have been determined, the next step is to try to interpret them. To assist in this process the factors are 'rotated'. This does not change the underlying solution – rather, it presents the pattern of loadings in a manner that is easier to interpret. There are two main approaches to rotation: **orthogonal** (uncorrelated) or **oblique** (correlated) factor solutions. According to Tabachnick & Fidell (2001) Orthogonal rotation results in solutions that are easier to interpret and to report; however, they do require the researcher to assume that the underlying constructs are independent (not correlated). Oblique approaches allow for the factors to be correlated, but they are more difficult to interpret, describe and report. In practice, the two approaches often result in very similar solutions, particularly when the pattern of correlations among the items is clear (Tabachnick & Fidell, 2001, p. 618).

According to Aaker et al. (2009) there are list of some basic terms and statistics, which are most frequently used in the factor analysis:

1. **Correlation matrix:** it is a simple correlation matrix of all the pairs of variables included in the factor r analysis. It shows a simple correlation ( $r$ ) between all the possible pairs of variables included in the analysis. In correlation matrix, the diagonal element is always equal to one, which indicates the correlation of any variable with the same variable.
2. **Kaiser-Mayer-Olkin (KMO) measure of sampling adequacy:** this statistic shows the proportion of variance, for variables included in the study is the common variance. In other words, this is the common variance, attributed to the underlying factors. A high value of this statistic (from 0.5 to 1) indicates the appropriateness of the factor analysis for the data in hand, whereas a low values of statistic (bellow 0.5) indicates the inappropriateness of the factor analysis (Kaiser, 1974).

3. **Bartlett's test of Sphericity:** This statistic tests the hypothesis whether the population correlation matrix is an identity matrix. This is important to note that with an identity matrix, the factor analysis is meaningless. Using significant level, the degree of relationship among the variables can be identified. A value less than 0.05 indicate that the data in hand do not produce an identity matrix. This means that there exists a significant relationship among the variables, taken for the factor analysis (Bartlett, 1954).
4. **Communality:** It indicates the amount of variance a variable shares with all other variables taken for the study
5. **Eigenvalue:** It indicates the proportion of variance explained by each factor.
6. **Percentage of variance:** It gives the percentage of variance that can be attributed to each specific factor relative to the total variance in all the factors.
7. **Screen plot:** it is a plot of eigenvalues and component (factor) number according to the order of extraction. This plot is used to determine the optimal number of factors to be retained in the final solution.
8. **Factor loadings:** Also referred as factor-variable correlation. These are a simple correlation between the variables.
9. **Factor matrix:** Factor matrix table contains the factor loadings for each variable taken for the study on unrotated factors.

### 3.3.1 Exploratory Factor analysis of the place attachment, place identity and place dependence scale

Before conducting the principal component analysis, the reliability of the scale was examined by checking its internal consistency. We have checked 3 of them. The results show good internal consistency of the scale, with a Cronbach alpha coefficient reported as .76, .74, and .77. The suitability of the data for factor analysis was measured by correlation matrix table, which inspect that the variables have reasonable correlations with other variables in the analysis. Examination of correlation matrix proves that the presences of many coefficients are above to 0.3.

The Kaiser-Mayer-Oklin measure of sampling adequacy (KMO) values is 0.64 for place attachment, 0.70 for place identity and 0.66 for place dependence. All of them are above to the recommended value of 0.6 (Kaiser, 1974). The Bartlett (1954) Test of Sphericity

value is significance ( $p=.000$ ) in all three cases. For determining how many components to 'extract' we use Kaiser's criterion. The components that have an eigenvalue of 1 or more are following: In place Attachment it is 2.137 – 53% ; Place Identity – 2.281-57% ; and Place Dependence 2.202 -55%. The inspection of the screeplot indicates a clear brake after the first component in each section. To justify the components we conduct Catell's (1966) scree test, where we include all variables together and we received again the same 3 components (fig. 4.3.1). So the process has reduced from 12 to 3 variables, and analysing these 3 factors accounts for 62% of sampling variance.

Table 21 Total variance explained in Confirmatory Factor Analysis

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% Variance	% Cumulative	Total	%Variance	%Cumulative
1	4.816	40.129	40.129	4.816	40.129	40.129
2	1.373	11.445	51.574	1.373	11.445	51.574
3	1.303	10.857	62.431	1.303	10.857	62.431

Source: Research data 2015

We consider making varimax rotation based on three components. In the Table 15, component 1 explains 40.12% of the variance, component 2 explains 11.45% and component 3 explains 10.85 of the variance. The total variance explained 62.43%.

In order to ensure the consistency of the factor analysis we aggregated all three group variables together and again examine the KMO and Bartlett's sphericity test. Results present that KMO amounts to 0.81 and Bartlett's sphericity test is .000, proves its significance (Tab. 17). Therefore we can conclude that the small number of factors explain much of variability in the data.

Table 22 KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.819
Bartlett's Test of Sphericity	Approx. Chi-Square	389.737
	df	66
	Sig.	.000

Source: Research data 2015

In the Rotated Component Matrix (Tab.17) we can see the loadings of each of the variables on the three factors that were selected. The highest loading variables on each of the components can be used to identify the nature of the underlying latent variables represented by each comment. So, the main loadings on Component 1 (Place attachment) are items:

- (1) *I get more fulfillment visiting Kazbegi National Park than elsewhere - .867*
- (2) *I prefer Kazbegi National Park to other places for recreational activities that I enjoy - .769*
- (3) *Many of my friends/family prefer Kazbegi National Park over other sites - .761*
- (4) *I feel a strong sense of belonging to Kazbegi National Park - .757*
- (5) *I am very attached to Kazbegi National Park - .685*

The loadings on component 2 (Place Identity) are items:

- (1) *Kazbegi National Park reflects the type of person I am - .814*
- (2) *Visiting Kazbegi National Park says a lot about me - .753*
- (3) *I feel, I can really be myself at Kazbegi National Park - .712*
- (4) *I identify myself with Kazbegi National Park - .527*

The loadings on component 3 (Place Dependence) are items:

- (1) *I have little, if any, emotional attachment to Kazbegi National Park - .772*
- (2) *If I were to stop visiting Kazbegi National Park, I would lose contact with a number of friends - .771*
- (3) *I would not substitute any other area for Kazbegi National Park to do what I like to do - .569*

For the further understanding please take look of table bellow.

Table 23 Extraction Method, Rotated Component Matrix

	Component		
	1	2	3
I get more fulfillment visiting Kazbegi National Park than elsewhere	.867		
I prefer Kazbegi National Park to other places for recreational activities that I enjoy	.769		
Many of my friends/family prefer Kazbegi National Park over other sites	.761		
I feel a strong sense of belonging to Kazbegi National Park	.757		
I am very attached to Kazbegi National Park	.685		
Kazbegi National Park reflects the type of person I am		.814	
Visiting Kazbegi National Park says a lot about me		.753	
I feel, I can really be myself at Kazbegi National Park		.712	
I identify myself with Kazbegi National Park		.527	
I have little, if any, emotional attachment to Kazbegi National Park			.772
If I were to stop visiting Kazbegi National Park, I would lose contact with a number of friends			.771
I would not substitute any other are for Kazbegi National Park to do what I like to do			.569

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization

Source: Research data, 2015

Therefore, for future analysis we will use new variables, which will be aggregated according to previous table.

Another assessment instrument in Factor analysis is Commonality analysis. Commonality analysis provide a method to determine the variance accounted for by respective predictor variable sets and helps to understand the contributions predictor variables make in a given regression model (Zientek & Thompson, 2009). Based on Tucker et al (1969) commonalities can be classified into three levels of intensity: high  $\geq 0.6$ ; large  $0.6 - 0.4$ ; and small  $\leq 0.4$ . It is also suggested that if factors are well



determined its better to obtain 100 to 200 subjects; if the communalities are under 0.6 the  $N$  can be bellow to 100. With communalities moderate about 0.5, it can be 100 to 200 subjects; with low communalities, it's suggested to obtain 300 subjects. In this case we have communalities with high extraction (.707), 9 communalities with large extraction and only 2 communalities with low extraction.

Table 24 Communalities of Observed Variables

	Initial	Extraction
I am very attached to Kazbegi National Park	1.000	.429
Many of my friends/family prefer Kazbegi National Park over other sites	1.000	.584
I feel a strong sense of belonging to Kazbegi National Park	1.000	.707
I have little, if any, emotional attachment to Kazbegi National Park	1.000	.591
I identify myself with Kazbegi National Park	1.000	.434
I feel, I can really be myself at Kazbegi National Park	1.000	.331
Visiting Kazbegi National Park says a lot about me	1.000	.331
Kazbegi National Park reflects the type of person I am	1.000	.401
I prefer Kazbegi National Park to other places for recreational activities that I enjoy	1.000	.652
I get more fulfillment visiting Kazbegi National Park than elsewhere	1.000	.656
I would not substitute any other are for Kazbegi National Park to do what I like to do	1.000	.477
If I were to stop visiting Kazbegi National Park, I would lose contact with a number of friends	1.000	.596
Extraction Method: Principal Component Analysis.		

Source: Research data, 2015

### 3.4 Correlation analysis

Correlation analysis is used to describe the strength and direction of the linear relationship between two variables. One of the most used correlation method is Pearson product-moment correlation coefficient, which will be examined in given case as well (Pallant, 2005). Pearson coefficient is designed for interval level (continuous) variables. Pearson Correlation coefficients ( $r$ )<sup>1</sup> can take on only values from -1 to +1. The sign out the front indicates whether there is a positive correlation (as one variable increases, so too does the other) or a negative correlation (as one variable increase, the other decrease). The size of the absolute value provides an indication of the strength of the relationship (Cohen, 1988).

Before coming to correlation analysis we have conduct the factor analysis and there we have join Place Attachment's, Place Identity and Place Dependence's variables and defined the one into each. Therefore, we can examine the correlation analysis including three variables.

The relationship between Place attachment, Place Identity and Place dependence was investigated using Person product-moment correlation coefficient. Preliminary analyses were performed to ensure no violation of the assumptions of normality, linearity and homoscedasticity.

1. Place attachment and Place identity have large correlation, and it has significance level ( $r = .54$ ,  $n=83$ ,  $p < .05$ )
2. Place attachment and Place dependence have medium correlation, and it has significance level ( $r = .38$ ,  $n=83$ ,  $p < .05$ )
3. Place Identity and Place dependence have medium correlation, and it has significance level ( $r = .31$ ,  $n=83$ ,  $p < .05$ )

The detailed analysis is presented in table bellow.

---

<sup>1</sup>  $r = .10$  to  $.29$  or  $r = -.10$  to  $-.29$  Small  
 $r = .30$  to  $.49$  or  $r = -.30$  to  $-.49$  Medium  
 $r = .50$  to  $1.0$  or  $r = -.50$  to  $-1.0$  Large

Table 25 Correlations of Place Attachment, Place Identity and Place Dependence

		<b>Place Attachment</b>	<b>Place Identity</b>	<b>Place Dependence</b>
<b>Place Attachment</b>	Pearson Correlation	1	.548**	.387**
	Sig. (2-tailed)		.000	.000
	N	83	83	83
<b>Place Identity</b>	Pearson Correlation	.548**	1	.318**
	Sig. (2-tailed)	.000		.003
	N	83	83	83
<b>Place Dependence</b>	Pearson Correlation	.387**	.318**	1
	Sig. (2-tailed)	.000	.003	
	N	83	83	83

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Source: Research data, 2015

We were also interested to investigate if there were any correlation with number of companions, while visiting the Kazbegi National Park and the length of the stay. The Table 21 shows, there is small negative correlation and significance level is low then 0.05.

Table 26 Correlation of number of companions and the length of the stay

		<b>How many people usually visit with you?</b>	<b>How long do you usually stay in Kazbegi National Park?</b>
<b>How many people usually visit with you?</b>	Pearson Correlation	1	-.219*
	Sig. (2-tailed)		.047
	N	83	83
<b>How long do you usually stay in Kazbegi National Park?</b>	Pearson Correlation	-.219*	1
	Sig. (2-tailed)	.047	
	N	83	83

\*. Correlation is significant at the 0.05 level (2-tailed).

Source: Research data, 2015

We investigate the correlation relationship between: the overall satisfaction of tourism development level in Kazbegi National Park and future visitation plan, the Table 22 shows that there is absolutely no relationship ( $r = .008$ ).

Table 27 Correlation of overall satisfaction regarding to tourism development in park and future visitation plan

		<b>Please rate your overall satisfaction regarding to tourism development in Kazbegi National Park</b>	<b>What do you plan to do in the future?</b>
<b>What do you plan to do in the future?</b>	Pearson Correlation	.008	1
	Sig. (2-tailed)	.943	
	N	83	83
<b>Please rate your overall satisfaction regarding to tourism development in Kazbegi National Park</b>	Pearson Correlation	1	.008
	Sig. (2-tailed)		.943
	N	83	83

Source: Research data, 2015

### 3.5 T-test analysis

There are number of different types of t-tests analysis but in the given study we will use only independent-sample t-test. The independent-sample t-test is used to compare the mean score, on some continuous variable, for two different groups of subjects.

In independent-sample t-test we explore whether there is a statistically significant difference in the mean score for the two groups. So, we have chosen to investigate gender differences in terms of several questions. Investigating the question will give us understanding if males and females differ significantly in terms of following aspects. The each analysis with result is presented bellow.

1. Independent variable: Gender (for all cases)

Dependent variable: How many times have you been in Kazbegi National Park?

Result: There was no significant difference in scores for males ( $M=2.60$ ,  $SD=1.16$ ) and females ( $M=2.51$ ,  $SD =1.06$ ;  $t(81)=.36$ ,  $p=.72$ ). Therefore, there is no tendency if any gender is visiting Kazbegi National Park many times.

2. Dependent variable: How often did you visit Kazbegi National Park during the past 12 months?

Result: There was no significant difference in scores for males ( $M=2.83$ ,  $SD=1.17$ ) and females ( $M=2.55$ ,  $SD =1.21$ ;  $t(81)=1.04$ ,  $p=.30$ ). Therefore, there is no tendency if any gender visited park last 12 month.

3. Dependent variable: How long do you usually stay in Kazbegi National Park?

Result: There was no significant difference in scores for males ( $M=2.37$ ,  $SD=.92$ ) and females ( $M=2.09$ ,  $SD =.90$ ;  $t(81)=1.31$ ,  $p=.19$ ). Meaning that gender difference doesn't show the affect of length of the stay in Kazbegi National Park.

4. Dependent variable: What do you plan to do in future?

Result: There was no significant difference in scores for males ( $M=1.9$ ,  $SD=1.18$ ) and females ( $M=2.0$ ,  $SD =1.31$ ;  $t(81)=-.34$ ,  $p=.73$ ). Meaning that Gender difference doesn't change future visitation plan.

5. Dependent variable: How many people usually visit with you?

Result: There is significant difference in scores for males ( $M=2.77$ ,  $SD=.97$ ) and females ( $M=3.08$ ,  $SD =.58$ ;  $t(81)=1.04$ ,  $p=.07$ ).we can assume that there is a significance difference between men and women by numbers of companions.

6. Dependent variable: How would you describe current level of tourism development in Kazbegi National Park?

Result: There was no significant difference in scores for males ( $M=1.87$ ,  $SD=.97$ ) and females ( $M=1.74$ ,  $SD =.96$ ;  $t(81)=.59$ ,  $p=.55$ ). Meaning that males and females assumption about current level of tourism development in Kazbegi National Park are similar.

7. Dependent variable: Please rate your overall satisfaction regarding to tourism development in Kazbegi National Park?

Result: There was no significant difference in scores for males (M=3.47, SD=.90) and females (M=3.62, SD =.81; t (81)=-.81, p=.42). Meaning that gender difference has not got an affect on overall satisfaction.

Table 28 Independent sample T-test

	Gender	N	Levene's test of variances			T-test for Equality of means		
			Mean	Std. Deviation	Sig.	t	df	Sig. (2-tailed)
How many times have you been to Kazbegi National Park?	Male	30	2.60	1.163	.580	.360	81	.720
	Female	53	2.51	1.067		.351	56.145	.727
How often did you visit Kazbegi National Park during the past 12 months?	Male	30	2.83	1.177	.475	1.041	81	.301
	Female	53	2.55	1.218		1.051	62.091	.297
How long do you usually stay in Kazbegi National Park?	Male	30	2.37	.928	.160	1.306	81	.295
	Female	53	2.09	.904		1.296	59.051	.200
What do you plan to do in the future?	Male	30	1.90	1.185	.256	-.345	81	.731
	Female	53	2.00	1.316		-.355	65.750	.724
How many people usually visit with you?	Male	30	2.77	.971	.001	-	81	.074
	Female	53	3.08	.583		.1812	-1.587	41.094
How would you describe the current level of tourism development in Kazbegi National Park?	Male	30	1.87	.973	.841	.592	81	.555
	Female	53	1.74	.964		.590	59.849	.557
Please rate your overall satisfaction regarding to tourism development in Kazbegi National Park	Male	30	3.47	.900	.685	-.807	81	.422
	Female	53	3.62	.814		-.785	55.466	.436

Source: Research data, 2015

### 3.6 Hypothesis analysis

There are two types of chi-square test, both involving in categorical data. However, we will use the Chi-square for goodness of fit (also referred to as one-sample chi -square). It explores the proportion of cases that fall into the carious categories of a single variable, and compare these with hypothesized value (Pallant, 2005). Using to the Chi-square analysis we examine 4 hypotheses regarding the satisfaction level. Hypothesis and results are presented bellow.

H<sub>1</sub>. Tourist, visiting Kazbegi National Park, have got significance level, on place attachment.

Significance level:  $\alpha = .000$

At the:  $\alpha = .000$  level of significance there is enough evidence to conclude that tourists have got significance level of place attachment.

Table 29 Chi-Square analysis of Place Attachment

	I am very attached to Kazbegi National Park	Many of my friends/family prefer Kazbegi National Park over other sites	I feel a strong sense of belonging to Kazbegi National Park	I have little, if any, emotional attachment to Kazbegi National Park
Chi-Square	47.422	39.831	30.434	13.084
df	4	4	4	4
Asymp. Sig.	.000	.000	.000	.011

a. 0 cells (0.0%) have expected frequencies less than 5.

Source: Research data, 2015

H<sub>2</sub>. Tourist, visiting Kazbegi National Park, have got significance level, on place identity.

Significance level:  $\alpha = .000$

At the:  $\alpha = .000$  level of significance there is enough evidence to conclude that tourists have got significance level of place identity.

Table 30 Chi-Square analysis of Place Identity

	I identify myself with Kazbegi National Park	I feel, I can really be myself at Kazbegi National Park	Visiting Kazbegi National Park says a lot about me	Kazbegi National Park reflects the type of person I am
Chi-Square	21.398	48.506	32.843	44.169
df	4	4	4	4
Asymp. Sig.	.000	.000	.000	.000

a. 0 cells (0.0%) have expected frequencies less than 5.

Source: Research data, 2015

H<sub>3</sub>. Tourist, visiting Kazbegi National Park, have got significance level, on place dependence.

Significance level:  $\alpha = .000$

At the:  $\alpha = .000$  level of significance there is enough evidence to conclude that tourists have got significance level of place dependence.

Table 31 Chi-Square analysis of Place Dependence

	I prefer Kazbegi National Park to other places for recreational activities that I enjoy	I get more fulfillment visiting Kazbegi National Park than elsewhere	I would not substitute any other are for Kazbegi National Park to do what I like to do	If I were to stop visiting Kazbegi National Park, I would lose contact with a number of friends
Chi-Square	32.602	37.783	30.795	11.157
df	4	4	4	4
Asymp. Sig.	.000	.000	.000	.025

a. 0 cells (0.0%) have expected frequencies less than 5.

Source: Research data, 2015

H<sub>4</sub>. Tourist, visiting Kazbegi National Park, have got significance level, on place satisfaction.

Significance level:  $\alpha = .000$



At the:  $\alpha = .000$  level of significance there is enough evidence to conclude that tourists have got significance level of place satisfaction.

Table 32 Chi-Square analysis of Place Satisfaction

Please rate your overall satisfaction regarding to tourism development in Kazbegi National Park	
Chi-Square	56.940
df	4
Asymp. Sig.	.000

a. 0 cells (0.0%) have expected frequencies less than 5.

Source: Research data, 2015

For the second group of hypothesis (Hypotheses 5, 6, 7); the relationship between Place attachment, Place Identity and Place dependence was investigated using Person product-moment correlation coefficient. This part is furthered explained in 3.4.

Results have shown the following outcomes:

H<sub>5</sub>. Place attachment and Place identity have large correlation, and it has significance level ( $r = .54, n=83, p < .05$ )

H<sub>6</sub>. Place attachment and Place dependence have medium correlation, and it has significance level ( $r = .38, n=83, p < .05$ )

H<sub>7</sub>. Place Identity and Place dependence have medium correlation, and it has significance level ( $r = .31, n=83, p < .05$ )

Taking consideration the positive correlations and significance of this entire hypothesis, hypothesis #5, 6 and 7 are confirmed.

The third group of hypothesis is dedicated to understand if the three main variables: Place attachment, Place identity and Place dependence have significance level of impact on Place Satisfaction. For statistical analysis we have use the Regression analysis. Result have shown the next outputs:

Table 33 Model Summary

Model	R	R Square	Adjusted R		Change Statistics	
			Square	Estimate	R Square Change	F Change
1	.102 <sup>a</sup>	.010		-.027	.855	.010 .279

Source: Research data, 2015

Correlation coefficient in regression analysis is very low. R=.102. Coefficient analysis proves that impact of independent variables to the dependent variable is not significant. In another words Place attachment, Place identity and Place dependence do not have significant impact on Place satisfaction. Therefore, we reject the hypothesis #8, 9, 10.

The equation of the fitted model of regression, according to the following table is as following:

Place Satisfaction: 3,304 + 0.080 (Place Identity) + 0.013 (Place attachment) + 0.001 (Place dependence)

Table 34 Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error			
	(Constant)	3.304	.316		
ATT	.013	.090	.018	.144	.886
IDEN	.080	.120	.092	.668	.506
DEP	.001	.105	.001	.011	.991

a. Dependent Variable: Overall satisfaction level

Source: Research data, 2015

### 3.7 Discussion of the results

The major hypotheses tasted in this paper concerned the significance of Sense of Place variables in terms of Kazbegi National Park, and correlations with internal variables. Therefore, discussion of the results is followed up to the hypothesis and important findings.

The first group of hypothesis was dedicated to examine weather Tourists, visiting to Kazbegi National Park, have significance level of: Place attachment, Place identity, and

Place dependence. In another words, we aim to measure and describe three theoretically supported dimensions of the person-place relationship (Jorgensen & Stedman 2001; Kyle et al., 2005). Based on the results these three factors have significance level in the given case. However, we cannot assume and generalize the finding, it may differ from place to place. Also, it may change according to respondents group. Results can be explained with another argument, national identity is stronger in the Eastern European countries rather in Western European countries (Kohr & Martini, 1992) and taking into account that in sample 96% of respondents represent Georgian citizens, it might be the logical consequence.

The second group of hypothesis was devoted to examine correlation between Place identity, place attachment and place dependence. According to Lewicka (2008) there is not agreement in the literature that place attachment and place identity are related. The times ago these two concepts were used as interchangeable too (Williams et al., 1992). Sometimes researcher considers place attachment with the same phenomenological level as place identity (Jorgensen & Stedman, 2001). Misunderstanding was found between place attachment and place dependence too. In this study we separate these concepts and examine their correlation. The result was not different then we expected, as acknowledged in literature ‘Sense of place’ is an umbrella concept and variables inside can have different understanding (Lin, 2012), therefore, different assumptions. However, it doesn’t except neither reject that variables might be correlated. Hence, Place attachment; Place identity and Place dependence are positively correlated in this study.

The third group of hypothesis aimed to understand if Place satisfaction had impact by Place attachment, Place identity or Place dependence. Result has shown that these three variables don’t influence on Place satisfaction. As mentioned above, our respondents were tourists and not local residents, therefore, tourists might not have attachment, identity or dependence to the place, but they have place satisfaction. It has been proved by another statistical analysis.

Some important observation relating to protected areas have been arisen. It is prejudiced in Georgia that males are more predictable to travel alone rather females. We have compered gender groups in different perspectives, like: frequency of visitation, length of the stay, future visitation plan, and number of companions. Only the last variable was

significant, meaning that females are traveling more with companions rather than males. However, no significance does not mean no difference (White et al., 2008). Mean value was generally higher for men, rather than for women. Moreover, taking into account that 63% of respondents were females and only 37% represent the male it might be the logical consequence. This important finding could be significant for managers of Kazbegi National Park to suggest different service/facilities to attract female travelers.

Taking into account the findings of the study, we can assume that mixed method approach was the right approach. It includes the broad ranges of perspective of sense of place. It is very important, since the concept is overarching to several variables and need to be sum up in some way. Quantifying large number of respondents' answers can be measured by using a limited set of questions. In some cases we have also used pre-arranged choice questions, where respondents could mark as many as apply. This kind of question has been used in terms of place atmosphere, landscape characteristic, activities and reasoning for going to Kazbegi National Park. Therefore, the results are easy to understand, draw pater and compare to the other parks or natural places. On the other hand, the scale of measurement can be used for another time to repeat research or investigate another location.

However, the questionnaire had some disadvantages. We have received negative feedback on the length of the survey and similarly close items. As it was suppose from background studies (e.g. Lin, 2012) “ neither the place attachment scale nor the questions about place atmosphere can simultaneously capture both physical and social dimensions of sense of place” (Lin, 2012 p. 244). In another words the scale, which was used for place attachment, place identity and place dependence, failed to examine physical dimensions of destination, while the pre-arranged choice questions lacking addressing the social dimension of the concept. Therefore its suggested to combine several research methods to obtain the objective results in sense of place context (Kaltenborn, 1998; Giuliani, 2003; Knez, 2005).

## CONCLUSION

The given thesis makes several contributions to the field. In response to limited research projects in literature and in practice connecting to sense of place, our aim was to take advantage and fill the gap in the literature to examine Sense of Place towards to national park setting. The aim was achieved by examining national park from Georgia. In terms of sense of place we have included different perspective of sense of place concept in order to review the confusion, which were caused by different disciplines. We dealt with clarification of terminologies. Throughout to the thesis, we claim and confirm that sense of place as the type of relationship between individuals and place, is an overarching concept and can include different types of relationships inside, such as: Place attachment, Place identity, Place dependence and etc.

Background research studies have shown that there is not even a single study concerning Kazbegi National Park in terms of tourists' sense of place relationship, (for the time when thesis is handle). Therefore, the given thesis is the pioneer in the field, which creates a good basement for future studies.

Another aim of the given study was to identify appropriate measurements system for sense of place research in environmental settings. We have discussed qualitative and quantitative measurement tools. Identifying advantages and disadvantages of each method. Because, sense of place is multi dimensional concepts and it's roots come from personal and interpersonal experiences, direct or indirect interaction with the place. It is aggregated by cultural values and shared experience. These complex backgrounds cause sense of place to be the influential factor in the various fields. Therefore, we prove that mixed-method approach is the optimal option.

The empirical contribution to sense of place research was to design new research model. We combine the traditional method into the newest standards and discussed that tourism destination and sense of place as an individual concepts should not been left, instead, to unit and deliberate as Sense of place of tourism destination. We took into consideration Jorgensen & Stedman's (2001) proposed Three-factor model. In each component of the model is represented as a distinct construct, although potentially correlated with one another. This model assumes that Identity, Attachment and Dependence can differ greatly within individuals. On the other hand we consider the latest approach of

D'Orey's (2013, p.37) model "SL – DT". The model represents the combination of Sense of place and Tourism destination, where each part is described within four variables.

In the presented model we claim that sense of place and tourism destination could be integrated as the one unit concept, however we don't argue about the variables, since it can be added, changed or modified according the particular case. Also further testing and improvement of the model is necessary to confirm its structure and component variables.

For data collection method we have used new tools to reach respondents for a long distance with limited time and money. We have used Facebook destination "Check in" option and users of Trip advisor page. Destination "Check in" tool enables users from all over the world to mark destination, where they have visited. So we have identified people who have made the comment, like, share or evaluate destination of Kazbegi National Park or attractions inside the park and send them private message with the link of survey. The strategy was the same in case of Trip adviser respondents. We have scan main sightseeing places in Kazbegi National Park, including Gergeti trinity Church and Gveleti waterfall and identify users who have visited it. So we passed the message to tourist, explaining the meaning of survey and the link of the questionnaire. The new approach support us to spread the survey not only in our friends and colleagues but people outside of the circle, to obtain the objective responses.

The second main objective was to reveal the importance of sense of place in protected areas and particularly in Kazbegi National Park. To evaluate visitors relationship in terms of place identity, place attachment, place dependence and place satisfaction. The practical part of the work was dedicated to examine the complex connection of tourists and the natural destination. This investigation contributes to better understanding of sense of place, and its future implications into practice.

Practical data and statistical analysis have shown that tourists of Kazbegi National Park are mainly young people, willing to spend their free time outside of the city, enjoy magnificent sightseeing, fresh air and mountains around to the park. They main activities are walking trekking and relaxing in the nature. They do have significant level of place attachment, place identity, place dependence and place satisfaction.

Nevertheless, tourists are satisfied with overall tourism development they are willing to have future expansions. Development is needed as inside the National Park territory as outside in private land. With this and other findings researched in Chapter 3, we believe that the given thesis is an appropriate research to be considered by the managers or legal administrative for future development of Kazbegi National Park. Effective protected area management in context of mentioned challenges requires, managers, local communities, researchers and other stakeholders to express their attitudes, skills, capabilities to plan, manage and inspect protected areas. Therefore, this research has exposed potential utility of sense of place in addressing the challenges that Kazbegi National Park has for this time.

### Limitations and need of further research

During writing of the given thesis we face several limitations due to the limited time and resources. Therefore it would be suggestible for other researchers to consider our experience and take in account.

The research method for our study was mixed-method approach, which includes itself different types of research tools. For this time we didn't have possibility to include any other type of measurement instrument such as, for example: the combinations of verbal and pictorial techniques. When respondent takes a picture at first and then comments it with interviewer, or another variation, when respondent is commenting the important places while walking with interviewer. The talks are recorded and 'photo-story' is properly elaborated.

Due to the winter period and snow tourist don't visiting Kazbegi National Park often. Therefore we didn't have opportunity to go in the field and research tourist after visitation. It would be interesting if further research takes part on destination.

For data collection, we approached two methods, as discussed in Section #2.1.3. Using Facebook "Cheek-in" tool and Trip adviser web page. Unfortunately we cannot clarify what percentage of Trip adviser and Facebook users participate in questionnaire. Consequently we cannot assume which one was more successful and predictable to obtain additional results. However we believe that, it is one of the best ways to reach visitors by distance and get feedback with low cost and limited time.

In the end of the research we encourage to our colleagues to get interested with the topic, since this thesis was the first try in the field. Further research is needed for future improvements and developments of Kazbegi National Park.



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Appendix A.

Section 1  
Place Attachment, Place Identity and Place  
Dependence of Kazbegi National Park to you

**1. Have you visited Kazbegi National Park? [Please tick the box]**

Yes

No---Skip to the end.

**2. For the following statements, please click one of the numbers 1 to 5, that best corresponds with what you think. Please answer all the questions. Your responses are important.**

	Strongly Disagree	Disagree	Neither disagree nor agree	Agree	Strongly agree
I am very attached to Kazbegi National Park	1	2	3	4	5
Many of my friends/family prefer Kazbegi National Park over other sites	1	2	3	4	5
I feel a strong sense of belonging to Kazbegi National Park	1	2	3	4	5
I have little, if any, emotional attachment to Kazbegi National Park.	1	2	3	4	5
I identify myself with Kazbegi National Park	1	2	3	4	5
I feel, I can really be myself at Kazbegi National Park	1	2	3	4	5
Visiting Kazbegi National Park says a lot about me	1	2	3	4	5



Kazbegi National Park reflects the type of person I am	1	2	3	4	5
I prefer Kazbegi National Park to other places for recreational activities that I enjoy	1	2	3	4	5
I get more fulfillment visiting Kazbegi National Park than elsewhere	1	2	3	4	5
I wouldn't substitute any other are for Kazbegi National Park to do what I like to do	1	2	3	4	5
If I were to stop visiting Kazbegi National Park, I would lose contact with a number of friends.	1	2	3	4	5

Section 2 Your Place Experience in Kazbegi National Park
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**4. Which one word best describes the atmosphere of Kazbegi National Park?**

**[Please tick the box, you can choose more than one]**

- Spectacular
- Stunning
- Historical
- Wild
- Pristine
- Peaceful
- Natural
- Friendly
- Remote
- Solitary
- Other – please specify: -----

**5. Which of the following features contribute to the atmosphere you selected in**

**Question 4. [Please tick the box, you can choose more than one]**

- Natural landscapes
- Mountain scenery
- Birds voice
- Hills
- Forest scenery
- Forest smells
- Button grass plains
- Fresh air
- Campfire
- Campsites
- Walking tracks
- Historic sited
- Lookouts
- Other – Please specify: -----

**6. What activities do you usually undertake during your visit? [Please tick the box, you can choose more than one]**

- Walking
- Horse riding
- Bird watching
- Abseiling/ rock climbing
- Hang gliding / Paragliding
- Climbing
- Trekking
- Hiking
- Rafting
- Biking
- Camping
- Picnicking
- Relaxing
- Other – please specify: -----

**7. Why do you go to Kazbegi National Park? [Please tick the box, you can choose more than one]**

- To be with family
- To be with friends
- To be close to nature/ away from city
- To enjoy the scenery
- To do the activities listed in Question 6
- To enjoy freedom
- To experience different lifestyle
- To meet new people
- To learn about the history/ nature
- To work (tourism related)
- To work (not tourism related)
- Other – please specify: -----

**8. How many people usually visit with you? [Please tick the box]**

- I am alone traveler
- I travel with one person
- I travel with my friends / family/ more then 3 people
- I travel with tourist groups

**9. How many times have you been to Kazbegi National Park? [Please tick the box]**

- 1 time
- 2 times
- 3 times
- I am not sure

**10. How often did you visit Kazbegi National Park during the past 12 months? [Please tick the box]**

- Never
- Rarely

- Sometimes
- Quite Often
- Very Often

**11. How long do you usually stay in Kazbegi National Park? [Please tick the box]**

- 1 day or less
- 2 - 4 days
- 5 – 7 days
- 8 – 14 days
- More than 15 days

**12. What do you plan to do in the future? [Please tick the box]**

- I will visit more frequently
- I will visit the same amount
- I will visit less frequently
- Not Sure

<p>Section 3 Your satisfaction regarding to tourism development in Kazbegi National Park</p>
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**13. How would you describe the current level of tourism development in Kazbegi National Park? [Please tick the box]**

- Not enough (more tourism development should be encouraged)
- About right (the present level of tourism development is appropriate)
- Too much (the present level of tourism development concerns me)
- I am not sure

**14. What kind of new tourism development, if any, do you think is appropriate on private land near to Kazbegi National Park? [Please tick the box, you can choose more than one]**

- Major hotel
- Small hotel
- Nature –based lodge
- Bed and breakfast accommodation
- Dispersed camping (with no or very limited facilities)
- Other – please specify: -----

**15. What kind of facilities/ services, if any, do you think are needed in Kazbegi National Park? [Please tick the box, you can choose more than one]**

- Upgraded walking tracks
- More campsites
- More toilets
- More rubbish facilities
- Better information signs
- Better road signs
- Better roads
- No more visitor facilities
- Less or no visitor facilities
- Other – please specify: -----

**16. Please rate your overall satisfaction regarding to tourism development in Kazbegi National Park [Please tick the box]**

Very Dissatisfied	Dissatisfied	Neither satisfied, nor dissatisfied	Satisfied	Very Satisfied
<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5

Section 4 Your Personal Information
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**17. What is your gender?**

- Female
- Male

**18. How old are you?**

- 21 and under
- 22 to 34
- 35 to 44
- 45 to 54
- 55 to 64
- 65 and over

**19. What is the highest level of education you have completed?**

- High school
- College
- Bachelor degree
- Master Degree and advanced
- Other –please specify: -----

**20. What is your country of origin?**

- Georgia
- Other – please specify: -----

Thank you for your participation!