VU Research Portal

Characterizing outdoor recreation user groups

Komossa, F.; van der Zanden, Emma H.; Verburg, P.H.

UNIVERSITEIT AMSTERDAM

published in Land Use Policy 2019

DOI (link to publisher) 10.1016/j.landusepol.2018.10.017

document version Publisher's PDF, also known as Version of record

document license Article 25fa Dutch Copyright Act

Link to publication in VU Research Portal

citation for published version (APA) Komossa, F., van der Zanden , E. H., & Verburg, P. H. (2019). Characterizing outdoor recreation user groups: a typology of peri-urban recreationists in the Kromme Rijn area, the Netherlands. Land Use Policy, 80, 246-258. https://doi.org/10.1016/j.landusepol.2018.10.017

General rights

Copyright and moral rights for the publications made accessible in the public portal are retained by the authors and/or other copyright owners and it is a condition of accessing publications that users recognise and abide by the legal requirements associated with these rights.

- Users may download and print one copy of any publication from the public portal for the purpose of private study or research.
- You may not further distribute the material or use it for any profit-making activity or commercial gain
 You may freely distribute the URL identifying the publication in the public portal ?

Take down policy If you believe that this document breaches copyright please contact us providing details, and we will remove access to the work immediately and investigate your claim.

E-mail address: vuresearchportal.ub@vu.nl Contents lists available at ScienceDirect

Land Use Policy

journal homepage: www.elsevier.com/locate/landusepol

Characterizing outdoor recreation user groups: A typology of peri-urban recreationists in the Kromme Rijn area, the Netherlands



Land Use Policy

Franziska Komossa^{a,*}, Emma H. van der Zanden^a, Peter H. Verburg^{a,b}

^a Environmental Geography, Institute for Environmental Studies, VU University Amsterdam, De Boelelaan 1085, 1081 HV, Amsterdam, the Netherlands ^b Swiss Federal Institute for Forest, Snow and Landscape Research WSL, WSL Landscape Research Center, University of Bern, Zürcherstrasse 111, CH-8903, Birmensdorf, Switzerland

ARTICLE INFO

Keywords: Cultural Ecosystem Services Outdoor Recreation Typology Landscape Preferences Principal Component Analysis Cluster Analysis

ABSTRACT

Increasing urbanization accompanied by a growing demand for recreational use of peri-urban green spaces is likely to cause land-use conflicts. The nature of these conflicts is subject to the heterogeneous preferences of outdoor recreationists. Although the importance of diversifying between recreational user groups has been acknowledged in the literature, most studies - and especially studies on landscape preferences - focus on specific user groups and are not operationalized for creating a recreationist typology. This study presents a typology on case-study level accounting for variations in landscape preferences, visitation behavior, and socio-demographic information. The typology is based on data originating from a structured questionnaire with a total of 200 respondents. It is constructed by employing two commonly used data-driven methods for typology development: PCA of preferences for landscape characteristics and cluster analysis of all data (landscape preferences, visitation behavior and socio-economic variables) to derive alternative typologies. Comparing the results of both types of analysis leads to a consistent picture of the main differences between three distinct outdoor recreation user groups which we refer to as 'the convenience recreationist', 'the day tripper' and 'the culture/nature recreationist'. The first user group prefers convenient, short-term recreation, close to home. The second group is characterized by clear preferences for one-day recreational activities and destinations, while the last group is mainly defined by its strong interest in culture and nature. Our study identified large variations in outdoor recreation preferences and recreation needs between these three user groups. Understanding the heterogeneity of recreation preferences can help to articulate effective landscape management strategies, targeted to ensure the multi-functional character of peri-urban landscapes for different types of users.

1. Introduction

Over the last decades, European landscapes have been subject to rapid and profound changes due to increasing urbanization as well as changing levels of agricultural land-use intensity (Zasada, 2011). These changes have resulted in peri-urban areas where agricultural functions are being increasingly integrated with the recreational and leisure demands of urban and rural dwellers (Almeida et al., 2016; Žlender and Ward Thompson, 2016). Multifunctional land use in peri-urban areas is likely to cause land-use conflicts that occur whenever different user groups have incompatible interests related to certain land units (Steiner, 2012; Von der Dunk et al., 2011). Potential land-use conflicts, in the context of outdoor recreation in peri-urban green spaces, vary according to the heterogeneous preferences of outdoor recreation groups (Bell et al., 2007; Komossa et al., 2018; Pröbstl et al., 2010). Outdoor recreation refers to leisure time activities spend in green areas that generally form part of people's daily or weekly routines (Silvennoinen and Tyrväinen, 2001). As such, it is increasingly recognized as an important contribution of ecosystems to human wellbeing (Bennett et al., 2015; MEA, 2003; Plieninger et al., 2015). People's motivations influence the type of outdoor recreation people engage in, including short-term recreation in nearby green space, one-day or overnight tourism (Daniel et al., 2012), educational recreation (Holdnak and Holland, 1996; Smith and Jenner, 1997), spiritual recreation (Sharpley and Jepson, 2011), or nature tourism (Kline, 2001). Outdoor recreation can be classified as a Cultural Ecosystem Service (CES), covering "all the non-material, and normally non-consumptive, outputs of ecosystems that affect physical and mental states of people" (Haines-Young and Potschin, 2012). CES contribute to physiological, attentional and emotional stress-recovery (Kaplan and Kaplan, 1989;

E-mail address: f.komossa@vu.nl (F. Komossa).

https://doi.org/10.1016/j.landusepol.2018.10.017

Received 24 December 2017; Received in revised form 7 September 2018; Accepted 5 October 2018 Available online 15 October 2018 0264-8377/ © 2018 Elsevier Ltd. All rights reserved.



^{*} Corresponding author.

Korpela and Borodulin, 2014; Thompson et al., 2012). These benefits emerge from people's interactions with ecosystems through which they actively create and express their relation with the natural environment (Fish et al., 2016). Quantifying and understanding outdoor recreation as a CES requires knowledge of the recreationists' preferences and perceptions regarding their enjoyment of the natural environment (Weyland and Laterra, 2014; Daniel et al., 2012).

To describe variations among outdoor recreationists, three aspects frequently appear in the literature, namely landscape preferences, visitation behavior, and socio-demographic characteristics (a review of this literature can be found in Annex A). Landscape preferences can in general be defined by both cognitive (e.g. Sevenant and Antrop, 2009) and physical landscape attributes (e.g. Arnberger and Eder, 2011). Cognitive landscape attributes, hereafter referred to as landscape characteristics, provide a holistic assessment of landscape character, often with a specific focus on visual aspects (e.g. complexity, see Tveit et al., 2006). Preferences for physical landscape attributes in turn concern preferences for tangible and quantifiable landscape elements (e.g. presence of historic buildings, see Van Zanten et al., 2014). In this paper, we assess both perspectives, as we include preferences for landscape characteristics, such as naturalness or wilderness, as well as preferences for specific landscape elements, which we define here as "biophysical attributes of the scenes that are objectively measured" (Santos, 1998, p. 81). There is a great diversity of studies that relate physical landscape attributes to the subjective preferences of different user groups. For instance, Junge et al. (2011) found that both farmers and non-farmers prefer either a mixed land-use type, or one dominated by arable crops, over landscapes dominated by grassland, while Rambonilaza and Dachary-Bernard (2007) detected that visitors and local residents diverge in their ranking of preferences for agricultural landscape. Only a minority of studies on landscape preferences are tailored to outdoor recreation explicitly. The body of literature as presented in for instance the meta-analysis of van Zanten et al. (2014) shows that only 18% of the included studies recognize recreationists as a user group (see e.g. Gómez-Limón et al., 1999; Rambonilaza and Dachary-Bernard, 2007; Willis and Garrod, 1993).

The literature that does include recreationists only partly addresses the heterogeneity within this complex user group that follows from variations in landscape preferences, visitation behavior, and socio-demographic characteristics. In a great many studies, two out of these three aspects, in varying constellations, are combined in order to distinguish between various recreational groups. For instance, some of the studies highlight the connection between landscape preferences and socio-demographic variables (e.g. Howley et al., 2012; Kim et al., 2002; Swanwick, 2009). A common connection regularly made in this context is one between age and landscape preferences. Van den Berg and Koole (2006) for example found that elderly people as a recreational user group are less attracted to wild natural landscapes than younger generations. A different correlation is provided by Yu (1995) who uncovered that place of residence (e.g. urban or rural) and education level affect the landscape preferences held by recreationists.

Furthermore, the literature suggests that recreationists' landscape preferences are to an important degree informed by their visitation behavior and in particular by the activities they engage in. For example, DeLucio and Múgica (1994) established that people engaging in dynamic and adventurous activities prefer mountainous landscapes with some degree of hostility, while more casual visitors of their case-study areas prefer more peaceful landscapes. A case study in Portugal by Surová and Pinto-Correia (2016) found that the recreational user group of hunters prefer open natural areas, thereby ascribing little value to the aesthetical-scenic qualities of those landscapes (Surová and Pinto-Correia, 2016). Bastian et al. (2015) discerned that hikers have a penchant for attractive nature.

In addition, a variety of case studies focuses on the link between socio-demographic characteristics and visitation behavior, which is also a common method in tourism demand research (Bigné and Gnoth, 2008). In these studies, visitation behavior is described through numerous variables, including recreational activities, frequency of visits, length of stay, mode of transportation, use of facilities and spending behavior (see e.g. Alegre and Pou, 2006; Juutinen et al., 2017; Mehmetoglu, 2007a). For example, Pizam et al. (2004) and Meng and Uysal (2008) established a connection between age and gender (male adolescents) and a preference for thrill-seeking activities. Alternatively, Wall-Reinius and Bäck (2011) concluded from a case study conducted in Northern Sweden that the appreciation for adventurous activities such as backcountry hiking has increased over the years among older age groups. This suggests that the link between visitation behavior and socio-demographics not only differs from case study to case study, but also has a diachronic element implying that general behavior patterns are susceptible to change over time.

The combination of all three aspects to diversify between recreationists is rare in the existing literature, despite the fact that their respective importance for recreation policy and regulation has been widely acknowledged. There are a few exceptions, however. Kim et al. (2002), found that the socio-demographic background of recreationists has a distinctive effect on their preferences for both landscape and activity. Wall-Reinius and Bäck (2011) encountered a tight connection between a specific socio-demographic profile (elderly hikers), the use of facilities (preference for quality accommodations and good service) and landscape preferences (natural surroundings, privacy, scenic beauty) in a case-study on hikers in Northern Sweden. These studies focus on specific user groups and are not operationalized for creating a recreationist typology. Establishing such a typology offers landscape planners a tool to assess recreation demand and supply (Devesa et al., 2010), while simultaneously making it possible to locate potential land use conflicts between different user groups by including a spatial landscape perspective (Lopez et al., 2001; Von der Dunk et al., 2011). Thus explicitly accounting for a landscape dimension, the present study extends traditional market segmentation methods with a spatial perspective. Our aim is to develop a typology for outdoor recreationists, accounting for variations in landscape preferences (for both landscape characteristics and elements), visitation behavior, and socio-demographic characteristics. The main contribution of this paper to the literature is the combination of the three aspects explored above in one study to do justice to the heterogeneity among recreationists, thus distinguishing different outdoor recreation user groups instead of viewing them as a large aggregated group. The deeper understanding of the heterogeneity among recreationists obtained is targeted at informing the planning of land use, landscape management and the creation of recreational facilities to the actual groups using the landscape. The typology is defined on case-study level in the Dutch Kromme Rijn area.

2. Material and methods

Previous studies that formulated typologies of outdoor recreation user groups have shown a great variety of methodologies, from more qualitative (e.g. Cohen, 1979) to data-driven approaches (e.g. Cottrell et al., 2005). Also these data-driven approaches diverge and include different statistical techniques, such as factor analysis (De Groot and Van den Born, 2003; Devesa et al., 2010), principal component analysis (Cottrell et al., 2005; Mehmetoglu, 2007b) as well as K-mean cluster analysis (Elands and Lengkeek, 2012). This variety in methodological approaches suggests that there is no consensus on the best method for the formulation of typologies.

Both factor and PCA analysis are often used for typologies where the selection of variables is based on theoretical concepts (e.g. Butzmann and Job, 2017; Guillem et al., 2012). PCA, a widely used statistical, multivariate technique for unsupervised dimension reduction, identifies linear components of a set of variables or - in other words - clusters of variables. It examines the degree of correlation between items based on the patterns of responses with highly correlated items forming a factor (Field, 2013; Ding and He, 2004). Cluster analysis is focused on

emerging patterns in the data (e.g. Ambrose-Oji et al., 2015; Howley et al., 2012). It is still the most common tool used in data driven tourist segmentation (Dolnicar, 2006). K-mean cluster analysis in particular is a commonly used non-hierarchical cluster technique for unsupervised learning tasks. It forms a grouping of a set of variables into a pre-determined number of groups by using centroids to represent clusters by optimizing the squared error function (Ding and He, 2004).

The abovementioned methods are often combined within typology development (Caracelli and Greene, 1993) and customarily also in landscape preference studies (e.g. Christodoulou et al., 2008; Sevenant and Antrop, 2009; Soliva et al., 2010). This combination of methods has rarely been applied in studies focusing on outdoor recreation. An exception is DeLucio and Múgica (1994), who developed a visitor typology of recreationists in Spanish national parks using PCA for landscape preferences and cluster analysis for their attitudes and activities. However, the specific practice of factor-cluster analysis (cluster analysis on factor loadings) is highly criticized (Dolnicar and Grün, 2008). Elands and Lengkeek (2000) as well as Cottrell et al. (2005) avoid this criticism by using PCA analysis directly to create a typology of recreationists.

As PCA and cluster analysis are performing data reduction in different ways - even though unsupervised dimension reduction is closely related to unsupervised learning (Ding and He, 2004) - it can be expected that the choice for deriving at either the one or the other method affects the exact constitution of a typology (Li and Chuang, 2009). To this end, we employ both of these two commonly used data-driven methods for typology development. Unlike studies that create typologies by feeding the results of factor analysis into a cluster analysis, we use both methods separately to derive alternative typologies. First, we develop a typology of recreationists by means of a PCA on preferences for specific landscape characteristics following the method of Cottrell et al. (2005). Second, we create a typology through a cluster analysis inspired by the method of Raadik and Cottrell (2007). Through comparing the outdoor recreation typologies arising from these methods, we can assess the effect the choice for a specific method has on typology formulation.

The landscape characteristics assessed were selected based on a literature review at European level by Komossa et al. (2018), which aimed to provide an overview of common landscape preferences for different outdoor recreation user groups in the EU. In a slight departure from the common understanding of cognitive attributes, the landscape attributes include both visual (e.g. wilderness) as well as non-visual characteristics (e.g. spirituality). As the PCA-based typology was only based on preferences for these landscape characteristics, we analyzed the relationship of each of the identified groups with preferences for landscape elements, visitation behavior, and socio-demographic information respectively.

By contrasting the two approaches to building a typology, we are able to see to what extent the choice for a specific method influences the typology and gain deeper insight in the way the foregrounding of preferences for specific landscape characteristics in the PCA affects the formation of user groups. Fig. 1 provides an overview of the used methods that will be described in more detail in the following sections.

2.1. Study area

The Dutch study region is the Kromme Rijn area, which is located in the Central Netherlands (Fig. 2) in the province of Utrecht. The Kromme Rijn area $(219 \text{ km}^2, 86.090 \text{ inhabitants})$ is a dynamic area that is characterized by a cultural landscape with differences in scale, openness and relief. The name "Kromme Rijn" refers to a 28 km long (small) river that flows through the area, which is a former branch of the river Rhine. The fluvial deposits of the river have strongly influenced the current land use pattern, as fruit orchards are established on the sandy and clay levee deposits of the former riverbed. Fruit cultivation (e.g. apples, pears and cherries) is a financially important sector, which is currently expanding (AVP, 2007; LOS stadomland, 2016). A second important agricultural sector is dairy farming, which mainly takes place on lower lying grassland areas (reclaimed back swamps). Arable land plays a minor role, with cereals (27 ha) and vegetables (1 ha) (CBS, 2016; Provincie Utrecht, 2016). The limited forestry in the area is characterized by the ash-coppice and willow-coppice forests.

The Kromme Rijn area is, due to its physical and cultural landscape, widely used for recreation, attracting around 1.8 million recreationists yearly (Provincie Utrecht, 2016). Its location adjacent to the city of Utrecht adds to the popularity of this peri-urban area as a leisure-time destination. The main recreation areas are defined by diverse landscapes, offering a variety of landscape elements, including riversides, orchards, forests, and cultural heritage sites such as estates and forts belonging to the monumental 'Nieuwe Hollandse Waterlinie' (Will and van den Berg, 2002).

2.2. Questionnaire setup

Data used for analysis originates from a questionnaire consisting of five subsections, each having a different purpose within the study (Fig. 3). We have chosen to use multiple methods within the questionnaire including both qualitative open-ended questions to assess the different elements of outdoor recreation preferences. For the quantitative questions, we used a combination of ranking exercises and questions with predefined answers.

The first part of the questionnaire included questions regarding the visit of the case study area, such as visitation frequency, duration and activities. The second part of the questionnaire addressed the recreationists' preferences for landscape characteristics such as naturalness and preferences for specific landscape elements typical for the Kromme Rijn area. Ten different typical landscape elements were identified for the Kromme Rijn area: cultural heritage sights (e.g. fortresses, mills), meadows, agricultural lands, fruit orchards, rivers and water, tree lines and hedgerows, forests, marshes, farm animals, wildlife animals, and villages. Respondents were asked to indicate their preferences through the evaluation of photos. In order to ensure that the characteristics of a specific photo did not affect the respondents' judgement, we captured each element in three different pictures, with each picture showing similar weather conditions (Soliva et al., 2010) a similar brightness as well as a similar height of the horizon (e.g. Al-Kodmany, 1999; Barroso et al., 2012). This method has been successfully employed by earlier studies on landscape preference (see e.g. Arriaza, 2004; Van Berkel and Verburg, 2014). The third part of the questionnaire included questions regarding the recreationists' use of facilities during their recreational stay. The last part of the questionnaire related to the recreationists' socio-demographic information. All questions were informed by a literature review of earlier studies that identify the variables and factors determining socio-demographic information, visitation behavior, and landscape preferences. A short summary of this literature review is provided in Supplementary material Annex A while the full questionnaire is provided in Annex B.

2.3. Sampling approach

A convenience sample of outdoor recreationists was used, focusing on the maximum of variety (e.g. gender, age, income, recreational activity) among respondents (Strauss et al., 1996). The target population consisted of recreationists within the case study area Kromme Rijn, the Netherlands, including all age groups, level of education, both sexes, and all levels of recreational engagement in the outdoor environment. Respondents were interviewed in Dutch and German at strategically selected recreation sites in order to capture the diversity and multifunctionality of the case study area. A total of 200 persons were interviewed with an average interview duration of approximately 15–20 min; the interviews were conducted between 22 October and 13 November 2016.



Fig. 1. Overview of methods.

2.4. Data analysis

Statistical analyses were performed using SPSS 23.0. Before the analyses, questionnaire data were initially explored to gain information on the distribution and the existence of possible outliers. The homogeneity of variance of quantitative responses was tested using the Levene's test. This preliminary data check resulted in the exclusion of 2 variables. The variable 'canoeing' as a recreational activity was excluded, as it was relevant for less than 0.5% of the total sample. The variable 'nationality' was excluded due to its homogeneity, as 93% of the sample was of Dutch origin. For an overview of all variables used in the analyses, see Table 1.

We first conducted a principal-components analysis (PCA) to form a typology of recreationists based on preferences for specific landscape characteristics. For the PCA, we used a group segmentation procedure, similar to the techniques used by Elands and Lengkeek (2000). This technique first includes calculation of a weighted sum score for which the original scores assigned by respondents to specific preferences for landscape characteristics were first summed and subsequently divided by the number of summed-up variables. We were then multiplying the item score with the factor loading – referring to the extent each item contributes to the content of the factor: the higher the factor loading the

- Part 1 Visit of the case study area: visitation frequency & duration, activities, description of landscape preferences
- Part 2 Landscape preferences: preferences for landscape characteristics & landscape elements
- Part 3 Facility use: gastronomic facilities , local products, accommodation, cultural facilities, other facilities
- Part 4 Socio-demographic information: gender, age, place of origin, place of residence, profession, income, level of education

Fig. 3. Content of the questionnaire. Specification of questions available in the Supplementary material Annex B.

higher the content contribution – to calculate the relative importance of each item contributing to the explanation of a factor. The final scores on each factor are therefore the result of a balanced judgement of the items. The next step of the process involved an allocation procedure to classify each recreationist according to their final factor scores (highest score).

To analyze the group differences with regard to 1) preferences for



Fig. 2. Map of the location of the case study area in Central Netherlands. In green the study area outline, in dark grey the outline of Utrecht province (For interpretation of the references to colour in this figure legend, the reader is referred to the web version of this article).

Table 1

Overview of variables used in the analysis, including variables of landscape preferences (characteristics and elements), visitation behaviour, and socio-demographic information.

Variables					
Landscape preferences	Visitation behavior	Socio-demographic information			
Landscape preferences (characteristics)	Activities	Education			
Degree of attractiveness Degree of naturalness Cultural landscape Suitability for sport tourism Unique character of a landscape Degree of human disturbance Educational level of a landscape Wilderness Spirituality	Hiking Biking Dog walking Running Race biking Picnicking Fishing Wild food Education Spirituality Other	None Basic education High school Middle-level applied education Higher professional education Academic education			
Landscape preferences (elements)	Facilities	Income ^a			
Cultural heritage Meadows Agricultural lands Fruit orchard Rivers and Water Tree lines and Hedgerows Forests Marshes Farm animals	Gastronomy Local products Accommodation Cultural facilities Other facilities	Beneath 0.5x average Between 0.5x average and average About average Between average and 2x average More than 2x average I'd rather not say.			
Villages	Frequency of visit	Gender			
	Daily 1 to several times a week 1-3 times per month Nearly every month 1 to 2 times a year > 2 x a year First time	Male Female			
	Length of stay	Age			
	1 hour 2-3 hours Half a day Entire day Travel distance from place	18-25 yr 25-35 yr 35-45 yr 45-55 yr — > 55 yr			
	of residence 0-8 km 8-75 km 75-150 km 150-200 km > 200 km	_			

^a Average income in the Netherlands in 2016 was €2.808 gross (CPB, 2018).

landscape elements, 2) visitation behavior and 3) socio-demographic information, we conducted separate univariate ANOVAs for the variables that showed non-significant in the Levene's test. For the variables that showed significant, we used the non-parametric Kruskal-Wallis test followed by a Bonferroni-Dunn test for multiple comparison to analyze the group differences of the ordinal data. For binary data, we used Pearson's Chi-square test and Fisher's exact test, with the latter being more suitable for small sample sizes.

To develop the typology based on cluster analysis, we performed a selected number of K-mean cluster analyses using the original input data (see Table 1) and evaluated the emerging clusters with respect to its contents and cluster sizes. We subsequently conducted a discriminant function analysis to check if the groups are statistically significant and if the variables significantly discriminate between the groups.

3. Results

3.1. Respondent characteristics and preferences

The average age of respondents was 55 years. Our sample consisted of slightly more females (54%) than males (46%). The respondents have generally a high education level (68% higher professional education or academic education) with 74% having an average to higher income level. Ninety-three percent of the respondents originate from different locations in The Netherlands. The remaining originate from Germany (4%) or other countries (3%). The general duration of recreation was reported to be 2–3 h (36%), followed by an entire day stay (27%). Recreationists tend to return to the recreation areas: 28% on a weekly basis and 19% 1–3 times a month.

The main activities done in the case study area were hiking (78%), followed by biking (29.5%) and engaging in educational activities (19.5%). The main facilities used were facilities placed in our 'other facilities' group such as hiking or biking paths, benches or toilets (58%), gastronomy (55.5%) and cultural facilities (28%).

When asked which 3 landscape characteristics (with 1 being the first choice, 2 the second choice and 3 the third choice) recreationists prefer during their activities, recreationists stated naturalness as most attracting ($\bar{x} = 1.39$), followed by a high degree of scenic beauty ($\bar{x} = 1.15$) and a high degree of uniqueness of a landscape ($\bar{x} = 0.98$).

The results of the photo assessment of preferred landscape elements are shown in Fig. 4. Rivers/water as specific landscape elements would best describe the respondents' preferences ($\overline{x} = 1.93$), followed by forests ($\overline{x} = 0.84$) and cultural heritage ($\overline{x} = 0.80$).

3.2. PCA-based typology

3.2.1. PCA of preferences for landscape characteristics

A principal-components analysis with varimax rotation, using 9 landscape preferences that are all rewarded on a scale from 0 to 3, with an Eigenvalue of one, accounted for 71% of the total variance when 5 components were retained (Table 2). The choice to retain 5 components was based on the Kaiser's criterion. Component 1 includes items regarding preferences for a high education level of the landscape with a relatively high degree of human disturbance (and consequently a low degree of naturalness). The second component includes items describing the preference for a high landscape suitability for sport tourism but low appreciation of cultural elements in the landscape. Component 3 consists of items concerning the preferences for a high degree of scenic beauty and a low degree of uniqueness of a landscape. Component 4 is formed around an item describing preferences for low values of wilderness and component 5 by recreationists' preferences for a high spiritual value of a landscape. The principal components identified in this way partition the variance between recreationists based on their preferences for landscape characteristics. Based on these results the respondents were classified into 5 distinct user groups distinguished by their preferences for landscape characteristics.

3.2.2. Relationships between user groups and variables of landscape elements, visitation behavior and socio-demographic information

To examine relationships between recreational user groups and landscape elements, we used the non-parametric Kruskal-Wallis test followed by a Bonferroni-Dunn test. Results are presented in Table 3.



Fig. 4. Pictures of landscape elements as presented in the questionnaire with respondents' preferences for specific landscape elements in the Kromme Rijn area as % of total respondents and sample mean value.

Table 2

Principal component analysis of landscape preferences for specific landscape characteristics.

Landscape preferences	Component					
(characteristics)	1 (n = 33)	2 (n = 46)	3 (n = 67)	4 (n = 38)	5 (n = 16)	
Degree of naturalness Educational level of a	831 .583					
landscape Degree of human	.531					
disturbance Cultural landscape		734				
tourism		./25	0.00			
landscape			866			
scenic beauty			.560			
Wilderness Spirituality				988	.899	
Eigenvalue ^a % Variance Explained	1.394 15.486	1.332 14.800	1.297 14.408	1.204 13.378	1.161 12.896	

Note: Items with Factor loading < .40 not included in the results. ^a The Eigenvalue = 1 default setting.

Table 3

Distribution of outdoor recreationists over independent variables of landscape elements and outdoor recreation user groups based on landscape preferences (underlined values signal the significant effects of the Kruskal-Wallis test with p < .05).

Landscape elements	Mean of total	Outdoor recreation user group (mean value)					Significance of group differences
	sample	1	2	3	4	5	unrerences
Cultural heritage	0.80	0.97	1.15	0.87	0.37	0.19	<u>.000</u>
Meadows	0.26	0.27	0.26	0.30	0.26	0.06	.811
Agricultural lands	0.03	0.03	0.02	0.00	0.08	0.00	.413
Fruit orchard	0.33	0.12	0.43	0.34	0.26	0.56	.358
Rivers and Water	1.93	2.30	1.54	2.07	1.79	1.94	.061
Tree lines and Hedgero- ws	0.32	0.36	0.17	0.31	0.24	0.88	<u>.028</u>
Forests	0.84	0.67	0.89	0.85	0.97	0.63	.753
Marshes	0.45	0.39	0.39	0.22	0.82	0.81	.002
Farm animals	0.16	0.06	0.24	0.16	0.16	0.13	.699
Wildlife animals	0.60	0.45	0.57	0.54	0.95	0.38	.152
Villages	0.31	0.36	0.35	0.39	0.11	0.25	.527

A Kruskal-Wallis H test showed that there was a statistically significant difference in preferences for cultural heritage between the different outdoor recreation user groups, $\chi 2(4) = 21.431$, p = .000, with a mean rank preference score of 0.97 for group 1, 1.15 for group 2, 0.87 for group 3, 0.37 for group 4 and 0.19 for group 5. Pairwise comparison with adjusted p-values using a Bonferroni correction, showed that there were significant differences between group 5 and 2 (p = .009) and group 4 and 2 (p = .003).

The Kruskal-Wallis H test also showed that there was a statistically significant difference in preferences for treelines and hedgerows between the different outdoor recreation user groups, $\chi 2(4) = 10.861$, p = .028, with a mean rank preference score of 0.36 for group 1, 0.17 for group 2, 0.31 for group 3, 0.24 for group 4 and 0.88 for group 5. Pairwise comparison with adjusted p-values using a Bonferroni correction, showed that there we significant differences between group 2 and 5 (p = .018) and group 4 and 5 (p = .028).

Table 4

Distribution of outdoor recreationists over independent variables of visitation behavior and outdoor recreation user groups based on landscape preferences (underlined values signal the significant effects of the separate univariate ANOVAs and Chi-square test with p < .05). The table only shows those variables with a significant effect; full table available in Annex C.

	% Total	Outdoor (% with	Significance of group				
	sample	1	2	3	4	5	unierences
Visitation beha							
1-3 times per month	" 19.5	<u>28.2</u>	<u>10.3</u>	30.8	20.5	10.3	.082
1 to 2 times a year	4.5	11.1	33.3	<u>0.0</u>	44.4	11.1	<u>.049</u>
Length of stay							
1 hour	19.5	15.4	12.8	33.3	20.5	<u>17.9</u>	.082
Activities							
Biking	29.5	15.3	18.6	44.1	11.9	10.2	.178
Dog walking	5.0	20.0	10.0	<u>70.0</u>	0.0	0.0	.096
Running	5.5	18.2	0.0	72.7	9.1	0.0	.048
Education	19.5	28.2	30.8	28.2	12.8	0.0	.032
Spirituality	4.5	0.0	22.2	<u>0.0</u>	11.1	66.7	<u>.000</u>
Facilities							
Cultural facilities	28.0	<u>25.0</u>	28.6	28.6	14.3	3.6	.098
Socio-demogra	phic info	rmation					
High school	12.0	42	41 7	125	33 3	83	010
Academic education	25.5	17.6	<u>11.7</u> <u>11.8</u>	47.1	15.7	7.8	.093
Income							
Between 0.5x average and average	20.0	7.5	20.0	37.5	15.0	<u>20.0</u>	<u>.014</u>

In addition to the differences above, also statistically significant differences in preferences were found for marshes consistent with the overall landscape preferences of the various outdoor recreation user groups ($\chi 2(4) = 16.827$, p = .002). Pairwise comparison with adjusted p-values using a Bonferroni correction showed that there were significant differences between group 3 and 4 (p = .004).

To examine relationships between each outdoor recreation user group and visitation behavior, separate univariate ANOVAs and Chisquare tests were conducted. We detected significant effects of four of the five user groups – with an exception of group 4 – on visitation behavior variables. Results are presented in Table 4.

With regard to the frequency of visit, Chi-square tests revealed that members of the first group ($\chi 2(1) = 4.818$, p = .028) and members of the second group ($\chi 2(1) = 4.443$, p = .035) return 1–3 times a month to the recreational area while member of the third group where significantly found to not return 1-2 times a year (0% of recreationists within that variable, Fisher's exact test, p = .029). Concerning the length of stay, a significant relationship between group 5 and a length of stay of 1 h (Fisher's exact test, p = .019) in the recreational area was found. Pertaining to activities, there is a significant relationship between the membership of group 1 and educational activities $(\chi 2(1) = 4.097, p = .043)$. Moreover, membership of group 3 was found to be significantly related to activities such as biking $(\gamma 2(1) = 4.195, p = .041), \text{ dog walking (Fisher's exact test, p = .018)}$ and running (Fisher's exact test p = .008). Finally, a significant relationship between membership in group 5 and engagement in spiritual activities (Fisher's exact test p = .000) was found.

With respect to facilities, a Chi-square revealed significant effects of the outdoor recreation user group on facilities. Members of the first group were found to visit cultural facilities ($\chi 2(1) = 4.097$, p = .043). The other user groups have not shown significant relation to the use of any facilities.

To examine the relationship between outdoor recreation user groups and socio-demographic information, univariate ANOVAs and Chi- square tests were used (see Table 4). Gender and age showed no significant relationship with any outdoor recreation user group. AN-OVAs revealed significant relationships between the membership to a specific outdoor recreation user group and the recreationists' income level as well as the level of education. More specifically, recreationists within group 5 were revealed to be correlated to an income level between 0.5 times average and average (Fisher's exact test, p = .005). A Pearson's chi-square test revealed association between members of group 3 having an academic education ($\chi 2(1) = 5.649$, p = .017) or a high school degree ($\chi 2(1) = 5.3999$, p = .020). The same has been found for members of group 2 having enjoyed academic education ($\chi 2(1) = 4.879$, p = .027) or having a high school degree ($\chi 2(1) = 5.366$, p = .021).

3.2.3. Typology of outdoor recreationists

Table 5 gives a summary of the results for the five groups identified based on the PCA regarding landscape element preferences, visitation behaviour, and socio-demographic information. On the basis of these results, the five groups are described in a more interpretative manner below.

Group 1 has a strong interest in landscapes with a higher educational value and a higher degree of human interference (e.g. cultural heritage, farm houses). Returning on average 1–3 times a month, members of this group prefer educational activities and visiting cultural facilities (museums, forts). Recreationists in group 2 have a similar frequency of visit (1–3 visits a month), show preference for a high landscape suitability for sport and a low appreciation of cultural landscapes. They were found to hold at least a high school degree or enjoyed academic education to a marginally larger extent than the other groups whose members in general also followed education at the higher levels. Members from group 3 generally engage in typical shortterm activities such as biking, dog walking, and running. Their preferred landscape is characterized by a high degree of scenic beauty and a low degree of uniqueness. Group 4 is significantly defined by only two variables, being their preferences for low values of wilderness and their inclination for marshes as preferred landscape elements. The spirituality of a landscape is what attracts members from group 5, who appear to associate the spiritual qualities of a landscape primarily with tree lines and hedgerows. They undertake spiritual activities but show no affinity with educational endeavours. The duration of their average stay is relatively short (1 h), while their income is below average.

3.3. Cluster analysis-based typology

We determined a maximum number of 5 clusters by applying a hierarchical procedure on the data, a technique commonly used by market researchers (see e.g. Punji and Stewart, 1983). We then performed a selected number of K-means cluster analyses – here solutions with five, four, three and two clusters respectively – and analyzed the data regarding the contents. Inspired by the method used by Elands and Lengkeek (2012), we selected a 3-cluster solution that could be interpreted consistently and avoided groups of only a few members (see Table 6).

Cluster 1 is attracted to landscapes for their spiritual qualities, described by one participant as those characteristics that "provide the possibility to clear your mind, to be away from your daily routines and to release yourself from stress." The preferred landscape of this group is characterized by semi-natural elements such as meadows, agricultural land, farm animals, and tree lines and hedgerows. Cluster members do generally not use any facilities, the average visit is comparably short (1 h or half a day), while the frequency of visiting is relatively high, varying from daily to – at least – nearly every month. Typical shortterm activities score highest and include dog walking, jogging, race biking, wild food collecting, and spirituality-related activities. The willingness to travel to the recreation destination is considerably low for this group as most members lived within an 8 km radius. Regarding socio-demographics, the members of this group are in general higher

Table 5

Landscape preference-based outdoor recreation user groups, showing statistical significant relationships with variables related to landscape preferences, visitation behavior and socio-demographics.

	Outdoor recreation user groups							
	1 (n = 33)	2 (n = 46)	3 (n = 67)	4 (n = 38)	5 (n = 16)			
Landscape preferences Landscape characteristics	Low degree of naturalness High educational level of a landscape High degree of human	Low occurrence of cultural heritage in a landscape High suitability for sport tourism	Low degree of uniqueness of a landscape High degree of attractiveness/ scenic beauty	Low degree of wilderness	High degree of spirituality			
Landscape elements	disturbance n/a	Cultural heritage	n/a	Marshes	Tree lines and Hedgerows			
Visitation behavior Activities	Educational activities	n/a	Biking Dog walking Running	n/a	Spiritual activities			
Facilities	Cultural facilities	n/a	n/a	n/a	n/a			
Frequency of visit	1-3 times a month	1-3 times a month	n/a	n/a	n/a			
Length of stay	n/a	n/a	n/a	n/a	1 hour			
Travel distance from place of residence	n/a	n/a	n/a	n/a	n/a			
Socio-demographic information								
Education	n/a	Academic education High school degree	Academic education High school degree	n/a	n/a			
Income	n/a	n/a	n/a	n/a	Between 0,5x average and average			

Table 6

Clusters	emerging	from	cluster	analysis	including	data	on	landscape	pre-
ferences,	visitation	behav	ior and	socio-den	nographics				

	Clusters of outdoor recreationists					
	1 (n = 91)	2 (n = 55)	3 (n = 54)			
Landscape preferences Landscape characteristics	Spiritual characteristics of a landscape	Scenic beauty of a landscape Cultural heritage landscapes	Naturalness of a landscape Opportunities for sport recreation Unique character of a landscape Human influence in a landscape Educational landscapes Wild nature			
Landscape elements	Meadow Agricultural land Tree lines and Hedgerows Farm animals	Availability of cultural heritage Orchard Presence of villages	Rivers/Water Forest Marshes Wild animals			
Visitation behavior						
Activities	Dog walking Running Race biking Wild food Spirituality	Biking Picnicking Education Other activities	Hiking Fishing			
Facilities	opintuality	Gastronomy Accommodation Cultural facilities	Local products Other facilities			
Frequency of visit	Daily 1 or several times a week Nearly every month	More than 2 times a year. This is the first time in minimal a year.	1 to 3 times per month 1 to 2 times per year			
Length of stay	1 hour Half a day	Longer than half a day	2-3 hours			
Travel distance from place of residence	0-8 km	> 75	8-75 km			
Socio-demographic info Education	rmation Basic education High school Academic education	None Higher professional education	None Middle-level applied education			
Income	Between 0,5x average and average Female	More than 2x average I'd rather not say. Male	Beneath 0,5x average About average Between average and 2x average Female			
Age	> 45	> 55	18-45			

educated than members of the other groups. The average income, on the other hand, is lowest of the three clusters, even though there are a few exceptions that earn more than two times the average wage. The archetypical member is female and older than 45.

Cluster 2 is especially interested in landscapes of high scenic beauty and cultural heritage sites, such as fruit orchards and villages that are typical for the case study area. One member of this cluster said that what he appreciated most about the area was the diversity of the landscape, with its combination of nature, agricultural plots and historical sites. Members of this cluster, in contrast to cluster 1, make use of a wide variety of facilities including gastronomy, accommodation and cultural facilities. Their return rate is lowest (less than once a month), while they spend the most time in the area per visit (half a day up to a day), primarily engaging in activities such as biking, picnicking, and educational activities. They often followed higher professional education and have the highest income of the three groups with more than 2 times the average income. The average age category was 55 years or older and most cluster members were male. The cluster showed the highest willingness to travel (more than 75 km).

Members of cluster 3 appreciate human interference in the landscape, which they additionally value for the possibilities it offers for sportive recreation and educational activities, including hiking and fishing. Landscape elements that best define the preferences of this cluster are commonly associated with naturalness and wild nature, and include rivers and water, forests, marshes, and wild animals. Moreover, the uniqueness of the landscape is highly valued by this user group. One visitor described a sense of wonder and amazement as she was walking through the area: "Around every corner something new awaits you, every new spot has its own unique character." With willingness to travel, visitation frequency and duration of stay all striking a mean between the other two groups, cluster 2 distinguishes itself by its facility use (public facilities and local food) and demographic profile: predominantly females between 18 and 45 with the lowest average education level of the three clusters. Their average income fluctuates between 0,5 and 2 times the average wage.

A discriminant function analysis (DFA) was conducted to verify whether there is a statistically significant difference between the groups and which variables significantly discriminate between the different groups. The first discriminant function explained 75% of the variance, canonical $R^2 = .87$, whereas the second explained 25%, canonical $R^2 = .70$. In combination these discriminant functions significantly differentiated the user groups, $\lambda = 0.04$, $\chi 2(128) = 540.77 p = .00$. Removing the first function indicated that the second function did also significantly differentiate the user groups, $\lambda = 0.30$, $\chi 2(63) = 197.95$, p = .00. A test of equality of group means determined that about 40% of the clustering variables was significantly different amongst groups. See Annex D for more information on how the clustering variables contributed to the two revealed functions significantly discriminating the identified outdoor recreation user groups.

4. Discussion & conclusion

Efficient land use planning and policy that allows multiple forms of recreation in peri-urban landscapes can benefit from the characterization of different types of outdoor recreationists on the basis of their heterogeneous preferences (Bell et al., 2007; Komossa et al., 2018; Pröbstl et al., 2010). With the exception of a few case studies (see e.g. De Groot and Van den Born, 2003; Devesa et al., 2010), studies making a typology of outdoor recreation user groups have often not included landscape preferences, visitation behavior as well as socio-demographic information in a systematic way. Our study provides such a typology on case study level accounting for variations in the aforementioned three aspects. Simultaneously, we compared two commonly used data-driven methods for typology development. A comparison of the results of both analyses is provided in the following together with a discussion of the possible implementations of this study.

4.1. Comparison of the PCA- and cluster analysis-based typology

In the present study, we used two different data-analysis methods and compared the resulting PCA- and Cluster analysis-based typology. While the resulting typologies cannot be linked directly, a comparison of the main distinctions and resulting groups can be made. Despite the differences in methodology and the factors used for deriving the typologies, a comparison of the results of the two analyses leads to a consistent picture of three distinct outdoor recreation user groups. Hereafter, we refer to these groups as 'the convenience recreationist', 'the day tripper' and 'the culture/nature recreationist'.

'The convenience recreationist' – largely resembling group 3 (PCA) and cluster 1 (cluster analysis) – shows interest in short-term activities such as running and dog walking, with minor variation between the analyses concerning activities such as biking or race-biking. Where the

PCA-based approach could not find any significant relation with other variables of visitation behaviour, the cluster analysis depicted that this user group travels only short distances to the recreation area (0-8 km), to which they return frequently (daily - nearly every month), spending between 1 h up to half a day in the area. These findings are concurrent with Paracchini et al. (2014), who likewise found a travel distance of maximum 8 km for close-to-home recreation. A recent survey by Natural England (2016), on the other hand, encountered a much greater willingness to travel for typical short-term activities such as running and dog walking: 112 and 113 km respectively. Regarding duration of stay, there appears to be a general consensus in the literature, with averages fluctuating between 1 and 6 h (Ezebilo et al., 2015; Natural England, 2016; Roovers et al., 2002). Regarding preferences for landscape characteristics, the two types of analyses did not show agreement in the identified groups. In the PCA-based results, the user groups were distinguished by the preference for a high degree of attractiveness and a low degree of uniqueness of a landscape. The cluster analysis-based results showed differentiation based on preferences for the landscape's spiritual character. This is however not mutually exclusive; one respondent explained that spirituality mainly concerns freeing your mind and releasing yourself from the stress of daily life, and the attractiveness of a landscape - irrespective of its uniqueness - can be highly instrumental in this respect. Other case studies have confirmed this reading. In their study on rural tourism in the Lake District, England, Sharpley and Jepson (2011) found that recreationists enjoyed the countryside to counterbalance the hastiness of their everyday urban lives. Only the cluster analysis-based results depicted preferences for certain landscape elements such as meadows, tree lines, and farm animals. These results were not unexpected, as these elements are most characteristic for the Kromme Rijn area, where dairy farming is the second most important agricultural sector (CBS, 2016; Provincie Utrecht, 2016).

'The day tripper' user group can be identified in group 2 (PCA) and cluster 2 (cluster analysis). The cluster analysis-based results show preferences for scenic beauty and reveals a preference for educational activities and picnicking. Also, preferences for biking as a sportive activity were found, which can be related to the preferences for a landscape's suitability for sport recreation as found by the PCA-based approach. Where the cluster analysis showed preferences for cultural heritage landscapes, the PCA indicated that these preferences are mostly related to low values of cultural heritage in a landscape. However, sport tourism, scenic beauty and cultural landscapes - seemingly at odds - do not necessarily exclude each other as can be discerned from the comments of multiple respondents. Engaging in a variety of activities, the one more sportive than the other, several of them expressed their enthusiasm for especially the diversity of landscapes the Kromme Rijn area has to offer, which in one way or the other includes cultural heritage but does not put heritage central. One participant praised the area for the ample opportunities it offered for a wide range of activities, including walking, jogging, and cycling, but also generally enjoying the visual splendour of the surroundings, which encompasses both natural and cultural elements, including forts and traditional windmills. While the PCA-based approach could not find significant relationships between this specific user group and preferences for specific landscape elements, the cluster analysis-based results showed preferences for orchards and the presence of villages. Orchards are a distinctive landscape element of the Kromme Rijn area, where the cultivation of apples, pears and cherries forms a central part of the economy (AVP, 2007; LOS stadomland, 2016). Both analyses have shown that the frequency of visit is somewhat lower than for the first user group. Furthermore, the cluster analysis revealed a longer length of stay (half a day or longer) and a longer travel distance from the place of residence, of more than 75 km. These numbers are corroborated by other studies (Natural England, 2016; Paracchini et al., 2014), although particular studies found a length of stay of less than half a day (CBS, 2010; Roovers et al., 2002).

'The culture/nature recreationist' user group is formed by recreationists with a deeper interest in the area's natural and cultural setting. From both the cluster (cluster 3) and PCA-based results (group 1, 4 and 5), preferences for landscapes described as 'wild nature' or 'natural' emerge, while there is also a certain interest for landscapes with a high degree of human influence and a high educational value. There are only minor differences between the analyses. The PCA-based results show that preferences related to wilderness and naturalness are mainly expressed through relatively low values of these variables. This is not surprising: many interviewees had the impression that true wilderness "does not really exist in the Netherlands", often adding that although they had a penchant for this type of landscape, they were aware of the fact that these landscapes were not found in the Kromme Riin area. Both analyses agree on marshes as landscape elements best describing these preferences. The cluster analysis-based results add landscape elements such as rivers and water, forest and wild animals to the list. The preference for marshland can be explained from the generally wild, unspoiled nature of this type of landscape that offers a habitat for a wide variety of animal species (Keddy, 2010). Regarding visitation behavior, both analyses agree on preferences for educational activities. While the cluster analysis-based results show preferences for activities such as hiking and fishing, PCA-based results depict preferences for spiritual activities. A literature review by Mocior and Kruse (2016) on the educational values and services of ecosystems and landscapes shows similar findings. This paper assesses that nature-oriented recreation such as hiking, kayaking, wildlife watching, viewing scenery or fishing has an important educative component. While with the PCA-based approach we could not find a significant relation of this user group regarding any travel distance from the recreationists' place of residence, the cluster-analysis results show that this user group is willing to travel a distance between 8 km and 75 km to the recreation destination. These findings are not supported by Natural England (2016), which also with reference to outdoor activities such as fishing and climbing established longer travel distances of on average 146 km. Our numbers are however congruent with Paracchini et al. (2014) and Brämer (2011), who found distances of 80 km and 30 km respectively.

By comparing the two approaches of data analysis, we obtained a deeper insight into the extent to which the choice for a specific method influences the formulation of a recreationist typology. Overall, both types of analysis yielded corresponding results and led to consistent groups of outdoor recreationists due to the use of the same input data. Deviations between the results of the PCA and cluster-analysis-based approach can be ascribed to different use of the data sets. The main deviations occurring between the two approaches concern the number of variables that significantly differ among user groups. The percentage of variables that are significantly different among user groups is generally higher in the cluster analysis-based approach given the fact that this approach, such as we have implemented it in this paper, optimizes the differences amongst all the variables. It is often criticized that by using a large number of variables in cluster analysis, many relations or clusters will be produced automatically, regardless of their actual existence (Ben-Hur and Guyon, 2003). However, by choosing K-mean clustering over hierarchical clustering, we were trying to minimalize this trend, as this non-hierarchical technique is less affected by outliers as well as the presence of irrelevant clustering variables and is therefore especially suitable especially if many clustering variables are used (Mooi and Sarstedt, 2011). Whereas for the PCA-based approach only 16.1% of the clustering variables were found to be significantly different amongst groups, this number increases up to 40% for the cluster analysis-based approach. This general trend holds true also for the percentage of significantly different variables of visitation behavior (12.5% versus 53%) as well as landscape element preferences (27% versus 45%). As an example of the aforementioned trend, the cluster analysis shows a low willingness to travel among the cluster termed 'convenience recreationists' (most members lived within an 8 km radius) - something that did not show up in the comparable groups engendered by the PCA – while the visitation behavior of the 'day trippers' also differed between the two approaches, with the cluster analysis distinguishing a pattern – the use of a wide variety of facilities including gastronomy, accommodation and cultural facilities – that the PCA did not pick up on. For both analyses, 15.8% of the socio-demographic variables were significantly different among user groups.

The PCA analysis was – based on our choice – only accounting for variables regarding preferences for landscape characteristics while the cluster analysis was aimed at partitioning of the variance between all variables. Consistently, within the PCA-based approach, variables for landscape preferences show the highest number of significant differences among user groups. Within the cluster analysis-based approach on the other hand, variables for visitation behavior show the highest number of significant differences. In other words, the assignment of a central role to preferences for specific landscape characteristics in the PCA has not only influenced the percentage of variables that are significantly different among user groups but also influenced which of the three aspects – landscape preferences, visitation behaviour, socio-demographic information – is more prevailing in group distinction.

As recreational choices depend on multiple dimensions, the use of more than one method for the formulation of a typology provided complementary insights and helped the fine-tuning of recreation typologies.

4.2. Implications

Previous studies that focussed on developing typologies of outdoor recreationists, like Elands and Lengkeek (2000) and Cottrell et al. (2005), have taken into account variations of user groups with regard to socio-demographic background and visitation behaviour. In accordance with these studies we found clearly different user groups. However, the results of the present study go beyond these studies by demonstrating the importance of landscape preferences alongside the earlier mentioned aspects. The inclusion of landscape preferences helps establishing a better link between landscape management and the recreational sector. In spite of some relations with socio-demographic conditions, landscape preferences are largely independent and can explain part of the visitation behaviour. At the same time, the different types of recreationists are corresponding to archetypical notions of different recreation groups. The particular characteristics of the study region co-determine the associations to landscape elements and the socio-demographic conditions. Bearing this in mind, it has to be mentioned that the survey was conducted in the autumn, which may have led to a certain bias in the interviewed recreationists. We however estimate this effect to be small as most recreation activities are not strongly seasonal in this region.

Our study emphasizes the importance of destination management, which could benefit from knowledge about variations between outdoor recreation user groups. Conflicts between various types of recreational users visiting an area may arise as result of significant variations in their desired recreational experiences, recreational preferences, and environmental impact (Boyd and Butler, 1996). Facilities and landscape management may not cater to all groups in the same way and targeting to specific groups may be needed. Exploring the preferences and characteristics of different user groups can help to segment the tourism market and develop new marketing strategies to be able to attract specific recreation user groups to specific areas (Boo, 1990; Kozak, 2002).

Moreover, knowledge about outdoor recreation user groups is especially important in peri-urban areas, owing to their multifunctional character. Multifunctional land use is likely to cause land-use conflicts that occur when different user groups have incompatible interests related to certain land-use units (Steiner, 2012; Von der Dunk et al., 2011). Recreation-based conflicts have increased in recent decades, due to growing demand for outdoor recreation and the increased diversity of recreational pursuits (Hammitt and Schneider, 2000; Emborg and Gamborg, 2016; Reis and Higham, 2009). Besides conflicts between recreationists and other land users (e.g. local residents, farmers), also conflicts between different groups of recreationists forms a recurring problem facing managers, stakeholders and policy makers (see e.g. Jackson and Wong, 1982; Schneider et al., 2013; Pröbstl-Haider et al., 2018). Typically such recreational conflicts evolve through either direct contact and indirect confrontation, with one party more powerful and/ or dependent than the other (Emborg and Gamborg, 2016).

Differentiating between various recreational groups would help policy makers in finding sustainable solutions for such recreation-related conflicts. Landscape management and land use policy can, accordingly, include the identification of different recreationist user groups in the formulation of strategies to target these various groups, while recreation facilities can be aligned to the preferred landscape characteristics of specific recreation user groups (Baggio and Scaglione, 2017). Employing this targeted approach would arguably be more effective than treating recreationists as one undifferentiated group (Gottfried et al., 1996).

A future potential continuation of this study would be to spatially assess the actual visitors flows per outdoor recreation user group, taking into account the user groups movement patterns, environmental impact and outdoor recreational demand trends with the aim to spatial-explicitly point out current and potential future land-use conflicts.

Acknowledgments

We acknowledge funding from the European Commission, through the project PROVIDE (Providing smart delivery of Public Goods by EU agriculture and forestry, www.provide-project.eu).

Appendix A. Supplementary data

Supplementary material related to this article can be found, in the online version, at doi:https://doi.org/10.1016/j.landusepol.2018.10. 017.

References

- Alegre, J., Pou, L., 2006. The length of stay in the demand for tourism. Tour. Manag. 27, 1343–1355.
- Al-Kodmany, K., 1999. Using visualization techniques for enhancing public participation in planning and design: process, implementation, and evaluation. Landsc. Urban Plann. 45, 37–45.
- Almeida, M., Loupa-Ramos, I., Menezes, H., Carvalho-Ribeiro, S., Guiomar, N., Pinto-Correia, T., 2016. Urban population looking for rural landscapes: different appreciation patterns identified in Southern Europe. Land Use Policy 53, 44–55.
- Ambrose-Oji, B., Lawrence, A., Stewart, A., 2015. Community based forest enterprises in Britain: two organising typologies. For. Policy Econ. 58, 65–74.
- Arnberger, A., Eder, R., 2011. Exploring the heterogeneity of rural landscape preferences: an image-based latent class approach. Landsc. Res. 36, 19–40.
- Arriaza, M., 2004. Assessing the visual quality of rural landscapes. Landsc. Urban Plann. 69, 115–125.
- Baggio, R., Scaglione, M., 2017. Strategic Visitor Flows (SVF) analysis using mobile data. Information and Communication Technologies in Tourism 2017. Springer International Publishing, Cham, pp. 145–157.

AVP (Agenda Vitaal Platteland), 2007. De kracht en pracht van het Kromme Rijngebied.

- Barroso, F., Pinto-Correia, T., Ramos, I., Surová, D., 2012. Dealing with landscape fuzziness in user preference studies: photo-based questionnaires in the Mediterranean context, Landsc. Urban Plann. 104, 329–342.
- Bastian, O., Stein, C., Lupp, G., Behrens, J., Renner, C., Grunewald, K., 2015. The appreciation of nature and landscape by tourism service providers and visitors in the Ore Mountains (Germany). Landsc. Online 41, 1–23.
- Bell, S., Tyrväinen, L., Sievänen, T., Pröbstl, U., 2007. Outdoor recreation and nature tourism: a European perspective. Living Rev. Landsc. Res. 1, 1–46.
- Ben-Hur, Guyon, I., 2003. Detecting stable clusters using principal component analysis. In: Brownstein, M.J., Kohodursky, A. (Eds.), Methods in Molecular Biology. Humana Press, New York, pp. 159–182.
- Bennett, E.M., Cramer, W., Begossi, A., Cundill, G., Díaz, S., Egoh, B.N., Geijzendorffer, I.R., Krug, C.B., Lavorel, S., Lazos, E., Lebel, L., Martín-López, B., Meyfroidt, P., Mooney, H.A., Nel, J.L., Pascual, U., Payet, K., Harguindeguy, N.P., Peterson, G.D., Prieur-Richard, A.-H., Reyers, B., Roebeling, P., Seppelt, R., Solan, M., Tschakert, P., Tscharntke, T., Turner, B., Verburg, P.H., Viglizzo, E.F., White, P.C., Woodward, G., 2015. Linking biodiversity, ecosystem services, and human well-being: three challenges for designing research for sustainability. Curr. Opin. Environ. Sustain. 14,

76-85.

- Bigné, E., Gnoth, J., 2008. Advanced topics in tourism market segmentation. In: Woodside, A.G., Martin, D. (Eds.), Tourism Management: Analysis, Behaviour and Strategy. CAB International, Wallingford, UK, pp. 151–173.
- oyd, S.W., Butler, R.W., 1996. Managing ecotourism: an opportunity spectrum approach. Tourism Management 17 (8), 557–566.
- Boo, E., 1990. Ecotourism: The Potentials and Pitfalls, vol. 1 World Wildlife Fund, Baltimore.
- Brämer, R., 2011. Hiking: a megamarket. A Short Survey of Modern Hiking Tourism. http://www.wanderforschung.de/files/querschnitt-2011-englisch1327600427.pdf. Butzmann, E., Job, H., 2017. Developing a typology of sustainable protected area tourism
- products. J. Sustain. Tour. 25, 1736–1775. Caracelli, V.J., Greene, J.C., 1993. Data analysis strategies for mixed-method evaluation
- designs. Educ. Eval. Policy Anal. 15, 195-207.
- CBS, Toerisme en recreatie in cijfers, 2010.
- CBS, CBS Statline. Bevolking; geslacht, leeftijd en burgerlijke staat, 2016.
- Christodoulou, A., Blioumis, V., Stamatellos, G., Menexes, G., 2008. Nature and quality of life: the case of Kolindros, prefecture of Pieria, Greece. An application of multidimensional data analysis methods. New Medit. 7, 57–63.
- Cohen, E., 1979. A phenomenology of tourist experiences. Sociology 13, 179-201.
- Cottrell, S., Lengkeek, J., Marwijk, R., 2005. Typology of recreation experiences: application in a Dutch forest service visitor monitoring survey. Manag. Leis. 10, 54–72. CPB, 2018. Macro Economische Verkenning (MEV) 2015–2018.
- Daniel, T.C., Muhar, A., Arnberger, A., Aznar, O., Boyd, J.W., Chan, K.M.A., Costanza, R., Elmqvist, T., Flint, C.G., Gobster, P.H., Grêt-Regamey, A., Lave, R., Muhar, S., Penker, M., Ribe, R.G., Schauppenlehner, T., Sikor, T., Soloviy, I., Spierenburg, M., Taczanowska, K., Tam, J., von der Dunk, A., 2012. Contributions of cultural services to the ecosystem services agenda. Proc. Natl. Acad. Sci. U. S. A. 109, 8812–8819.
- De Groot, W.T., Van den Born, R.J.G., 2003. Visions of nature and landscape type preferences: an exploration in the Netherlands. Landsc. Urban Plann. 63, 127–138.
- DeLucio, J., Múgica, M., 1994. Landscape preferences and behaviour of visitors to Spanish national parks. Landsc. Urban Plann. 29, 145–160.
- Devesa, M., Laguna, M., Palacios, A., 2010. The role of motivation in visitor satisfaction: empirical evidence in rural tourism. Tour. Manag. 31, 547–552.
- Ding, C., He, X., 2004. K-means clustering via principal component analysis. In: Proceedings of the twenty-first international conference on Machine learning. ACM.
- Dolnicar, S., 2006. Data-driven market segmentation in tourism approaches, changes over two decades and development potential. AustraliaD Proceedings of the 15th International Research Conference of the Council for Australian University Tourism and Hospitality Education (CAUTHE).
- Dolnicar, S., Grün, B., 2008. Challenging "Factor-cluster segmentation". J. Travel Res. 47, 63–71.
- Elands, B., Lengkeek, J., 2000. Typical Tourists: Research into the Theoretical and Methodological Foundations of a Typology of Tourism and Recreation Experiences. Scientific Report. Mansholt Graduate School (Mansholt Studies), Wageningen.
- Elands, B.H.M., Lengkeek, J., 2012. The tourist experience of out-there-ness: theory and empirical research. For. Policy Econ. 19, 31–38.
- Emborg, J., Gamborg, C., 2016. A wild controversy: Cooperation and competition among landowners, hunters, and other outdoor recreational land-users in Denmark. Land Use Policy 59, 197–206.
- Ezebilo, E.E., Boman, M., Mattsson, L., Lindhagen, A., Mbongo, W., 2015. Preferences and willingness to pay for close to home nature for outdoor recreation in Sweden. J. Environ. Plann. Manag. 58, 283–296.
- Field, A., 2013. Discovering Statistics Using IBM SPSS Statistics. Sage, London.
- Fish, R., Church, A., Winter, M., 2016. Conceptualising cultural ecosystem services: a novel framework for research and critical engagement. Ecosyst. Serv. 21, 208–217.
- Gómez-Limón, J., Fernández, J.V., de, L., 1999. Changes in use and landscape preferences on the agricultural-livestock landscapes of the central Iberian Peninsula (Madrid, Spain). Landsc. Urban Plann. 44, 165–175.
- Gottfried, R., Wear, D., Lee, R., 1996. Institutional solutions to market failure on the landscape scale. Ecol. Econ. 18, 133–140.
- Guillem, E.E., Barnes, A.P., Rounsevell, M.D.A., Renwick, A., 2012. Refining perceptionbased farmer typologies with the analysis of past census data. J. Environ. Manag. 110, 226–235.
- Haines-Young, R., Potschin, M., 2012. Common International Classification of Ecosystem Services (CICES, Version 4.1). Eur. Environ. Agency.
- Hammitt, W.E., Schneider, I.E., 2000. Recreation conflict management. In: Gartner, W.C., Lime, D.W. (Eds.), Trends in Outdoor Recreation, Leisure and Tourism. CABI Publishing, New York.
- Holdnak, A., Holland, S.M., 1996. Edu-tourism: vacationing to learn. Parks Recreat. 31, 72–75.
- Howley, P., Donoghue, C.O., Hynes, S., 2012. Exploring public preferences for traditional farming landscapes. Landsc. Urban Plann. 104, 66–74.
- Jackson, E.L., Wong, R.A., 1982. Perceived conflict between urban cross-country skiers and snowmobilers in Alberta. J. Leis. Res. 14 (1), 47–62.
- Junge, X., Lindemann-Matthies, P., Hunziker, M., Schüpbach, B., 2011. Aesthetic preferences of non-farmers and farmers for different land-use types and proportions of ecological compensation areas in the Swiss lowlands. Biol. Conserv. 144 (5), 1430–1440.
- Juutinen, A., Kosenius, A.K., Ovaskainen, V., Tolvanen, A., Tyrväinen, L., 2017. Heterogeneous preferences for recreation-oriented management in commercial forests: the role of citizens? Socioeconomic characteristics and recreational profiles. J. Environ. Plann. Manag. 60, 399–418.
- Kaplan, R., Kaplan, S., 1989. The Experience of Nature: A Psychological Perspective. Cambridge University Press, Cambridge.

Keddy, P., 2010. Wetland Ecology: Principles and Conservation. Cambridge University

Press, Cambridge.

- Kim, S.S., Lee, C.K., Klenosky, D.B., 2002. The influence of push and pull factors at Korean national parks. Tour. Manag. 24, 169–180.
- Kline, J., 2001. Tourism and Natural Resource Management: A General Overview of Research and Issues. General Technical Report-Pacific Northwest Research Station. USDA Forest Service, (PNW-GTR-506).
- Komossa, F., van der Zanden, E.H., Schulp, C.J., Verburg, P.H., 2018. Mapping landscape potential for outdoor recreation using different archetypical recreation user groups in the European Union. Ecol. Indic. 85, 105–116.
- Korpela, K., Borodulin, K., 2014. Analyzing the mediators between nature-based outdoor recreation and emotional well-being. J. Environ. Psychol. 37, 1–7.
- Kozak, M., 2002. Comparative analysis of tourist motivations by nationality and destinations. Tour. Manag. 23, 221–232.
- Li, Y.-S., Chuang, Y.-C., 2009. Neighborhood effects on an individual's health using neighborhood measurements developed by factor analysis and cluster analysis. J. Urban Health 86, 5–18.
- Lopez, E., Bocco, G., Mendoza, M., Duhau, E., 2001. Predicting land-cover and land-use change in the urban fringe: a case in Morelia city, Mexico. Landsc. Urban Plann. 55, 271–285.
- LOS stadomland. Vanuit kwaliteit verder werken (natuurlijk). Ontwerp omgevingsvisie Kromme Rijn, 2016.
- MEA, 2003. Ecosystems and Human Well-Being. Island Press, Washington DC. Mehmetoglu, M., 2007a. Nature-based tourists: the relationship between their trip ex-
- penditures and activities. J. Sustain. Tour. 15, 200–215. Mehmetoglu, M., 2007b. Typologising nature-based tourists by activity—theoretical and practical implications. Tour. Manag. 28, 651–660.
- Meng, F., Uysal, M., 2008. Effects of gender differences on perceptions of destination attributes, motivations, and travel values: an examination of a nature-based resort destination. J. Sustain. Tour. 16, 445–466.
- Mocior, E., Kruse, M., 2016. Educational values and services of ecosystems and landscapes-an overview. Ecol. Indic. 60, 137–151.
- Mooi, E., Sarstedt, M., 2011. A Concise Guide to Market Research: The Process, Data, and Methods Using IBM SPSS Statistics. Springer, New York.
- NaturalEngland, 2016. Monitor of Engagement with the Natural Environment: The National Survey on People and the Natural Environment – Annual Report from the 2010–11 Survey. Natural England Commissioned Report NECR083.
- Paracchini, M., Zulian, G., Kopperoinen, L., 2014. Mapping cultural ecosystem services: a framework to assess the potential for outdoor recreation across the EU. Ecol. Indic. 45, 71–385.
- Pizam, A., Jeong, G.-H., Reichel, A., van Boemmel, H., Lusson, J.M., Steynberg, L., State-Costache, O., Volo, S., Kroesbacher, C., Kucerova, J., Montmany, N., 2004. The relationship between risk-taking, sensation-seeking, and the tourist behavior of young adults: a cross-cultural study. J. Travel Res. 42, 251–260.
- Plieninger, T., Bieling, C., Fagerholm, N., Byg, A., Hartel, T., Hurley, P., López-Santiago, C.A., Nagabhatla, N., Oteros-Rozas, E., Raymond, C.M., van der Horst, D., Huntsinger, L., 2015. The role of cultural ecosystem services in landscape management and planning. Curr. Opin. Environ. Sustain. 14, 28–33.
- Pröbstl, U., Wirth, V., Elands, B., Bell, S., 2010. Management of Recreation and Nature Based Tourism in European Forests. Springer Science & Business Media, Berlin and Heidelberg.
- Pröbstl-Haider, U., Lund-Durlacher, D., Antonschmidt, H., Hödl, C., 2018. Mountain bike tourism in Austria and the Alpine region–towards a sustainable model for multistakeholder product development. J. Sustain. Tour. 26 (4), 567–582.
- Provincie Utrecht, 2016. Monitor Toerisme en Recreatie Utrecht 2016.
- Punji, G., Stewart, D., 1983. Cluster analysis in marketing research: Review and suggestions for application. J. Mark. Res. 20, 134–148.
- Raadik, J., Cottrell, S., 2007. Reconstructing a visitor typology based on recreation experiences. Finnish J. Tour. Res. 8, 53–71.
- Rambonilaza, M., Dachary-Bernard, J., 2007. Land-use planning and public preferences: what can we learn from choice experiment method? Landsc. Urban Plann. 83 (4), 318–326.
- Reis, A.C., Higham, J.E., 2009. Recreation conflict and sport hunting: moving beyond goal interference towards social sustainability. J. Sport Tour. 14 (2–3), 83–107.
- Roovers, P., Hermy, M., Gulinck, H., 2002. Visitor profile, perceptions and expectations in forests from a gradient of increasing urbanisation in central Belgium. Landsc. Urban Plann. 59, 129–145.
- Santos, J.M.L., 1998. The Economic Valuation of Landscape Change: Theory and Policies for Land Use and Conservation. Edward Elgar Publishing, Northampton.
- Schneider, I.E., Earing, J., Martinson, K., 2013. Revealing motivations for and conflicts associated with recreational horseback trail riding. J. For. 111 (4), 282–286.
- Sevenant, M., Antrop, M., 2009. Cognitive attributes and aesthetic preferences in assessment and differentiation of landscapes. J. Environ. Manag. 90, 2889–2899.
- Sharpley, R., Jepson, D., 2011. Rural tourism: a spiritual experience? Ann. Tour. Res. 38, 52–71.
- Silvennoinen, H., Tyrväinen, L., 2001. Luontomatkailun kysyntä Suomessa ja asiakkaiden ympäristötoiveet. Metsäntutkimuslaitoksen Tied. 802, 112–127.
- Smith, C., Jenner, P., 1997. Educational tourism. Travel Tour. Anal. 3, 60-75.
- Soliva, R., Bolliger, J., Hunziker, M., 2010. Differences in preferences towards potential future landscapes in the swiss alps. Landsc. Res. 35, 671–696.
- Steiner, F., 2012. The Living Landscape: an Ecological Approach to Landscape Planning. Island Press, Washington DC.
- Strauss, A., Corbin, J., Niewiarra, S., 1996. Grounded Theory: Grundlagen Qualitativer Sozialforschung. Psychologie-Verlag-Union, Beltz.
- Surová, D., Pinto-Correia, T., 2016. A landscape menu to please them all: relating users' preferences to land cover classes in the Mediterranean region of Alentejo, Southern Portugal. Land Use Policy 54, 355–365.

F. Komossa et al.

Swanwick, C., 2009. Society's attitudes to and preferences for land and landscape. Land Use Policy 26, S62–S75.

- Thompson, C., Roe, J., Aspinall, P., 2012. More green space is linked to less stress in deprived communities: evidence from salivary cortisol patterns. Landsc. Urban Plann. 105, 221–229.
- Tveit, M., Ode, Å., Fry, G., 2006. Key concepts in a framework for analysing visual landscape character. Landsc. Res. 31, 229–255.
- Van Berkel, D., Verburg, P., 2014. Spatial quantification and valuation of cultural ecosystem services in an agricultural landscape. Ecol. Indic. 37, 163–174.
- Van den Berg, A.E., Koole, S.L., 2006. New wilderness in the Netherlands: an investigation of visual preferences for nature development landscapes. Landsc. Urban Plann. 78, 362–372.
- Van Zanten, B., Verburg, P.H., Koetse, M.J., Van Beukering, P.J.H., 2014. Preferences for European agrarian landscapes: a meta-analysis of case studies. Landsc. Urban Plann. 132, 89–101.
- Von der Dunk, A., Grêt-Regamey, A., Dalang, T., Hersperger, A.M., 2011. Defining a typology of peri-urban land-use conflicts – a case study from Switzerland. Landsc.

Urban Plann. 101, 149-156.

- Wall-Reinius, S., Bäck, L., 2011. Changes in visitor demand: inter-year comparisons of Swedish hikers' characteristics, preferences and experiences. Scand. J. Hosp. Tour. 11, 38–53.
- Weyland, F., Laterra, P., 2014. Recreation potential assessment at large spatial scales: a method based in the ecosystem services approach and landscape metrics. Ecol. Indic. 39, 34–43.
- Will, C., van den Berg, B., 2002. Sterk Water: de Hollandse Waterlinie. Matrijs, Utrecht. Willis, K.G., Garrod, G.D., 1993. Valuing landscape: a contingent valuation approach. J. Environ. Manag. 37, 1–22.
- Yu, K., 1995. Cultural variations in landscape preference: comparisons among Chinese sub-groups and Western design experts. Landsc. Urban Plann. 32, 107–126.
- Zasada, I., 2011. Multifunctional peri-urban agriculture—a review of societal demands and the provision of goods and services by farming. Land Use Policy 28, 639–648.
- Žlender, V., Ward Thompson, C., 2016. Accessibility and use of peri-urban green space for inner-city dwellers: a comparative study. Landsc. Urban Plann. 165, 193–205.