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**VISITORS TO THE WEST COAST OF NEW ZEALAND'S
SOUTH ISLAND:
ATTRactions, SATISFACTIONS, AND SENSES OF PLACE.**

**A thesis
submitted in partial fulfilment
of the requirements for the Degree
of
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at
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**by
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Lincoln University

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Abstract of a thesis submitted in partial fulfilment of the
requirements for the Degree of M.Appl.Sci.

**VISITORS TO THE WEST COAST OF NEW ZEALAND'S SOUTH ISLAND:
ATTRactions, SATISFACTIONS, AND SENSES OF PLACE**

by M.J.Smeaton

Visitors to the West Coast of the South Island were interviewed (using a survey questionnaire and in-depth interview techniques) in order to determine their satisfactions with the attractions which they had visited.

The results of this study indicate that country of origin, stage in family life cycle, and the level of their prior-experience with the area all influence the activities visitors choose, and from this their satisfactions. These satisfactions were largely based around the natural and historic features of the Coast.

In-depth interviews with visitors to the Coast revealed a number of senses of place which were held by those visitors. The strongest of these were based around the natural and historic features of the area. Analysis of these senses of place pointed to the possibility that the psychological, aesthetic, and self-actualisation needs of visitors were being met by the experience, thus giving rise to feelings of satisfaction.

Finally, the study recommended that the provision of access, careful development, retention, preservation, and signposting of natural and historic features of the Coast should be afforded a high priority if current levels of visitor satisfaction are to be maintained or increased.

Key words: Tourism, West Coast, sense of place, motivations, satisfactions, meanings, nature, history.

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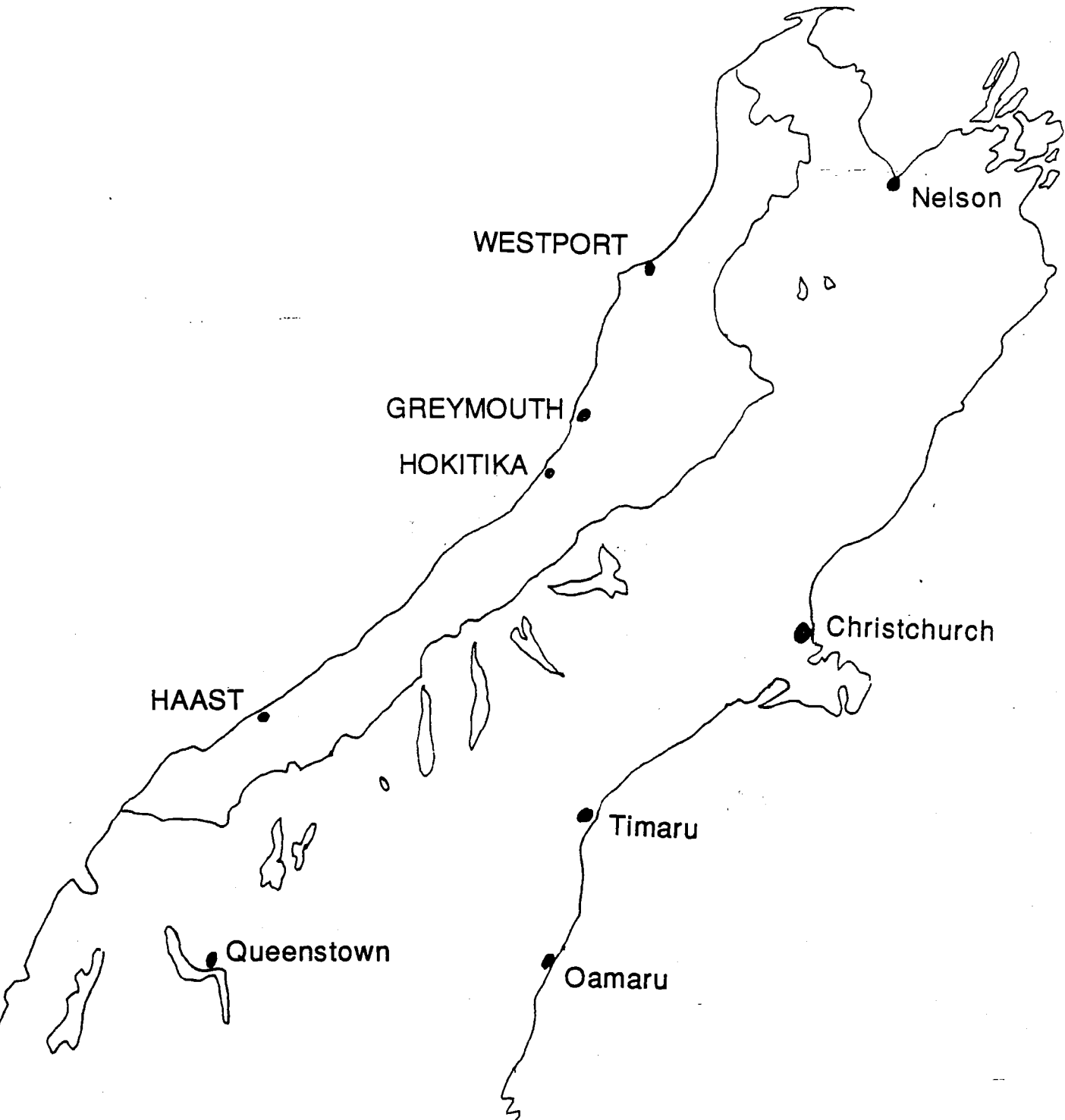
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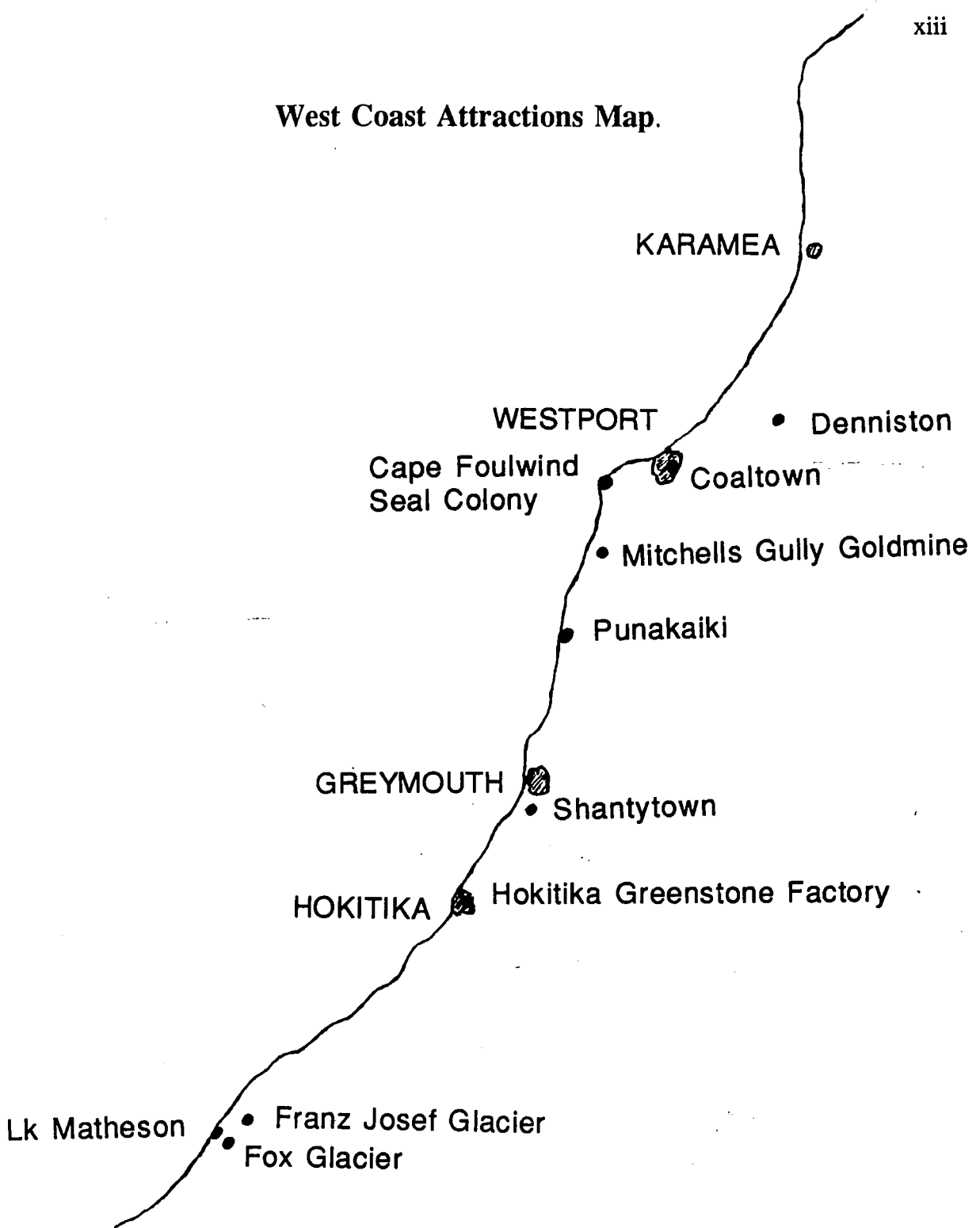
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**West Coast Location Map.
South Island; New Zealand.**



West Coast Attractions Map.



Aotearoa - Maori name for New Zealand
 Bush - indigenous forest
 Camper Van - mobile home
 Coast - the West Coast
 DoC - The Department of Conservation
 DTS - Domestic Tourism Study
 FITs - Free Independent Travellers
 Homemaker - housewife or househusband
 Motorhome - large mobile home
 Mph - miles per hour
 NZ - New Zealand
 NZDTS - New Zealand Domestic Tourism Study
 NZTP - New Zealand Tourist and Publicity
 Pounamu - Maori word for Greenstone
 1989 PVS - The 1989 Punakaiki Visitor Survey. The questionnaire survey which is the basis of this thesis.
 Tramping - hiking.
 VRS - Visitor Research Series
 WCVS - West Coast Visitor Survey (1987)
 WNPEIS - Westland National Park Economic Impact Study (1982)

New Zealand Birds

Bellbird	<i>Anthornis melanura</i>
Fantail	<i>Rhipidura fuliginosa fuliginosa</i>
Kaka	<i>Nestor meridionalis</i>
Kiwi	<i>Apteryx australis</i>
Tui	<i>Prothemadera novaeseelandiae</i>
Weka	<i>Gallirallus australis</i>
Wood Pigeon	<i>Hemiphaga novaeseelandiae</i>

New Zealand Plants and Trees

Beech	<i>Nothofagus</i> (species)
Lancewood	<i>Pseudopanax</i> (species)
Nikau Palm	<i>Rhopalostylis sapida</i>
Ponga Fern	<i>Cyathea medullaris</i>

1. INTRODUCTION

In 1987 5,522,431 person nights were spent by tourists on the West Coast of the South Island of New Zealand (Air NZ Almanac, 1988:296). These tourists viewed attractions as disparate as the Cape Foulwind Seal Colony and the audio-visual presentation at the Westport Museum. They also undertook activities which ranged from tramping to partying.

In recent years the number and variety of tourism opportunities on the West Coast have expanded - to include canoeing, rafting, and White Heron tours at Okarito. The nature of tourist ventures has also changed, with a greater emphasis on interacting with, rather than passively using and experiencing the natural environment. The Department of Conservation (DoC) now charges a fee for many of its public education programmes, and concessionaires run trips to some attractions on DoC lands. These attractions, and others, are more widely publicised to the public than in the past.

Despite the increasing number and variety of attractions available to them, previous studies on the Coast show that the numbers of tourists visiting the top four attractions (Punakaiki, the Fox and Franz Josef Glaciers, and Shantytown) remain high compared with the numbers visiting other attractions. The majority of tourists are only spending two to three days on the Coast, and are engaged in the general activity of "sightseeing". Previous studies also show that tourists to the West Coast of the South Island are found in different proportions to other tourism circuits (e.g. the Auckland-Christchurch-Queenstown route), with fewer Japanese and more Europeans as a percentage.

The necessity of increasing visitor satisfaction, lengthening visitation time, spreading impacts, attracting a wider variety of visitors, and evening out visitor spending between the attractions of the Coast remains, despite local efforts to increase publicity and improve facilities, signposting, and access. This failure may be attributed in part to an inability to bring the attractions of the Coast to the attention of visitors before they get there (resulting in visitors underbudgeting the amount of time that they expect to spend in the area and so missing some of the minor attractions).

The solution to many of these problems, advertising attractions to a broad market (and so attracting a greater number of visitors to share between the attractions), would seem to be obvious. However, while the overall popularity of the main attractions (such as the glaciers) is known, the extent to which the various aspects of attractions and activities are related to visitor motivations and satisfactions is not known, nor is it known which aspects of attractions appeal to which visitors. This makes effective advertising of the attractions, and projections of popularity based on current visitor information, problematic.

Sense of place theory (Eyles, 1985) provides an understanding of how motivations and satisfactions for visitors are related to attractions and activities. Sense of place theory concerns itself with the features (or objects) which make up areas of the environment, including recreational areas. It tells us that the meanings held by people for a place influence the reasons why people want to visit, and influence the way they approach their holiday. From the experience of their visit and interaction with other people the place comes to have meaning for visitors. What a place primarily means to people becomes their "sense of place" for the area.

Sense of place theory can be used to uncover the features of recreational attractions and activities on the Coast which are important to visitors, and link these to their motivations and satisfactions. It also illustrates the way in which people's needs, background, beliefs, and shared values relate to the images of the area as created, maintained, and promoted by groups and individuals.

By eliciting the various senses of place held by visitors to the Coast, a beginning can be made towards understanding the underlying needs and motives which lie behind those senses of place. By identifying the positive aspects of the attractions and activities on which those senses of place are built, an understanding of the basis of visitor satisfaction can be developed.

Understanding tourists' motivations and satisfactions may allow those who design and control West Coast attractions and activities to provide appropriate public access, allocate

resources, provide effective interpretation, extrapolate future patterns of demand, and advertise satisfaction-producing features of those attractions to potential tourists.

This thesis aims to provide an understanding of summer time tourists, their activities, their reported motivations, the degree of satisfaction which they feel about the attractions visited, and the senses of place which they have developed about the area.

Because there is little information on the features of attractions and activities on the Coast which are satisfying to particular visitors, some general questions need to be answered. These are:

- (1) "What features are available to be experienced on the Coast?"
- (2) "What is already known about visitors to the Coast?"
- (3) "What does motivation and sense of place theory have to say about reasons for travel and the development and types of senses of place?"

In the next section a brief history of the West Coast area is outlined. This will give an indication as to the features available to be experienced on the Coast, and the background to those features. This in turn will provide an understanding of the general nature of the area, and of those features, and allow the findings of previous studies to be placed in context.

2. HISTORY OF THE WEST COAST

For most tourists the "West Coast Experience" has the potential to involve more than just the physical features of the area. There exists a rich history of mining, first of gold, then coal, and of timber extraction. Then there are the West Coasters, a people who see themselves as being distinct from the rest of New Zealand because of their history and their culture (Hobbs, 1959:145). These features are available to be experienced by the majority of visitors to the area.

In order to appreciate fully the development and nature of the features which impact on visitors' recreational experiences, a review of the history of the Coast is required.

2.1 THE NATURAL ENVIRONMENT

"To the east, the alpine ranges formed an endless and seemingly impenetrable barrier. To the west, the coast was wild and almost harbourless. Dense forests grew everywhere, cut only by great rivers which ran swiftly from the mountains to the sea." (Dennis, 1981:109).

This description of the West Coast in pre-European times could almost hold true today. The land, fauna and flora of the Coast, under the impact of a wet and warmish climate, developed into a temperate zone rainforest community over many thousands of years. Glaciers, which formerly extended beyond the present coastline, still grind down the mountains. The rivers and glaciers have deposited eroded material, creating a flat coastal zone in places. In the past this was almost completely covered in forest.

While highways now connect scattered settlements and towns, and most of the lowland forest has been cleared, the dense remnant forests, the great rivers, and the high wall of the Southern Alps still remain part of the Coast.

2.2 THE MAORI

The earliest human inhabitants of the Coast were the Maori. The biography "Mr Explorer Douglas" suggests that the first Maori crossed the Alps from the West in about the year 1700, although it is certain that they had reached the Coast many centuries before this date.

Andy Dennis in his "Paparoas Guide" provides this version of events:

Maoris have probably inhabited the West Coast of the South Island for the best part of 600 years. Originally Ngati Wairangi, they were later invaded from the east by the Ngai Tahu. ... In this encounter the Ngai Tahu were successful, and thenceforth the West Coast Maoris became the Poutini Ngai Tahu. Then, in the decades that followed, bands from Te Rauparaha's forces moved down the Coast, killing, enslaving, and sometimes settling. [sic] (Dennis, 1981:110)

The Maori discovered and used many routes across the mountains and extracted the precious greenstone for the construction of ornaments, weapons, and tools.

The Kaiapoi Maoris [sic] used Arthur's Pass and the Whitcombe Pass on their frequent visits to the West Coast in search of greenstone. (Harrop, 1923:18)

Eventually permanent and semi-permanent settlements were set up along the Coast, although by the time the area was first visited by Europeans these populations had been reduced by warfare, and possibly by changes to the coastline affecting the food supply (Hooker, 1986:59).

Early European explorers described the West Coast Maori as being few in number and, despite the presence of greenstone, living a difficult, semi-nomadic life. Brunner tells us that:

Travelling between Grey and Hokitika ... he counted just 58 men, women, and children. (Temple, 1985:76).

Okarito Lagoon ... marked the end of the settled regions: nomadic lands lay to the south. (*ibid.*:77)

Hooker, basing his work on oral, historical, and archaeological evidence, disputes this theory. He contends that the South Westland area would have been able to provide an adequate year-round food supply for the Maori. On this basis, and given the remains of middens, cooking fires, ovens, adzes, fish hooks, tools, canoes, and pendants found at points along the South West Coast, he concludes that:

... there was a substantial Maori population in South Westland in the late 18th and early 19th Century. (Hooker, 1986:12)

The impact of sealers and tribal upheavals seem to have substantially reduced the Maori population of the West Coast by the time of the first organised exploration of the area by Europeans. Hooker also suggests that together coastal uplift following major earthquakes in the 1820s, and the associated landslides, could have had:

... considerable impact on soft-shore shellfish populations. (Hooker, 1986:59)

which would have seriously affected a large component of the food supply. This sudden reduction in the numbers of Maori living on the Coast, together with their semi-nomadic lifestyle, may have caused early European explorers (who in many cases did not explore the entire length of the Coast) to underestimate the population. There could also have been a certain cultural bias against the accomplishments of native peoples, and a desire to see the land as being uninhabited - ripe for colonisation by Europeans (Harrop, 1923:29). Another possibility is that some Maori may not have wanted to be seen by strangers (especially women and children) and may have deliberately hidden from view.

2.3 THE EARLY EUROPEAN EXPLORERS

The Dutch explorer Abel Tasman sighted the West Coast on the 13th of December, 1642. Finding nowhere safe to land, he continued on his voyage.

Although Captain Cook charted the West Coast in 1770, and eventually sealing parties from European countries made it their base, it was not until 1846 that Brunner became the first European to enter the West Coast overland when he and a party of Maori entered the area via the Buller Gorge. While he almost died on the journey, Brunner did record areas of flat land which he thought suitable for farming and the presence of coal in the Buller.

2.4 A CONDENSED HISTORY

The book "Mr Explorer Douglas" records the following series of events:

In 1857 Leonard Harper and Mr Locke aided by Maori guides became the first Europeans

to cross the Southern Alps.

1860 - James Mackay (Government Surveyor) bought the entire West Coast for 300 sovereigns from the Ngai-Tahu. Some 10,600 acres were to be set aside as a Maori reserve - including the centre of Greymouth.

1864 - Albert Hunt discovered gold near Lake Brunner.

It is almost certain that the Maoris [sic] were aware of the existence, but not of the value, of the gold long before the Europeans arrived. (Harrop, 1923:43)

By **1865** major alluvial gold discoveries were being made south of Hokitika.

In **1866** Arthurs Pass was opened to mail and passenger traffic, providing an overland link with the East Coast.

By **1867** the Coast had a population of approximately 30,000.

1923 - the Otira rail tunnel links the East and West Coasts.

1929 - the first motor car drives between Greymouth and Westport.

1966 - the Haast Pass was opened to motor vehicles.

Of the Haast Pass, John Pascoe (in his book "The Haast is in South Westland") wrote soon after its opening:

The scenery of the road is so varied that it will become world-famous; it justifies the work and money spent. Already the use of the road has exceeded expectations, and we saw many cars, some with boats, trailers, or caravans, doing the round trip. (Pascoe, 1966:20)

Clearly the hazardous and uncomfortable nature of the journey to the Coast in its founding years led to a degree of partial isolation, which, when combined with other factors such as the history of mining, facilitated the development of a unique West Coast culture.

2.5 THE PAST, AND PRESENT TOURISM

2.5.1 NATURAL HISTORY AND TOURISM

The striking natural features of the West Coast contribute in a major way to its attraction as a tourist destination. The appropriately named Pancake Rocks which were the location for this study are one such feature.

The Pancake Rocks at Punakaiki are the result of the birth and death of pre-historic life, as are the striking limestone karst formations and the many caves of the area. However it is usually the rocks, landscape, and caves themselves which are the focus of tourism, rather than the facts surrounding the formation of those attractions. That said, the various national parks and reserves, the rivers and beaches, and not least the South Westland Heritage Park are all a vital component of the West Coast tourism industry.

Visitors to the Coast can still discover the early history of the area; the creation of the Pancake Rocks is described during the excellent DoC audio-visual presentation at Punakaiki, and dioramas show how caves are formed. Many visitors seem to gain increased satisfaction from understanding the background behind the things they have experienced as they move beyond a superficial view of the area. To be able to touch, and so be able to physically verify the existence of fossils was important to this interviewee.

You could find Moa bones, and you
could pick up concretions ...^{1 2}
(Interview 1:2)

2.5.2 GREENSTONE AND TOURISM

As has been noted earlier, the Maori population of the Coast was heavily involved in the extraction of the nephrite greenstone (pounamu) and in the construction of finished objects (weapons, ornaments). Raw and finished greenstone products were exported to other

¹ The in-depth interview data has had its grammar corrected to make it more readable. However, care has been taken to ensure that the meaning of the interviews has been retained.

² The names of the persons interviewed at Punakaiki were not recorded. These interviews are identified by their sequential number.

areas of New Zealand/Aotearoa. Greenstone was less valuable to the Europeans than gold, and as the European culture and economy replaced that of the Maori the importance of greenstone as a resource declined. Recently, Maori have again laid claim to this treasure.

For the tourist trade greenstone has become an important item as far as West Coast souvenirs are concerned. The Hokitika Greenstone Factory itself is a tourist destination. The Department of Conservation includes greenstone fossicking as part of its education programme.

This interviewee comments on his participation in the Punakaiki DoC greenstone programme, and in particular on a presentation on greenstone at the Paparoa National Park visitor centre:

I found a large number of things I never knew about it... The formation of it [pounamu or greenstone] in the Alpine fault, the grinding of it ... so that did add to the actual day, having that background knowledge.
(Interview 2:4)

Visiting the "Maori Cave", where Maori travellers rested on their journeys up and down the Coast, is also part of the Punakaiki DoC summer activities programme. However, in the absence of the DoC programme neither the "Pounamu Hunt" nor the "Maori Cave" would be an attraction or activity obvious to casual visitors to the area.

2.5.3 GOLD AND TOURISM

The discovery of gold on the Coast in the 1860s was the cause of much rapid development. However this pace did not last long. The most easily worked alluvial gold was gone in a few years, and most of the miners moved on. Subsequent mining of quartz, then dredging for gold provided a steady, although not as large a source of income for the West Coast for many years after. Recently, high gold prices have caused renewed interest in dredging.

Goldmining and gold extraction have gained a high tourist profile on the Coast. This is

not surprising given the industry's importance in the development of the area and the local culture. From examples of working goldmines (such as Mitchells Gully) to the re-creation of a goldmining town (in the case of Shantytown), and static and audio-visual exhibits in museums such as the West Coast Historical Museum at Hokitika, the tourist is presented with a number of options.

This visitor enthused about the Mitchells Gully goldmine:

Another place we went was the gold mine at Mitchells Gully. And that was marvellous. That would have to go down as another highlight of the trip. (Interview 1:11)

2.5.4 TIMBER AND TOURISM

Timber milling began almost as soon as goldmining, first to supply sawn timbers for the tunnels and pits, and second to supply building materials for the rapidly growing towns. Timber was exported to Australia as early as 1868. The most accessible native timber has been cut, and the partial ban on the cutting of native timber for export is likely to further reduce the importance of this industry to the Coast.

Commercial logging operators have been among the most vocal opponents of the establishment of National Parks and reserves on the Coast. Claims are usually made that new reserves "lock up resources" and contribute to the high rate of unemployment in the area. However studies have shown the job creation potential of tourism based on natural features (Wilson, 1988).

The history of milling on the Coast features to only a small degree in tourism developments. Some museums hold photographs and items of early logging equipment, and the public may visit the Houhou Creek sawmill as an example of an historic milling operation. Shantytown with its fully operational traditional mill also covers aspects of timber milling.

This interviewee describes an old logging area he discovered in the bush between Lake Moana and Mitchells:

... all through the bush there there's old wooden railway tracks and the old engines in the bush just left there, and those tracks go for miles. It's amazing the history that's in there and the way they've just ripped through there and logged it and the devastation. (Mr S.B.W :5)

2.5.5 COAL AND TOURISM

Coalmining continued many of the traditions of the goldminers. From a beginning in 1864 this industry soon became a major employer of labour on the Coast. However, changes in mining technology and technique combined with a rationalisation of the coal industry has reduced employment prospects. Hope for an expanded industry remains in the proposed direct export of coal overseas.

Coal has gained a higher profile in the tourism scene than has timber. The remains of the Denniston incline provide insight into the engineering problems which the industry had to overcome. Coaltown in Westport consists of static displays and audio-visual presentations which illustrate the rigours of underground mining.

This interviewee talks about the Denniston mine site:

... the whole coal industry is right there. Especially in a place like that with inclines, mines, all the old buildings. That's very spectacular. (Mr E.V :3)

2.5.6 AGRICULTURE AND TOURISM

Farming on the Coast has been much slower to develop than in other parts of New Zealand. Reasons for this are summarised by Dennis (1988):

...the climate, the heavily wooded flats and terraces, the infertile soils on more open ground, the persistence of unwanted weeds, and the distances from supply and process centres... (Dennis, 1981:123)

There seems to be much scope for further development in the form of horticulture, land reclamation, and capital investment.

Tourist enterprises based on farming on the Coast include farm holidays. At least five farm stay holiday operations are available in the area (Kathryn Groome, *pers.com*, 1992).

2.5.7 THE LOCAL PEOPLE AND TOURISM

The history of rapid resource development and exploitation, followed by exhaustion of the resource and collapse of industry, has left its mark on the personalities of the Coasters. The first of these impacts was caused by the gold-mining industry. It has been said by the writer Leslie Hobbs that the impact of the huge influx of miners and their way of life created many of the attitudes, including a reputed disdain for needless bureaucracy, independence, boundless enthusiasm, and a reputation for hard drinking that visitors may discover in the West Coaster of today.

The traditions developed in Hokitika in those days (the 1860s), and later transmitted to other mining towns on the booming West Coast are the basis of modern West Coast life, and the reason for its marked dissimilarity from the rest of the country. The way of life of the miners became the way of life of the Coast for fifty years, and the traces of it are still there, not far under the surface. (Hobbs, 1959:7).

2.6 HISTORY OF TOURISM ON THE WEST COAST

For many years tourism to the West Coast has been important enough to be raised as a reason for improving communication links. J.Pascoe in his work "The Haast is in South Westland" notes that attracting tourists was being advocated as a reason for building the Haast Pass road in 1934. Tourism on the Coast has tended to be concentrated on the area of the Fox and Franz Josef Glaciers, with organised guiding on the glaciers by the late 19th Century. The preservation and display of historic sites occurred from around the mid C20th, while adventure tourism is a relatively new phenomenon. For all of this change the glaciers still remain the most heavily visited area of the Coast, probably because of the high profile these attractions have been given in publicity material and the high level of accommodation available. Because tourists still tend to be unaware of all the Coast has to offer before they arrive, they tend to underbudget their time. As a result the tourism industry is not as strong as it could be.

2.7 SUMMARY OF THE HISTORICAL OVERVIEW

The conclusions that can be drawn from this historical overview are that the objects or features which make up the present West Coast experience are the outcome of the interaction of natural features and climate with the numerous relics of extractive industries and a singular cultural development brought about by partial isolation. This creates, in total, a unique experience, which may be expressed as an image of the area.

The objects or features of the Coast exist at various levels of accessibility and are available to be incorporated into almost all visitors' senses of place for the area. A cursory visit to the Coast may give the visitor only enough time for a superficial experience of the more accessible features. Many subsequent visits and considerable effort may be required for a full appreciation of what the Coast has to offer.

In the next section, the findings of previous studies of the area are presented to show what is already known about tourists, and their motivations and satisfactions on the West Coast.

3. REVIEW OF PREVIOUS STUDIES

To date there have been four detailed studies of tourism on the West Coast. Three of these studies, the Westland National Park Economic Impact Survey, (Pearce, 1982), The Regional and Social Impact of a Punakaiki National Park, (Stephens, 1983), and Tourism in the Paparoa Area of the West Coast: The Economic Impact of Change, (Wilson, 1988), have concentrated on the impacts of tourism at specific locations on the West Coast. The other study, the West Coast Visitor Survey, (Sandrey, 1987), was aimed at gaining an overall picture of tourism in the area. The Punakaiki Visitor Survey, (Wells, 1982) analysed visitor activities at Punakaiki; but was unavailable. However data from this study were used by Stephens (1983) in his study.

A broad overview of tourism on the West Coast is provided by New Zealand Tourist and Publicity (NZTP) figures.

3.1 PREVIOUS STUDIES - METHODOLOGIES

Pearce (1982) used interviewer-administered questionnaires conducted at key entry/exit sites within Westland National Park.

Stephens (1983) mainly used existing sources of information for his study. These sources included Pearce (1982), a thesis on the characteristics, motivation, and impact of summertime visitors to Tongariro National Park (Devlin, 1976), and publicity material and brochures from NZTP, Guthreys, Newmans, and others. Stephens also conducted a mail survey of National Park Boards and tour operators, and used personal interviews with representatives from Government departments.

Sandrey (1987) used questionnaires to adult visitors to the Coast, who self-completed and returned their questionnaires. The visitors were randomly selected using six areas of the West Coast over four seasons in a year. Different days and contact points were used to provide a random sample.

Wilson (1988) used a combination of interview and self-administered questionnaires at Punakaiki. In addition she also contacted and surveyed West Coast businesses, and used

existing information provided by NZTP.

3.2 PREVIOUS STUDIES - FINDINGS

These findings are grouped in terms of data gathered by my own study which was compared with the results of the earlier studies in order to reveal trends in tourism on the Coast over time, and for use as a check against biases in my study. These areas are: nights on holiday, nights spent on the West Coast, travel patterns to/from the Coast, transportation used, size and type of group, accommodation used, intended activities, most popular activities and attractions, demographic data about the visitors, and the origins of visitors.

3.2.1 TOTAL NIGHTS ON HOLIDAY

Pearce (1982:12) found that the majority of visitors to Westland National Park were spending between eight and 21 nights away from home, that is between one and three weeks. The most common length of holiday was 15-21 nights. Pearce found that South Islanders were on shorter holidays of between one and seven nights, while most overseas visitors were holidaying for two or more weeks.

3.2.2 NIGHTS SPENT ON THE WEST COAST

Sandrey (1987:12) suggests that the majority of visitors spent two to four days on the Coast. In the case of the Westland National Park, visitors were found to spend one or two nights in the area (Pearce, 1982:12).

3.2.2.1 SUMMARY OF NIGHTS ON COAST

Visitors to the Coast appear to spend only a small fraction of their total holiday in the area.

It is worth noting that the "average" figures provided by the previous studies have probably been influenced by a small number of visitors who spend a great deal of time on holiday.

3.2.3 TRAVEL PATTERNS

Christchurch (22 percent), Nelson (14 percent), and Queenstown (12.5 percent) were

the most popular places to stay before entering the Coast (Sandrey, 1987:13). Christchurch (23 percent), Queenstown (15 percent), and Nelson (13 percent) were the three most popular destinations after the Coast (ibid.).

3.2.3.1 SUMMARY OF TRAVEL PATTERNS

Christchurch is the most popular place to stay either before or after the Coast, followed by Queenstown and Nelson. The reversal of Queenstown and Nelson as places to stay before and after the Coast suggests that there may be a north - south flow of visitors down the Coast.

3.2.4 ROUTE TO AND FROM THE COAST

Sandrey (1987:13) found that 33 percent of visitors to the Coast used the Buller Gorge route to enter the area. The Haast Pass was used by 30 percent, Arthurs Pass by 19 percent, and the Lewis Pass by 10 percent. The remaining visitors either came by air (one percent) or didn't give any response.

Of those leaving the Coast, 31 percent used the Haast Pass, 25 percent the Buller Gorge, 21 percent Arthurs Pass, and nine percent the Lewis Pass. Two percent left by air, and the remainder gave no response (Sandrey, 1987:13).

The finding that the Buller is more of an entry than an exit, and that the Haast is more of an exit than an entry, gives support to the idea of a north - south flow of visitors. Caution should be used when comparing the figures from both studies because of the differing locations, scale, length, and time periods of each study.

3.2.4.1 SUMMARY OF ROUTE USED

It seems that most visitors to the Coast use either the Haast Pass or the Buller Gorge to enter or leave the area, and that many of them are travelling north or south the length of the Coast. The next most popular entry/exit points for the Coast are Arthurs Pass, followed by the Lewis Pass. Other methods of entry/exit such as using a tramping route or flying in account for only a small percentage of visitors.

There is some indication of a general flow of visitors from the north to the south of the Coast.

Unfortunately the travel patterns of those entering or exiting via Arthurs Pass are unknown. Therefore, the percentage of visitors who experience only the north or the south of the Coast during their holiday is also unknown.

3.2.5 TRANSPORTATION

The most popular form of transportation used by visitors to the Coast were cars (65 percent), followed by coach tours (12 percent), camper vans (10 percent), scheduled bus (6.5 percent), and hitchhiking (five percent) (Pearce, 1982:12). Sandrey found that 64.5 percent of visitors to the Coast used cars for transportation, 11 percent used camper vans, nine percent used scheduled buses, eight percent hitch-hiked, five percent were on coach tour, two percent bicycled, and one percent used a motor cycle (Sandrey, 1987:14). Wilson found 68 percent of visitors travelling by car, 13 percent by camper van, six percent hitch hiking, four percent bicycling, two percent on coach tour, and one percent travelling by motorcycle (Wilson, 1988:26-27).

3.2.5.1 SUMMARY OF TRANSPORTATION USED

The previous studies show that the majority of visitors to the Coast use cars, with a further significant percentage travelling by camper van. These figures would seem to indicate that most visitors to the Coast enjoy a high degree of mobility and flexibility, with only a small percentage travelling by coach tour or scheduled bus. The percentage using camper vans seems to have increased slightly between the first study (Pearce:1982) and the last (Wilson:1988), while the percentage travelling by bicycle has doubled between Sandrey's study in 1987 and Wilson's in 1988.

3.2.6 SIZE OF GROUP

None of the previous studies has described the sizes of the groups which visit the Coast.

3.2.7 GROUP TYPE

Sandrey (1987:10) found that 48 percent of visitors to the Coast were travelling as either a couple or a pair, 21 percent were in a family group, 12 percent were alone, and 9.5 percent were with a group of friends. Wilson (1988:22) used group type to determine expenditure per head and did not provide separate figures for group types; however she did say that the largest proportion of groups comprised young adults, aged 15-29 and independent of children.

3.2.7.1 SUMMARY OF GROUP TYPE

These figures indicate that most of the visitors to the Coast are travelling by themselves or in a group of two, and are likely to have considerable flexibility in terms of itinerary and accommodation.

3.2.8 NUMBER OF CHILDREN

Sandrey's survey asked visitors if they lived with children. Some 66 percent of respondents said that they did not, 9.5 percent said one child, 13 percent said two, eight percent said three, and 2.5 percent said four. Sandrey concluded by saying that "...the majority of respondents do not have to take the presence of children into consideration." (Sandrey, 1987:12).

3.2.8.1 SUMMARY OF NUMBERS OF CHILDREN

With 66 percent of the respondents in Sandrey's survey not having to take children into consideration, this could have resulted in the majority of visitors experiencing a greater freedom of choice over their holiday activities compared with those travelling with children.

3.2.9 ACCOMMODATION

Sandrey's (1987:20) study asked visitors about the accommodation they had used, and intended to use, on the Coast. Some 50 percent were using motel type accommodation, 21 percent tenting type, 11 percent YHA type, eight percent camper type, six percent cabins/holiday homes, and four percent friends. Of the total accommodation used, 36 percent were motels, and 12 percent hotels.

Pearce's (1982:9-11) study concentrated on the accommodation used at the Franz Josef and Fox townships (note that these would be combined figures for both). He found that 56 percent of visitors were using motel type accommodation (motels themselves were used by 38 percent of the sample, and hotels by 18 percent), eight percent tenting type, 19 percent cabins/holiday homes, 14 percent camper type, and three percent "other" (including sleeping in cars or under bridges). He discovered that seasonality affected the percentage of accommodation type used, with hotel/motels proportionately less popular in the peak January season, and camping and cabins more popular at that time.

Wilson (1988:28), in her study, found that of those staying on the Coast, 28 percent used motel type accommodation, 57 percent tents, campers, caravans, or cabins, eight percent stayed in private homes, and seven percent used Youth Hostels. Some 22 percent of the total sample used motels, and six percent used hotels.

3.2.9.1 SUMMARY OF ACCOMMODATION USED

These previous studies show that during the peak holiday period on the Coast, camp grounds are the most popular form of accommodation, followed by motels. Because there are more camp grounds and motels than hotels on the Coast, this means that visitors using camp grounds and motels would have a greater degree of flexibility in their travel plans (in being able to choose places to stay overnight) than visitors who were relying solely on hotels.

3.2.10 MAIN PURPOSE IN VISITING THE COAST

Sandrey's (1987:14) study asked visitors what their main purpose was in visiting the Coast. By combining the numbers given for the first and second purposes, it was shown that 45 percent were going for a general holiday, six percent for visiting friends and relatives, four percent sports or hobbies, three percent business, and three percent for other purposes. Some 39 percent gave no response to this question.

3.2.10.1 SUMMARY OF MAIN PURPOSE IN VISITING

The main purpose of visiting for many visitors to the Coast would seem to be for a general holiday.

3.2.11 INTENDED ACTIVITIES

Sandrey's (1987:26) study asked people to list the activities which they intended to undertake on the Coast. He found that 13 percent intended to visit the glaciers, eight percent intended to take scenic flights, 6.2 percent intended to visit beaches, 5.5 percent intended to visit the Seal Colony, and 4.5 percent intended to do "recreational" activities. Tramping rated four percent, and walking two percent.

3.2.11.1 SUMMARY OF INTENDED ACTIVITIES

The percentage of visitors intending to do tramping, and walking, was low compared with the percentage intending to visit the glaciers. Most visitors did not intend to engage in relatively hard physical activity.

3.2.12 TOP ATTRACTIONS AND ACTIVITIES

Sandrey's (1987:27) survey asked visitors to list their top three preferences of the attractions/activities they had visited. Glaciers were chosen by 14 percent, Punakaiki 13 percent, historic places 12 percent, parks/reserves eight percent, walking seven percent, sightseeing six percent, beaches six percent, preserved towns 5.5 percent, and forest/bush walks five percent. These figures were gained by averaging the combined percentages of the first and second preferences.

As well as being the most popular intended activity, the glaciers were chosen as the top attraction/activity actually visited. Punakaiki was both the second top attraction visited and the second most popular attraction which visitors intended to visit (*ibid.* :24). Historic places, which were the ninth most likely attraction people intended to visit (*ibid.* :24) and the ninth equal activity people intended to do (*ibid.* :26), were rated as the third top attraction visited. Parks and reserves were rated about equally as intended attractions and top activities done. Attractions/activities which rated higher than their placing as intended attraction/activities would suggest were walking and sightseeing. Activities/ attractions which rated lower than expected were greenstone/glass factories, scenic flights, and beaches (Sandrey, 1987:24-27).

3.2.12.1 SUMMARY OF TOP ACTIVITIES AND ATTRACTIONS

The glaciers, Punakaiki, historic places, and parks and reserves were the most satisfying attractions, with walking and sightseeing the most satisfying activities. There was also evidence that visitors found the glaciers, Punakaiki, and parks and reserves to be about equal to their expectations. Historic places, walking, and sightseeing were more satisfying than they expected, and greenstone/glass factories, scenic flights, and beaches less satisfying.

3.2.13 MALE/FEMALE RATIO OF VISITORS

The 1986/87 NZTP Domestic Travel Study found that 57 percent of domestic visitors to the Coast were male, and 43 percent were female (1986/1987 NZTP Domestic Travel Study:15).

3.2.14 OCCUPATIONS

Sandrey's study discovered that almost half (49 percent) of the visitors to the Coast were in white collar occupations. The percentages of visitors in other occupation categories were: retired 13 percent, blue collar 11.5 percent, home maker six percent, student five percent, and agricultural worker three percent. Some 12 percent were missing or gave no response (Sandrey, 1987:11). The 1986/87 NZTP DTS found that 45 percent of visitors were in white collar occupations, retired 10 percent, blue collar 14 percent, home maker 12 percent, and student 20 percent. No figure was given for agricultural workers. (1986/1987 NZTP Domestic Travel Study:15).

3.2.14.1 SUMMARY OF VISITOR OCCUPATIONS

White collar workers would seem to make up the largest single group (nearly half) of the visitors to the Coast. Retired persons make up about ten percent of the sample. When compared with the figures from the NZTP Domestic Travel Study 1986/1987 which showed professional/technical workers making up 10 percent of the sample, and retired people also making up 10 percent of the sample, it shows that white collar workers are over-represented among visitors to the area.

3.2.15 NUMBER OF VISITS TO THE COAST IN THE LAST TWO YEARS

Sandrey's survey gave the number of visits that visitors had made to the Coast in the last two years. For 72 percent it was their first visit. For nine percent it was their second visit, and for 5.5 percent their third.

3.2.15.1 SUMMARY OF PREVIOUS VISITS

Many visitors will be experiencing the Coast for the first time in at least two years, and so will probably not have a highly developed up-to-date knowledge of the area and the attractions which it offers.

3.2.16 AGE OF VISITORS

Sandrey noted that the 20-29 age group accounted for the largest number of visitors surveyed. Over half of all respondents were in the 20-49 age group (Sandrey, 1987:11).

Of Pearce's visitors, over half of the sample were in the 20-39 age group (Pearce, 1982: 8-9). The 1986/87 NZTP Domestic Travel Study figures seem to support the general trend, with just under half of those surveyed falling in the 25-54 age group (1986/1987 NZTP Domestic Travel Study:15).

3.2.16.1 SUMMARY OF AGE OF VISITORS

Many of the visitors to the Coast are in the 20 years to 50 years age group rather than younger or older. It is probable that these visitors will have more discretionary income than those in the younger group, and a higher level of equipment and experience, allowing them to explore more out-of-the-way places (like the Coast) in relative comfort. They are also likely to be more willing to engage in physical activities than older visitors.

3.2.17 ORIGINS OF NEW ZEALAND RESPONDENTS

Sandrey's figures show that 49.5 percent of those surveyed were from New Zealand, while 47 percent were from overseas, and 3.6 percent gave no response. Of the New Zealand respondents, 11.5 percent were from Auckland, 13 percent from Wellington, five percent from Nelson, 39 percent from Christchurch, and seven percent from Dunedin (Sandrey, 1987:9).

Wilson's study found that New Zealanders made up 56 percent of the sample and overseas visitors 44 percent. Of the New Zealand visitors, 16.5 percent were from Auckland, 11 percent from Wellington, 24 percent from Christchurch, 10.5 percent from Dunedin, three percent from the West Coast, and five percent from the Nelson/Marlborough area. Other North Island visitors made up 20.5 percent, and other South Island 10 percent (Wilson, 1988:42).

Pearce's study found that 60 percent of visitors were from Overseas and 40 percent from New Zealand. Of South Island respondents, 40 percent came from Christchurch (Pearce, 1982:6-9).

3.2.17.1 SUMMARY OF NEW ZEALAND VISITOR ORIGINS

Most of the previous studies show that there are about equal numbers of New Zealand and overseas visitors to the Coast. Of the New Zealand visitors, around a quarter come from Christchurch. The majority of New Zealand visitors come from the four main urban centres. This result is logically related to the area's geographical proximity to Christchurch and other South Island centres, which means that the Coast is accessible to the people who live in those centres.

3.2.18 ORIGINS OF OVERSEAS RESPONDENTS

Sandrey's survey revealed that 45.5 percent of his overseas respondents came from Australia, 24 percent from the USA, 14 percent from the UK, nine percent from Canada, four percent from West Germany, two percent from Switzerland, and one percent from Japan (Sandrey, 1987:9).

Wilson found that 19 percent of her overseas visitors came from Australia, 39 percent from USA/Canada, 20 percent from the UK, nine percent from West Germany, 10 percent were from "other Europe", and "other" were three percent (Wilson, 1988:42).

Pearce's study revealed that of his overseas visitors, 60 percent were Australian, 24 percent USA, and "other overseas" were 16 percent (Pearce, 1982:6-9). Pearce noted that the majority of the "other overseas" visitors came from the UK, and that only one Japanese

visitor was recorded in the survey. NZTP figures for total overseas visitors in 1987 show that Australians made up 36 percent, USA 21 percent, Japan nine percent, UK seven percent, Canada four percent, West Germany two percent, and "other" 21 percent (NZTP VSRS 1988/1:8).

These results show a trend for a higher percentage of Canadians, West Germans, Australians, and visitors from the USA to be encountered on the Coast than the numbers entering the country would suggest. There were fewer Japanese than expected for their total numbers, possibly because this group is under-represented among FITs.

3.2.18.1 SUMMARY OF OVERSEAS VISITOR ORIGINS

It seems that the largest percentage of overseas visitors to the Coast come from Australia (44 - 60 percent), followed by those from the USA, and the UK. Few Japanese seem to visit the West Coast.

The degree to which tourists reach the Coast would seem to be determined by the numbers entering the country, the length of their stay, and their tendency to spread themselves throughout the country. This in turn seems to be determined to an extent by the visitor's country of origin, a position which is supported by Parr (1989) who found that

...the country of residence was significantly
different between FITs and Tourists...
(Parr, 1989:36)

3.3 SUMMARY OF PREVIOUS STUDIES

Despite the differences in scale, scope, location, and time of the previous studies of tourism on the Coast, there is a remarkable degree of agreement among them on a number of their findings. These are:

- Most visitors to the Coast are not spending long in the area, restricting the time available for exploration. Most of them are travelling along the Coast in two to three days.

- Visitors to the Coast are using personal transportation which provides mobility, and small group size and lack of children enhance this flexibility.
- They tend to use the cheaper and more plentiful forms of accommodation, which may allow a more prolonged and flexible holiday.
- Most were going to the Coast for a general holiday (rather than for specific reasons), and most had not been to the Coast before (limiting their knowledge of the area).
- Before they got to the Coast, visitors had intended to do "traditional" (i.e. the better known) activities, which they did. However they found many natural and historic features of the Coast to be more satisfying than they had expected, and some of the more "tourist-oriented" attractions to be less satisfying.
- Many of the visitors are in white collar occupations, and they tend to be middle aged, which could mean that they are more likely to have above-average incomes, levels of equipment, and prior experience of the natural environment.
- New Zealanders make up around half of visitors to the Coast. Those from Christchurch are likely to be taking advantage of the Coast's proximity and so constitute a relatively high percentage of the New Zealand component of visitors.
- Australians, who tend to be longer-staying overseas visitors, also tend to be the largest group of overseas visitors to reach the Coast, whereas Japanese, who are under-represented as FITs are encountered in very small numbers.
- Having little knowledge of the Coast before they get there, and because they go for a general holiday with few specific purposes in mind, visitors tend to go for the well-known and well-publicised attractions. This means that they budget their time for those attractions, with little left over for exploration, thus limiting their holiday options. Even so they manage to discover, and like, the obvious natural and historical attractions of the Coast.

In the following section literature on motivation and sense of place theory relevant to this case is discussed and examined. These together with the review of previous studies on West Coast tourism provide the conceptual framework and research context for this study. These discussions lead to an explication of the specific research questions addressed by this study.

4. CONCEPTUAL FRAMEWORK

In this section the theoretical perspectives which underpin this research are outlined. Motivation theory relating to tourism is presented, followed by sense of place theory. A theoretical model based on a synthesis of various travel motivation theories is then outlined which links personal values and needs to the creation, use, and modification of a recreational sense of place.

4.1 VISITOR MOTIVATION THEORY

The links between people's needs, values, activities, and satisfactions are not immediately obvious. However, by studying the available literature and understanding the various travel motivation theories and their limitations, these links become visible.

Needs and values are linked, in that what people need they also tend to value. People's values can also be seen as motives for action, and some motives can express people's values.

Thus as Feather argues values can function as motives and some classes of motives, particularly the higher levels of Maslow's hierarchy, can be seen as expressing human values.
(Pearce, 1988:25)

People's needs and values can therefore be said to constitute the motivation to travel. Many theories of travel motivation (e.g. Ramumbo [1982], Pearce [1988]) have been based on Maslow's hierarchy of needs (1954). These needs were, from lowest to highest, *physiological needs*, *safety and security needs*, *love and belongingness needs*, *self esteem needs*, and the need for *self actualization* (Maslow, 1954:35-47). As has already been mentioned, some of these needs, particularly the higher ones, also express values. Maslow claimed that lower order needs have to be satisfied to a certain extent (specific to each individual) before higher order needs are able to motivate behaviour.

If people tend to value what they need, then a person's place on Maslow's hierarchy will, at least in part, determine what they value. The form and direction of many of these needs will be influenced by the social context in which the person lives.

People may also challenge lower order needs on Maslow's hierarchy even when higher order needs have been met.

...the higher order needs do not exclude the lower level needs as a part of a patterned explanation of behaviour. (Pearce, 1988:26)

People's place of residence may not adequately supply the environment in which activities which address their needs and values can take place. In addition, a perceived shortage of features and activities which support their values, or an excess of features which are the antithesis of their values may exist. This perceived difference between the available features and activities, and people's need to have their values, beliefs, and ideals reinforced, and their needs met through contact with appropriate features, creates a strong motivation to travel.

Tinsley and Tinsley (1986,1988) as quoted by Driver *et al.* (1991) give credence to the idea that people who experience sufficient leisure in their lives will not be motivated to seek more.

... persons experiencing leisure sufficiency may give minimal attention to personal growth, but the primary result is maintenance of the status quo. (Driver *et al.*, 1991:265)

Driver *et al.* (1991) quote Tinsley and Tinsley (1986) as suggesting that psychological need gratification is important to people's physical wellbeing. As such it is a powerful motivator to leisure experience.

Some minimal level of need gratification is a necessary but not sufficient condition for maintaining life satisfaction at or above the maintenance threshold. Whenever a person's level of need gratification falls below the maintenance threshold, the probability increases that he or she will experience leisure deficit (i.e., chronic failure of leisure experience). Failure to rectify this situation is postulated as resulting in a lack of personal growth and deterioration of the person's physical and mental health. (Driver *et al.*, 1991:264-265)

These needs and values, plus the person's previous travel experience, will tend to

determine what they want to get out of travel. Travel experience determines their knowledge of, and capacity to engage in, the activities which will satisfy those needs.

What people want to get out of travel gives rise to their expectations regarding the recreational environment.

...expectations... are seen as the tourist's needs for specific physical and social settings.
(Pearce, 1988:25)

Expectations are short term motivators which may be satisfied by the travel experience.

This desire to satisfy their needs will usually result in people seeking just the right level of challenge and stimulation for their personal situation. This will depend on the strength of the need as the person experiences it, and their personal safety requirements. The search for balance in their level of stimulation would be the result, and this situation is presented by Driver *et al.*.

Tinsley and Tinsley (1986, 1988) postulate further that leisure sufficiency results from experiencing leisure frequently enough that the level of need gratification exceeds the maintenance threshold but not the growth threshold. (Driver *et al.*, 1991:265)

People's values, while shaped to a certain extent by their personal backgrounds, also tend to be shared amongst members of the same social group. This means that the members of the same social group will tend to have similar values on many issues and objects. These become reflected in their motivations for travelling to experience recreational areas.

Visitors have different socio-economic characteristics, are exposed to different cultural influences, and have widely varying attitudes, preferences, and motivations.
(Manning, 1986:7)

The motives and expectations that people have determine what activities they seek to engage in, and the environment they seek to experience.

... tourists at a certain stage of their travel career seek to satisfy specific needs which result in expectations for activities.
(Pearce, 1988:35)

Once people have become aware of their needs they tend to take action towards satisfying those needs, to the best of their ability. Perhaps the first step towards satisfying those needs would be to identify the places where the required activities can occur.

This identification of places, based on their ability to provide a setting for activities, would be founded on people's ideas about those places (what is available there, what goes on there, and the activities which are permitted).

People's "theories" about a particular recreation setting include more than mere expectations. Attitudes, perceptions, and an idealized pattern of features are also included..
(Fridgen, 1980, in Iso-Ahola, 1980:377)

These "theories" or ideas are a combination of the historic background of the area, the recollections of others who have visited the area, personal experience, and the way that the image of the area has been presented to the public through publicity programmes.

The ideas people hold about a recreational area may be ill-defined or well-defined; they may even be completely at odds with the reality of experience of the place once people actually get there.

...such constructs, often embodied in images and schemata, can be mistaken or "unreal" yet still affect behaviour.
(Rapoport, 1977:29)

This does not make these ideas invalid for the person holding them; however their ideas may be redefined once the person has gained greater knowledge or experience of the area.

Travellers use the images they have of environments to assess the categories of activities offered by each environment. This assessment includes what they expect from the environment and how much they value the result of participation.

... behaviour is seen as being influenced not only by what people expect in a setting but by a combination of their expectation and how much people value the outcome or result of that expectation.
(Pearce, 1988:25)

Once recreational areas which offer the required activities have been identified, the choice of the recreational area to visit can be made. This choice will also depend upon their own preferences, the perceived ability of available alternatives to satisfy their needs, and their own feelings of competence.

The recreational area will, in the end, be chosen because people believe that it can supply a combination of activities and environments which will satisfy their needs.

It is probable that people's values will be able to be satisfied, at least in part, by more than one of the activities or features of the area. As a result it is also probable that people would prefer to experience all of the activities and features of the area which address their needs and values. However, there are limits to the ability to freely choose leisure activities. Some of these factors are:

Income (limits the ability to purchase equipment and to travel)

All recreational activities, either directly or indirectly, require some financial outlay.
(Mercer, 1977:60)

Education (helps to make people aware of a range of recreational choices)

A longer formal education generally results in a higher status occupation, a higher salary, and higher aspirations all round for both one's self and one's family. Moreover...formal education... increasingly involves the education of children in outdoor activities. (Mercer, 1977:61)

Occupation (may limit or direct free time, places different stresses on people and provides different rewards in terms of wages and satisfactions)

Gerstl unmasked marked differences in the recreational habits and attitudes of the members of these three [occupational] groups; differences which, income aside, he attributed primarily to specific contrasts in the jobs themselves. (Mercer, 1977:63)

Age (limits ability to undertake strenuous activities)

Obviously, physical capability is an important factor in accounting for the observed relationship [between age and a decline in recreational activity]... (Mercer, 1977:63)

However, this relationship was strongest only for strenuous activities (like skiing), and did not apply to activities like walking. Age can also affect the amount of money available to be spent on recreation.

...one of the reasons why [leisure] participation rates of older people are frequently so low is at least partly because they are among one of the poorest sections of society. (Mercer, 1980:61)

Family Life Stage (activities become tailored to the needs and abilities of the children)

The second or **family** phase of recreation is a time of diminished available income and time, at least in the early stages; a time in which the physical capacity of the family unit is that of its feeblest members... (Miller, S, The Psychology of Play, 1968 in Mercer, 1977:64)

Among the social factors which will influence the choice of both the leisure activity and the recreational area is *parental socialisation*, which will provide childhood leisure experience and role models. The acquisition of a family can lead to an entirely new set of leisure relationships between spouses and children.

The husband's leisure socialization by his parents seems an important factor in directing his adult leisure style. The transactions between husband and wife with at least in outdoor sports, the husband gradually training his wife seem an essential factor in shaping leisure actions.
(Burch, 1969:143)

Burch concluded that the transaction process could equally result in the wife training the husband, although in cases where the wife was a more experienced recreationalist than the husband the tendency was towards "auto camping" rather than "hiking" (Burch, 1969:140).

Friends (especially those met through leisure activities) tend to reduce the exploration of leisure alternatives. Workmates, who are also friends, will come from the same occupation (which will tend to attract people of similar personality type, provide particular rewards, and impose certain limitations) which means that they are likely to be attracted to, be able to afford, and have the time to engage in, similar leisure activities.

...once a person has sorted out his range of leisure alternatives he tends to have a circle of friends which reinforces his remaining within this range. (Burch, 1969:142)

Having discussed the general limitations which constrain leisure choice, an examination of the particular constraints faced by overseas visitors is necessary to understand their leisure choices in the West Coast setting. These limitations tend to be the high cost of overseas travel, lack of time, lack of detailed knowledge, and limitations on the amount of equipment which can be carried. (It is worth noting the increase in tourists seeking greater freedom and flexibility in their itineraries, and the greater provision of rental equipment and guiding services to satisfy this need).

As a result of the above limitations, it is expected that first visits to an area would usually involve exploring (experiencing new people and the identification of features). During repeat visits, with better knowledge of the available activities and environments, the area becomes used for a targeted range of leisure activities in addition to its original function of providing a new environment to experience.

Tourists will be satisfied when the activities and attractions at the destination match the activities and attractions sought, as influenced by the tourists' needs, values, (i.e. their motivations) and their background.

When the activities available in the environment
"fit" the activities sought by the tourists ...
then satisfaction occurs.
(Pearce, 1988:35)

As Driver *et al.* (1991) suggest, some of these needs may be psychological:

According to Tinsley and Tinsley (1986,1988), leisure experiences result in the satisfaction of some of the psychological needs of the participants. (Driver *et al.*, 1991:264)

When the recreational experience does not fully satisfy their motivations, needs, and values, or if the features of their place of residence (which did not satisfy their needs) remain unchanged, then, presumably, after a time the motivation to travel will again be felt.

The above process is never static (given personal, social, and environmental change), and so the quest to perfectly balance leisure activities with people's needs must be an ongoing one.

Having shown the manner in which people's needs, values, wants, and activities are linked to their satisfaction with their activities, (needs/values leading to motivations which affect the selection of the tourist destination, followed by travel and the tourism experience) there remains the question of how the features of a place which are important to visitors (whether satisfying or not), are integrated into the way they perceive the area; or their "sense of place" (Eyles, 1985) for the area.

4.2 SENSE OF PLACE THEORY

Sense of place theory is a useful tool for conceptualising the way in which people's values are built into their experience of the recreational environment, and how this experience forms their perceptions of the area. Sense of place as described by Eyles (1985) is the socially constructed meaning that people have for a place. It is defined in terms of those aspects of a place that are significant to individuals and to which they respond. Eyles

describes sense of place as meaning:

The significance of what places mean to people
and how people interpret place...
(Eyles, 1985:2)

However, sense of place is more than just meanings. It is tied in with the totality of human existence:

Life, existence, place-in-the-world, seem
to intrude and become manifest in sense of
place. (*ibid.*:129)

In addition Eyles says that:

..."sense of place" is concerned with feelings
about place and places...
(*ibid.*:3)

In the context of recreation, and in particular tourism, it is suggested that people's needs and values will determine the aspects of the recreational environment which are significant to them. These significant aspects or features will be built into the recreational sense of place which people have of that area.

Put simply, for any recreational area, people will respond to the objects (such as people, historic relics, and native forest) which are important to them.

...recreational places derive human meanings
from more than the conditions of the physical
environment; such meanings arise through
the social groups present and the myriad
of behavioural settings superimposed
upon the physical terrain.
(Cheek, Field, and Burdge, 1978:13)

This is not to say that everybody will develop the same sense of place for an area. Because the background, needs, and values of each person are different, the things which are important to them, and so their response to the various objects of any particular recreational area, will be different for different people.

Different life-style and life-cycle groups, and social classes, may have differing senses of place for the same location. (Perkins, 1988:286).

However, because the social and physical environment of a place limits the objects which make up that place, and because values are often shared among the members of social classes, there may be a shared sense of place for the area among the users (although this will be highest among those engaged in the same leisure activities).

It is also probable that because people would usually have more than one value, belief, or ideal, these would result in more than one level of response to the objects of a place. This in turn would mean that there are likely to be other sense of place elements in addition to people's main sense of place for a recreational area.

Individuals and groups may also have a number of senses of place, or more correctly a composite sense of place comprising a number of different place relationships. (*ibid.* :285)

In addition, the existence of elements of senses of place within interview material may mean the existence of additional senses of place for visitors who were not contacted.

Sense of place elements are the various reported feelings and attitudes which reveal people's attachment or relationship to a place. Generally they are categorised by type; for example comments which relate to the family are classified as being "family" sense of place elements.

Eyles (1985) attempted to determine the meanings held by residents of a small English town for the place in which they lived. He did this by using the combination of a quantitative survey questionnaire which showed the overall strengths of the various ways that the community felt about their town, and in-depth interviews which explored the nature of those feelings about the place. This technique for finding out how residents feel about their town should be equally applicable for finding out how visitors feel about a recreational area.

In order to determine the overall sense of place exhibited in his in-depth interviews, Eyles considered the number and relationship of the various sense of place elements along with information about the interviewee, and quantitative results. All of these were used to determine the strongest or most significant place element for that person. That became their sense of place for the area.

When it came to the choice of how to analyze text with regard to sense of place, Eyles said that this was "...based on the author's interpretation of the individual "texts" to derive the characteristics that could be legitimately accentuated." (Eyles, 1985:156).

Eyles says that senses of place do not have to be strong to be observed. Rather he says that lesser senses of place need only be "...sufficiently distinctive to describe separately." (Eyles, 1985:125).

As to the question of "where to draw the boundaries" between senses of place, Eyles says that he could have further compressed his sense of place categories, but that to do so would have meant that "... important nuances of meaning would be lost." (Eyles, 1985:123).

Eyles described the ten dominant senses of place which he discovered among the residents of a small English town (Eyles, 1985:122-126). These senses of place determined the features of the town which were most important to the residents, in short, the way they primarily defined the place.

Given that the residents of the West Coast will have developed senses of place for the area, and the results of Sutton's (1992) study which showed that visitors to Kapiti Island developed senses of place, it may be expected that visitors to the West Coast will also develop senses of place, albeit different ones from the residents. Eyles' original sense of place categories are expected to be a useful base from which to explore this issue.

Eyles' senses of place categories were:

1. *SOCIAL SENSE OF PLACE* - social ties and interaction have place significance, and place has social significance. Place is seen in terms of family, neighbours, and friends.

2. *APATHETIC/ACQUIESCENT SENSE OF PLACE* - little or no sense of place. However Eyles linked this lack of sense of place to general feelings of powerlessness and lack of control in these people's lives, which in turn reflected on the relationship between place, identity, and material existence.
3. *NOSTALGIC SENSE OF PLACE* - orientated towards the past. Feelings about past people or events are the main factor in determining their feelings about the present place.
4. *COMMODITY SENSE OF PLACE* - search for a good/ideal place to live in. However these people treat place like any other possession or commodity which can be traded or exchanged for a better/more ideal place.
5. *PLATFORM OR STAGE SENSE OF PLACE* - these people see place as a platform or stage upon which they act out their lives. They seek out people like themselves to form social relationships, with the actual place merely a backdrop.
6. *FAMILY SENSE OF PLACE* - family relationships and connections are most important to these people.
7. *WAY OF LIFE SENSE OF PLACE* - the place holds the person's whole way of life, their jobs, friends, and associational life.
8. *ROOTS SENSE OF PLACE* - family ties to the place provide a sense of continuity or tradition.
9. *ENVIRONMENTAL SENSE OF PLACE* - aesthetic experience of the countryside determines their feelings about the place.
10. *INSTRUMENTAL SENSE OF PLACE* - place is a means to an end. What is paramount is the ability of the place to provide goods, services, and opportunities.

Given the social, natural, and historic background of the Coast, it seems likely that at least some of Eyles' senses of place could be held by visitors to the Coast. These are *Social*, *Apathetic/Acquiescent*, *Nostalgic*, *Commodity*, *Platform*, *Environmental*, and *Instrumental*. viz:

SOCIAL - visiting friends or family on the Coast would be most important to these people.
APATHETIC/ACQUIESCENT - visitors who have no input into holiday choices (children, teenagers, spouses, friends) may feel powerless.

NOSTALGIC - among some of those who holidayed on the Coast as children, or used to live there, or who have relatives there.

PLATFORM - the opportunity to seek out and meet fellow individuals would be paramount to these people. Some caravaners could provide examples.

COMMODITY - for those who see the Coast as an ideal, good place to bring up children or take friends. Holiday home owners could provide examples.

ENVIRONMENTAL - among those who find the aesthetic experience of environment to be most important.

INSTRUMENTAL - to be found among those who see the Coast mainly in terms of providing opportunities for recreation (e.g. horse racing or fishing, for example).

In addition, a useful series of categories has been provided by the Leisure Satisfaction Scale (Beard and Ragheb, 1979 in Iso-Ahola, 1980:337). A modified version of this scale could be used to suggest further senses of place which may be shared among West Coast visitors viz:

PSYCHOLOGICAL - a place to experience freedom, involvement, enjoyment.

EDUCATIONAL - a place to gain experience.

SOCIAL - a place to form or strengthen relationships.

RELAXATIONAL - a place to gain relief from stress or strain.

PHYSIOLOGICAL - a place to gain fitness and health.

AESTHETIC - a place which is pleasing or beautiful.

It is worth noting that Eyles' *social* and *environmental* senses of place, and the *social* and *aesthetic* categories of the modified Beard and Ragheb scale, are almost identical in terms of their descriptions.

As society changes and new leisure activities are developed or old activities and attractions are expanded or modified, and as people gain recreational experience and knowledge, gain employment, marry, and have children, so their needs and the priority of their values change. This changes their perspective on what aspects of the recreational environment are important, and from that, their sense of place of the area changes. This means that recreational senses of place are likely to be evolving rather than static.

Sense of place can only be built on what people "know" about an area. It is limited to the features of the area which people have either experienced personally or come to know through other people's ascribed meanings of the place. The sense of place may be built upon the images of the features of the place that people had before they arrived, but it may also contradict those earlier images. These images in turn are a result of the history of the place, and the portrayal of this history by groups to the public.

...people have increasingly come to know the environment through information which is not experiential, so that there are changes in their knowledge due to messages provided by the media and other information systems.
(Rapoport, 1977:30)

In theory greater recreational experience would mean that visitors gain a sense of place for the recreational area which is closer to reality, and so would be better able to plan and equip their leisure activities and better tailor their recreational experiences to their needs and values. This in turn would result in greater satisfaction. In this way greater experience and knowledge would help people to maximise their leisure satisfactions.

The combination of motivation theories and sense of place theory shows that people's needs and values form their leisure motivations, and these help to determine which features of the recreational environment they think are important. These features then become part of their senses of place for the area.

Sutton's (1992) thesis on Social Impact Assessment on Kapiti Island dealt in part with the senses of place which visitors held for the island. Sutton discovered four main senses of place held by visitors, these being: *environmental*, *geographical*, *social*, and *historical*. Of these the strongest was *environmental*. However, he also found that visitors were not confined to a single sense of place, but tended to hold a number of them (Sutton, 1992:82). In addition Sutton reported that:

For an individual, a mixture of senses of place is related to multiple motivations for visiting.
(Sutton, 1992:83)

In many respects Sutton's results confirm that visitors to an area can develop senses of place, that there may be a greater range of senses of place than those proposed by Eyles (1985), that senses of place develop with experience, that senses of place are linked to visitor motivations, and that senses of place are unlikely to be "pure" but tend to be made up of a number of different sense of place elements. Sutton also suggested that repeat visitors should be targeted for research because their longitudinal relationship with the area meant that they were more aware of social impacts than first time visitors (Sutton, 1992:184).

By eliciting visitors' senses of place for the West Coast, it was hoped that the underlying motivations for visiting could be determined and linked to the attractions which they found to be satisfying.

Motivation theories suggest that visitors' needs and values form their motivations and influence their satisfactions. The growth in "Free Independent Travellers" (FITs) has been identified as reflecting changing needs, values, technology, and social conditions in visitors' countries of origin.

Changes in technology, economy, and social values have brought about changing travel patterns. While there have been increases in the number of travellers, there have also been changes in their holiday styles, transport forms, accommodation forms and activities. (Parr, 1989:6)

As it is likely that changing recreational choices reflect changes in visitors' motivations and satisfactions, therefore it is valid to identify FITs as being a separate category of visitor. In order to understand references to FITs, a brief explanation follows.

Parr, in her thesis on Free Independent Travellers, defined them as being:

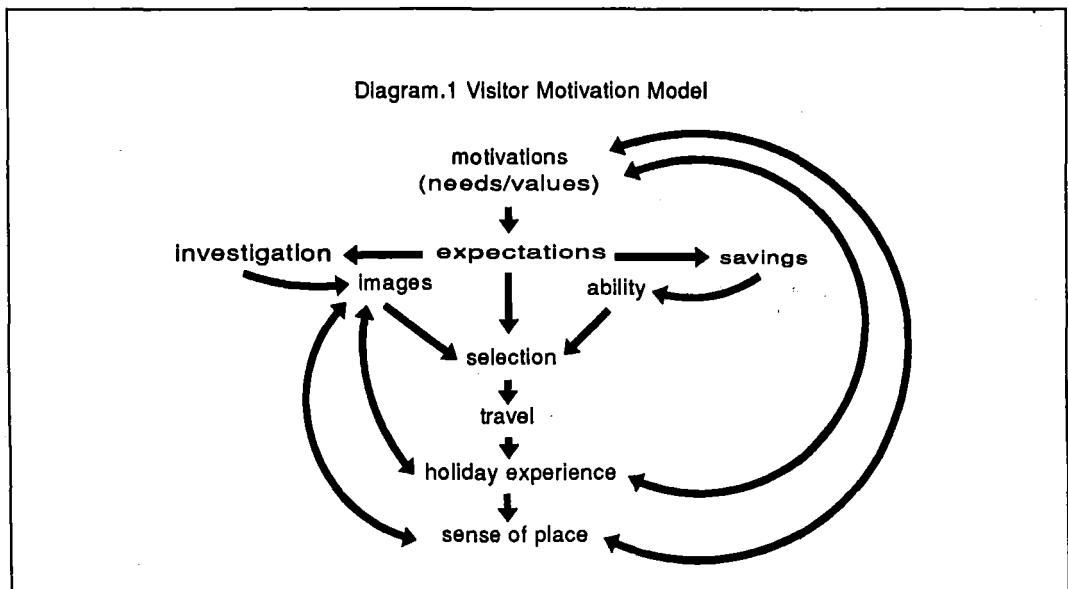
...Tourists who do not book more than twenty percent of their holiday before arrival in New Zealand. (Parr, 1989:20)

She discovered that:

FITs are over-represented in being residents of the USA, Canada, Germany, and Sweden. They are under-represented by Australian, British and Japanese. (Parr, 1989:36).

Parr found that FITs had a tendency towards having "... decentralised travel patterns..." (Parr, 1989:64), and she noted a trend "...away from package holidays and towards individual products." (Parr, 1989:7), which meant that FITs were more likely to visit some of the more remote tourist destinations in New Zealand, including National Parks, and the white heron colony at Okarito in South Westland, than non FITs.

Following on from this examination of motivation theories and sense of place theory, it is possible to construct a visitor motivation model which combines elements from both theories in an attempt to explain the link between visitor motivations and senses of place. In simplified form such a model proceeds from the underlying needs and values of the visitor which form the motivation to travel, these motivations influencing the choice of the recreational area, through to travel, the holiday experience, and the consequential creation of a sense of place (see Diagram.1). By examining the senses of place held by visitors in the light of such a visitor motivation model, it could be possible to reveal the background needs which formed the original motivation to travel.



This section has examined motivation theory and sense of place theory in light of visitors' needs and satisfactions. This examination led to the creation of a visitor motivation model for the purpose of illustrating the relationship between visitors' underlying needs, and their senses of place. In the next section the research questions which develop from both the examination of theory and the review of earlier studies are posed.

5. THE RESEARCH QUESTIONS

From the examination of both motivation and sense of place theory, and the overview of the findings of previous studies, a number of areas which require examination become apparent. Sandrey's study provided an indication of which attractions/activities were satisfying to visitors. However there was no attempt made to explain why those attractions/activities should have been chosen.

Visitor motivation theories suggest that there may be a link between the needs and values of visitors, the activities which they find satisfying, and their backgrounds (for example their place of origin, or their stage in family life cycle). This link has not been explored by earlier studies of tourism on the West Coast.

While the existence of senses of place among visitors to Kapiti Island has been demonstrated (Sutton, 1992), visitors' senses of place for the Coast has not been researched in the past. Sense of place theory suggests that by examining people's experiences of the Coast, the features which make up their senses of place could be identified. The relationship between the features of the Coast which are important to them and the visitors' senses of place could then be used to elicit the underlying needs and values of the visitors.

The objectives of this research can be summarised as research questions, which are:

- (1) *Which attractions did visitors to the West Coast find the most satisfying?*
- (2) *Which factors are most important in determining visitor satisfactions?*
- (3) *Are there senses of place evidenced among West Coast visitors? If so, how are these senses of place different from those held by Kapiti Island visitors and those elicited by Eyles (1985)?*
- (4) *What features of the West Coast are most likely to be incorporated into visitors' senses of place for the area?*
- (5) *What is the linkage between senses of place and visitor satisfaction on the West Coast?*
- (6) *Are there differences in leisure satisfaction between overseas and domestic visitors?*
- (7) *Given the longitudinal nature of the available data, are there trends which show the directions in which tourism on the West Coast is developing?*

The previous sections have provided an introduction to the study area and an overview of the results of previous studies on the Coast, leading to the development of the research questions which are designed to address the need to assess the links between activities, satisfactions, and the senses of place held by visitors to the area.

In the next section a description of the interview setting together with the reasons for its choice are provided to allow the survey itself to be placed in context.



Plate.1 Paparoa National Park Visitor Centre



Plate.2 Dolomite Point Walk entrance

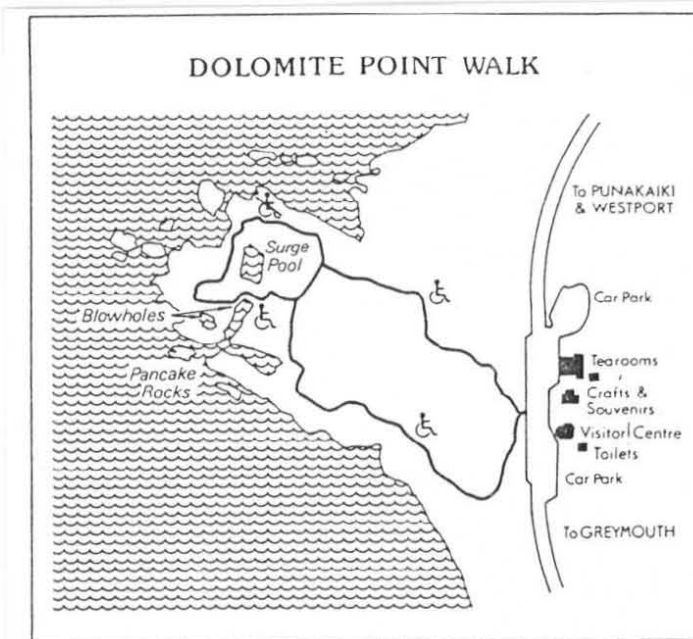
6. THE INTERVIEW SETTING

6.1 DESCRIPTION OF THE INTERVIEW SETTING

Between the towns of Greymouth and Westport, and stretching from the very edge of the coastline to the Paparoa Mountains is the Paparoa National Park, which was created in 1987. The DoC Punakaiki service area is coastally located 50km north of Greymouth, approximately half-way down the western (seaward) side of Paparoa National Park. Just to the north of the service area is the Punakaiki township, consisting of a few houses, the ranger station, a small motel, and the Department of Conservation campground.

The small settlement is overshadowed by spectacular limestone bluffs, which slope on the landward side down to the forest-covered karst landscape of the interior. Beyond this rise the granite peaks of the Paparoa Mountains.

One of the popular attractions offered by the Paparoa National Park is the short walkway which begins opposite the information centre and winds between the blowholes and "pancake" rock structures of Dolomite Point on the coast (see below).



Map of Dolomite Point Walk

6.2 CHOICE OF THE INTERVIEW SETTING

Two major factors influenced the choice of the interview setting. The first of these was the physical convenience of the Dolomite Point Walk for intercepting visitors to survey, while the second was the relative abundance of data on this area from previous studies. Sandrey's 1987 West Coast Visitor Survey reported that 64 percent of visitors to the Coast either enter or leave the area by the Buller Valley (thus passing through Punakaiki on the way), in addition to those who made their way to Punakaiki from other access points.

Punakaiki had other features which made it attractive as a research setting. The blowholes and associated pancake rock formations at Dolomite Point have had a high profile on tourist publicity material for the West Coast region for many years. The managers of the Paparoa National Park note in their publicity material that:

For generations of visitors the showpiece of this whole dramatic coastline has been Dolomite Point at Punākaiki, a headland renowned for its surge-pools, geyser-like blowholes, and especially its remarkably even-layered stacks of platy limestone, aptly named the Pancake Rocks.

(DoC Paparoa National Park, 1987:10)

This attraction is on the visiting list of many of the domestic and overseas visitors to the West Coast, and it seemed probable that most would have budgeted some time in their itinerary to spend at Punakaiki.

The other feature which made Punakaiki attractive as an interview site is the fact that there is only one entry/exit point from the Dolomite Point Walk. All of the visitors who wished to experience the pancake rocks and blowholes had to pass through the entry/exit point, and so all of them were, in theory, equally likely to be interviewed. The single entry/exit point also made it easy to conduct a visitor count, and because an unobstructed view of this point could be had from the Department of Conservation information centre, visitor observation and interviewing could continue even in bad weather. In the next section the methodology used in the research is outlined.

7. METHODOLOGY

7.1 INTRODUCTION

The previous section has provided details of the area where the research was to take place. This section explains the nature of the research task, outlines the choice of research approaches used, and finally gives the limitations to the study. The latter are provided to enable the reader to make an informed judgement as to the degree of reliability of this study's results.

7.2 THE RESEARCH TASK

The aim of the research was to explore tourists' motivations for visiting the Coast, the reasons for their finding certain attractions satisfying, and the senses of place they held about the area. These results could then be examined for links between attractions, satisfactions, and senses of place using both motivation and sense of place theory. In addition, the results could also be used to reveal trends in tourism on the Coast by comparison with selected results from the earlier studies.

In addition to the necessity of answering the research questions, a number of supplementary variables had to be quantified regarding tourists. The additional variables were; Who were they? Where did they come from? How were they travelling? The reason for gathering this information was that it could be compared with the data from earlier studies. It was reasonable to expect that if there were similarities between the trends of this research and earlier studies, then the additional results, as well as revealing changes which had developed over time, would be acceptable in terms of validity and applicability.

The second task was to discover which attractions and activities the West Coast tourists found to be satisfying, and to show the level of those satisfactions. This could then be linked to the first set of data to show which categories of tourists found which activities and attractions to be satisfying.

Thirdly, a small sample of Christchurch residents were asked why they found some attractions to be more satisfying than others, and, if possible, to identify which aspects of those attractions had most contributed to their satisfaction. Analysis of this in-depth material

was expected to provide insights to the senses of place which visitors may hold for the area. From these, the features of the Coast on which those senses of place are based could be identified, and from those an extrapolation made to the underlying needs being addressed by contact with those features. Because the amount of time needed to collect this sort of information would make it difficult to gather in the field, it was decided to conduct the majority of in-depth interviews with selected respondents at a later date.

7.3 QUESTIONNAIRE DESIGN

A short, interviewer-administered questionnaire was chosen as the primary research tool because it was felt that this was the only way that a sufficiently large sample of visitors could be contacted within the research time frame. While brief, the format of the questionnaire would allow respondents considerable freedom in the type of responses they were able to give regarding their activities on the Coast, as well as enabling the interviewer to explain procedures and minimise mis-interpretations of the questions. A number of the questions used were taken directly from previous studies of the Coast to enable comparisons with my survey data. See appendix.3 for a copy of the questionnaire form.

7.4 ARRIVAL AND PARTICIPANT OBSERVATION

Following my arrival at the Punakaiki study area on 27.12.88, I observed family groups using the Blowholes Track from 2.30pm to 4.30pm that day. This was done to determine the movement of visitors to the area, in order to judge the best location for interviewing.

7.5 INTERVIEWEE SELECTION

My observations showed that the majority of visitors who stopped at the Punakaiki service area also used the Dolomite Point Walk at some point in their stay. I decided that the best method of contacting these people was to intercept them as they exited the Walk. In order to randomise the sample I interviewed the first person over the age of fifteen to emerge from the track at the end of each half-hour through the day. I further observed that in any given group this person was likely to be a male, so I alternately chose the first adult male or female to exit in order to achieve a 50/50 sex ratio.

The other criterion for selecting interviewees was that they had to be on holiday (and

spending at least one night away from their home). This meant that inhabitants of the West Coast who were on holiday away from their homes (e.g. staying with relatives) were eligible to be interviewed.

7.6 QUESTIONNAIRE INTERVIEWS

Interviewing times were 9.30am - 4.30pm. These times were chosen because of the estimated drive time (half an hour) from the nearest tourist centres (Greymouth and Westport), assuming that travellers would leave those centres not earlier than about 9am, and wish to arrive at those centres no later than 5pm. Interviewing was carried out six days per week, with a staggered day off during the working week. In this way all seven days of the week were sampled. The interviews took approximately 15 minutes each to complete.

Interviewing began on 28.12.88 and ended on 22.1.89. Interviews were conducted on 21 days (because of rest days), however on one of those days (31.12.88) interviewing was abandoned because of low visitor levels. Altogether 48 visitors refused to complete interviews, of whom 22 claimed a lack of time as the reason, 16 gave no reason, 12 were locals, nine were on tour buses or scheduled buses (all of these tourists gave lack of time as the reason for refusal), and nine were non-English speakers. A total of 316 interviews were completed. Subsequently three interviews were rejected either because they were not fully completed or the respondents were West Coast residents on day trips to the area (and ineligible to be counted as "tourists", here defined as a person spending more than one night away from home while on holiday). This left a total of 313 valid interviews.

During the interview period the door counter at the visitor centre was not working. In order to compare visitor numbers with previous years I kept a manual count of the number of visitors entering the centre on selected days from 7.1.89 to 19.1.89 (five days in total were sampled). For comparison purposes I counted visitors exiting the Dolomite Point Walk from 6.1.89 to 21.1.89 (ten days in total were sampled). I also made note of the number of visitors each hour exiting the Blowholes Track from 6.1.89 to 21.1.89 (ten days in total were sampled) to provide a data base on the daily flow of visitors to the Dolomite Point area (see appendices 1. and 2.). These results show that the interviewing times of 9.30am - 4.30pm would have coincided with the highest levels of daily visitor flow through the area.

meaning that the majority of visitors would have been available to take part in the survey.

7.7 IN-DEPTH INTERVIEWS

For reasons of time and budget limitations it was decided to ask only the respondents from Christchurch who I surveyed at Punakaiki for in-depth interviews. Of these respondents, 17 refused and 22 agreed. In addition, three in-depth interviews were conducted at Punakaiki during the survey period. Out of the 22 from Christchurch who had agreed to an in-depth interview, I subsequently interviewed 12 in Christchurch between 1.5.89 and 5.10.89. At this point interviewing was terminated because I was advised (Perkins *pers.com*, 1989) that memory loss during the time-lag after the initial contact had been made was likely to be affecting the respondents' perceptions of their West Coast experience. In total, 15 interviews were completed.

The in-depth interviews were semi-structured and conducted at the residence of the respondent. The respondents were asked to provide their history of tourism on the West Coast, to describe their last visit to the West Coast and give their impressions of the journey, and to attempt to describe which factors about their last visit they thought had contributed most significantly to feelings of satisfaction (or dissatisfaction) regarding the visit.

The interview questions asked were:

"What is your history of visiting the West Coast?"

"What activities do you normally do there?"

"What did you do the last time you visited the Coast?"

"What was the thing about your holiday that gave you the most satisfaction?"

If the respondent had not mentioned West Coast history, natural values, or the local culture, then they were asked towards the end of the interview whether these attributes had figured in their holiday. I also made sure that we covered what they did not find enjoyable on their holiday. Interview length averaged between one and one-and-a-half hours.

These interviews were recorded on audio tape, transcribed by myself, and coded according

to the subject matter discussed.

Because the names of the three respondents interviewed at Punakaiki were not recorded, their comments are listed under the number of the interview. All other interviews are credited with the initials of the respondents.

7.8 CODING AND COMPUTING

The questionnaire results were coded and entered onto the VAX system at Lincoln University. These data were then cross-tabulated using the SAS data analysis procedure *proc frequency*. Initially the data provided simple frequencies. These were analysed and where appropriate the number of categories were compressed. In the second phase of computing these frequencies were divided according to certain criteria, such as transportation type used, country of origin, and group type, and the different responses for each category were compared. In the third phase of computing cross-tabulations were run between variables to allow correlations to be drawn between situational variables and visitor motivations and satisfactions. Due to the large number of categories within some variables (top attractions, and top activities for example), standard tests of statistical significance were not considered appropriate. Cells with fewer than five observations were not counted.

In-depth interview results were coded by the subject matter of each sentence. These sentences were then grouped by common themes to indicate the strength of each theme within the interview. These results determined the existence and the strength of senses of place and sense of place elements.

7.9 LIMITATIONS

7.9.1 TIME

The 1989 Punakaiki Visitor Survey was undertaken during January of 1989. January tends to be around the peak period of summertime tourism on the Coast. While the results are generally supported by earlier studies, any attempt to compare the results with those of more lengthy studies which included data on off-peak tourism should be made with caution.

7.9.2 SITE

The fact that the study was conducted at only one point on the West Coast tourist circuit may have influenced the types of tourists contacted. Tourists who entered the Coast via the Haast Pass and left by Arthurs Pass (or vice versa), for example, may not have been contacted.

Also, the fact that Punakaiki is not in a central location on the Coast meant that tourists entering via the Buller Gorge would not have had the opportunity to experience as much of the Coast as those tourists entering via the Haast Pass before they reached the study site.

While this could have influenced visitor perceptions of the Coast, analysis of the questionnaire results shows that this study has largely replicated the results of the earlier studies. It seems unlikely that the location of the study has biased the results.

7.9.3 IN-DEPTH RESPONDENTS

The fact that Christchurch residents made up the bulk of those asked to take part in the later in-depth section of the survey may have influenced the results of this section. For example, this may have created an urban bias.

Given the exploratory nature of this study, it is not considered that any bias is of particular significance. Follow-up studies would, however, need to consider this limitation.

7.9.4 SEX RATIO

Because I deliberately chose to try to get a 50/50 male/female balance, the true sex ratio is unknown. However, since the 1986/1987 NZTP Domestic Travel Study(:15) showed that 57 percent of domestic visitors to the Coast were male, and 43 percent female, the chosen sex ratio is unlikely to have significantly biased the data of this study.

7.9.5 QUESTIONNAIRE

The questionnaire was kept brief to avoid unduly imposing on respondents who were obviously on route to other destinations. In order to reduce its length, some questions for which I would have liked answers were not asked. The questionnaire was largely made up

of questions replicated from earlier studies to enable a longitudinal comparison of basic demographic, and attraction/activity/satisfaction information. The subsequent in-depth interviews were intended to provide the main contribution to the body of knowledge on recreation and tourism on the South Island's West Coast.

In the following section the results of the quantitative questionnaire are presented. This provides demographic and socio-economic information on visitors to the Coast, and information on the attractions and activities they engaged in while they were in the area.

8. QUESTIONNAIRE RESULTS

The questionnaire results are presented in either tabular form or figure form. First of all these results are briefly described and then compared with the data from earlier studies. Second, and of particular importance to this study, they are illustrated by quotations from in-depth interviews. At intervals the results are contrasted with the theoretical positions summarised from the review of the relevant literature.

8.1 TRAVEL PATTERNS, TRANSPORTATION, AND ACCOMMODATION

The amount of time visitors spend on the Coast, the routes they use to enter and leave the area, and the types of accommodation and transportation which they are using will all affect the degree to which visitors are able to experience the West Coast. These results are used to develop a profile of the trends of the average visitor experience, and the constraints under which those experiences take place.

8.1.1 TOTAL NIGHTS ON HOLIDAY

Table.1 Total Nights Spent on Holiday

Nights	Frequency	Percent
1-8	56	19
9-14	88	28
15-22	74	25
23-28	35	13
29+	60	15

n=313

Almost half of the sample (47 percent) were spending two weeks or less on holiday. Just on 38 percent were spending three to four weeks on holiday, and 15 percent were spending one month or longer on holiday.

The two most frequent lengths of holiday were two weeks (17 percent of the sample) and three weeks (13 percent). These two lengths of holiday applied to 30 percent of the sample.

These figures may be compared with those of the Westland National Park Economic Impact Study (WNPEIS, 1982:17).

Table.2 Number of Nights on Holiday 1982-1989

(%)	1-7	8-14	15-21	22-28	29+
WNPEIS 1982	11.6	27.4	30.7	10.4	19.8
1989 PVS	19	28	25	13	15

This comparison shows a tendency for more visitors to take shorter holidays of one week or less than in the past. However, the general trend of Pearce's figures supports my own, with a significant section of the sample (53 percent to 58 percent) taking between eight and 21 days' holiday.

With just under half of the sample spending a total of two weeks or less on holiday, the time available for spending on the Coast must be limited. This conclusion is supported by survey data and by in-depth interview material which showed that time and financial constraints both limited the length of holiday possible:

I would have liked to have stayed in Westport a bit longer and done a few things but money sort of held us up, and it was time too. We had to be in Dunedin in four days.

(Mrs A.C:2)

We had been thinking about doing a round trip, going through Haast and coming back through Wanaka and Mt Cook, then back to Christchurch. But we decided that the time we had available wasn't going to allow us to do that.

(Mrs J.F:2)

8.1.2 TOTAL NIGHTS TO BE SPENT ON THE WEST COAST

Table.3 Total Nights To Be Spent On The West Coast

Nights	Frequency	Percent
0-1	25	8.4
2-4	161	52
5-7	69	22
8+	58	17.6

n=313

Most people intended to spend between two and four nights on the West Coast (52 percent). Eighty two percent planned to spend a week or less. Few people (17.6 percent) intended to spend longer than a week on the Coast. Only one person was not spending any nights on the Coast.

The West Coast Visitor Survey (1987:12) found that: 54 percent of visitors spent between two and four days on the Coast, compared with my figure of 52 percent. Other comparisons are (my figures in brackets) 21 percent were spending two days (25 percent), 20.8 percent were spending three days (15 percent), and 12.1 percent were spending four days (12 percent). The variation between the percentages for both studies is minor.

Given the most frequent holiday length of 14 nights (Table.1), and that the most frequent number of nights spent on the West Coast was two, it can be shown that most visitors will be spending approximately 15 percent of their total holiday on the Coast.

Notwithstanding the complex methods employed by the WCVS compared with the one site system used by this study, and the fact that this study took place two years after the WCVS, there seems to be a remarkable consistency in the number of nights that visitors intend to spend on the West Coast.

It is possible that overseas visitors will generally be under more constraints (e.g. time, money, and equipment) than New Zealand visitors. They would also probably have less well-defined ideas about the Coast than New Zealanders, and so be less aware of

recreational opportunities before they entered the area.

8.1.3 LAST TOWN BEFORE THE COAST

Table.4 Last Town Stayed In Before Entering The Coast

Town	Frequency	Percent
Nelson	69	22
Christchurch	52	17
Queenstown	39	13
Wanaka	25	8
Wellington	16	5
Motueka	11	4
Picton	8	3
Blenheim	8	3
Murchison	8	3
Other Centres	77	22

n= 313

Nelson (22 percent), Christchurch (17 percent), and Queenstown (13 percent) were the most popular places to have stayed in before entering the Coast. Some 52 percent of those surveyed had stayed in one of these three places.

After the three major centres, another six centres accounted for a further 26 percent of the sample. These were Wanaka (8 percent), Wellington (5 percent), Motueka (4 percent), Picton (3 percent), Blenheim (3 percent), and Murchison (3 percent). Other centres accounted for the remaining 22 percent of the sample.

The strong showing of the big three South Island tourist centres (Nelson, Christchurch, and Queenstown) could be because of the tourist facilities they offer (in the way of amenities and accommodation) and the high public profile these centres have. These centres, with the addition of Wanaka, are also "natural" gateways to the Coast by virtue of their location.

A comparison may be made with the figures for the West Coast Visitor Survey (WCVS) (1987:13) for the last town stayed in before the Coast.

Table.5 Last Town before Coast 1987-1989

(%)		WCVS	1989 PVS
	Nelson City	14	22
	Christchurch City	22	17
	Queenstown	12.5	13
	Wanaka	6	8
	Wellington	4	5

Nelson City does not feature nearly as strongly in the WCVS as it does in my study as a pre-Coast stop. This may be because the geographical location of my study area was nearer the Abel Tasman National Park and associated Heaphy Track. The other centres are given the same order in both studies.

8.1.4 INTENDED FIRST TOWN AFTER THE COAST

Table.6 First Town Respondent Intends To Stay In After The Coast

Town	Frequency	Percent
Nelson	79	25
Christchurch	65	21
Queenstown	59	19
Wanaka	20	6
Blenheim	13	4
Picton	10	3
Motueka	7	2
Wellington	5	2
Other Centres	55	18
	n= 313	

Nelson (25 percent), Christchurch (21 percent), and Queenstown (19 percent) were the most popular places people intended to stay after leaving the Coast. Some 65 percent of the sample population intended to stay in one of these places. These are the same three centres that people intended to stay in before the Coast (see Table.4).

After the three major South Island centres, five more centres accounted for 17 percent of the sample. These were Wanaka (6 percent), Blenheim (4 percent), Picton (3 percent),

Motueka (2 percent), and Wellington (2 percent). Other centres accounted for the remaining 18 percent of the sample.

The three major centres proved more popular as places to stay after the Coast than before the Coast. All other places (except Picton and Blenheim) showed a drop in the percentage of visitors intending to stay after as compared with those staying before.

A comparison with the West Coast Visitor Survey figures (1987:13) for the same question may be made.

Table.7 First Town after the West Coast 1987-1989

	WCVS (%)	1989 PVS (%)
Nelson City	13	25
Christchurch City	23	21
Queenstown	15	13
Wanaka	8	6

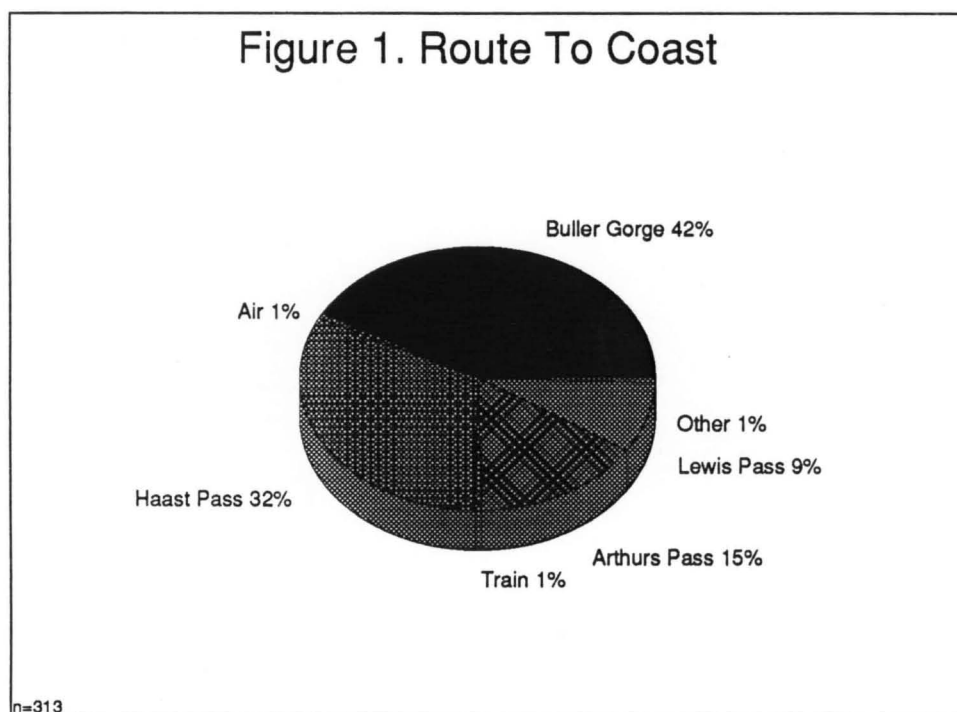
Again (see Table.5) Nelson City is not as popular a place to stay after the Coast in my study as it was in the WCVS, and Christchurch is more popular. However there is no change in the ranking of the lower order centres.

The choice of the last town to stay in before the Coast and the first town to stay in after, probably reflect the ability of the main centres to offer a wide range of leisure opportunities and accommodation to visitors, which will satisfy some of their needs and values. These centres are usually within an easy day's journey by car from the Coast. It is also worth noting that a large percentage of domestic tourists originate from these centres, especially Christchurch (see 3.2.17 for comment).

In-depth results help to illustrate some of the factors which affect visitors' decisions about where to stay before or after the West Coast. Sometimes the choice is made easy:

Well, we travelled up to Nelson first ... then we decided that we'd go along the West Coast rather than coming back the East Coast because we travel up there quite a bit...
(Mrs A.C:1)

8.1.5 ROUTE TAKEN TO REACH THE COAST



Forty-two percent of those surveyed used the Buller Gorge to enter the Coast, while a further 32 percent used the Haast Pass. Seventy-four percent of those surveyed used one of these two routes.

Arthurs Pass was used by 15 percent, and the Lewis Pass by nine percent. Train, air, and tramping accounted for the remaining four percent. Given the research location (Punakaiki), the high percentage recorded using the Buller Gorge may be expected.

Three percent of visitors entered the Coast by other than road, and one person was a West Coast resident on holiday.

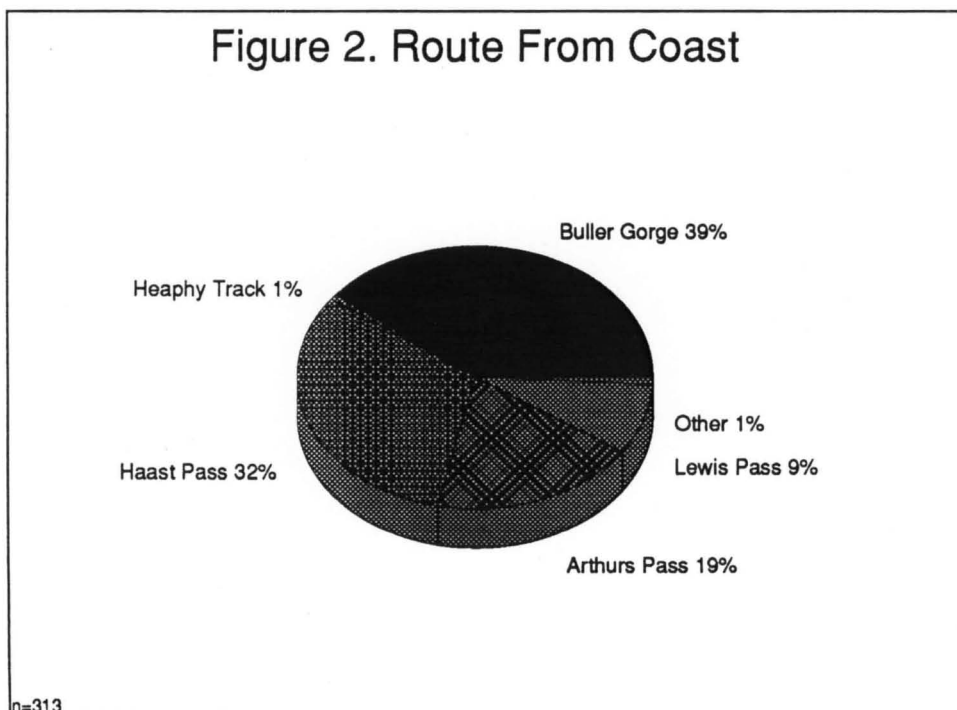
These figures may be compared with those of the West Coast Visitor Survey (1987:13).

Table.8 Route to Coast 1987-1989

(%)	WCVS	1989 PVS
Buller Gorge	33	42
Haast Pass	30	32
Arthurs Pass	19	15
Lewis Pass	10	9
Air	1	1
Other (incl. "No Response")	7	1

This comparison shows that the WCVS supports my data by underlining the relative importance of the Buller Gorge and Haast Pass compared with the Arthurs Pass and Lewis Pass routes to the Coast.

8.1.6 ROUTE TAKEN TO LEAVE THE COAST



Thirty-nine percent intended to use the Buller Gorge to leave the Coast, while 32

percent intended to use the Haast Pass; 71 percent of the sample intended to use one of these two routes to leave the Coast.

Arthurs Pass was to be used by 19 percent of those leaving the Coast, and the Lewis Pass by nine percent. Air, train, and the Heaphy Track accounted for the remaining one percent.

Again these figures may be compared with those of the West Coast Visitor Survey (1987:13).

Table.9 Route from the Coast 1987-1989

(%)	WCVS	1989 PVS
Buller Gorge	28	39
Haast Pass	34	32
Arthurs Pass	23	19
Lewis Pass	10	9
Air	2	0.3
Not Returned	3	-

The percentage of visitors using the Buller Gorge and the Haast Pass to leave the Coast would seem to have been reversed when compared with the earlier study. Some of the possible reasons for this difference (e.g. different time frames) have been explored in 8.1.1.

8.1.6.1 CROSS-TABULATION OF ROUTE TO COAST BY ROUTE FROM COAST

Just over half of the respondents were travelling the length of the Coast (51 percent). A further 12 percent were travelling out using the same route they had used to enter, with the Buller Gorge being responsible for half of this number (six percent).

The reasons for choosing which route to take can be quite subjective. This visitor who entered via Arthurs Pass and left via the Buller Gorge maintained that there were greater recreational opportunities by taking that route:

...rather than driving directly up from
Christchurch through the Lewis Pass,
[Arthurs Pass] is a far nicer way to do it
... there's always something to see or do here.
(Interview 3:2)

On the other hand, routes may be chosen for entirely practical reasons. In this case the visitors had been limited to the Lewis Pass because in the past they had towed a caravan:

We wanted to go through the Haast because [on earlier visits] we hadn't felt like going through with a car and a caravan.
(Mrs M.C:4)

8.1.6.2 SUMMARY OF ACCESS TO AND FROM THE COAST

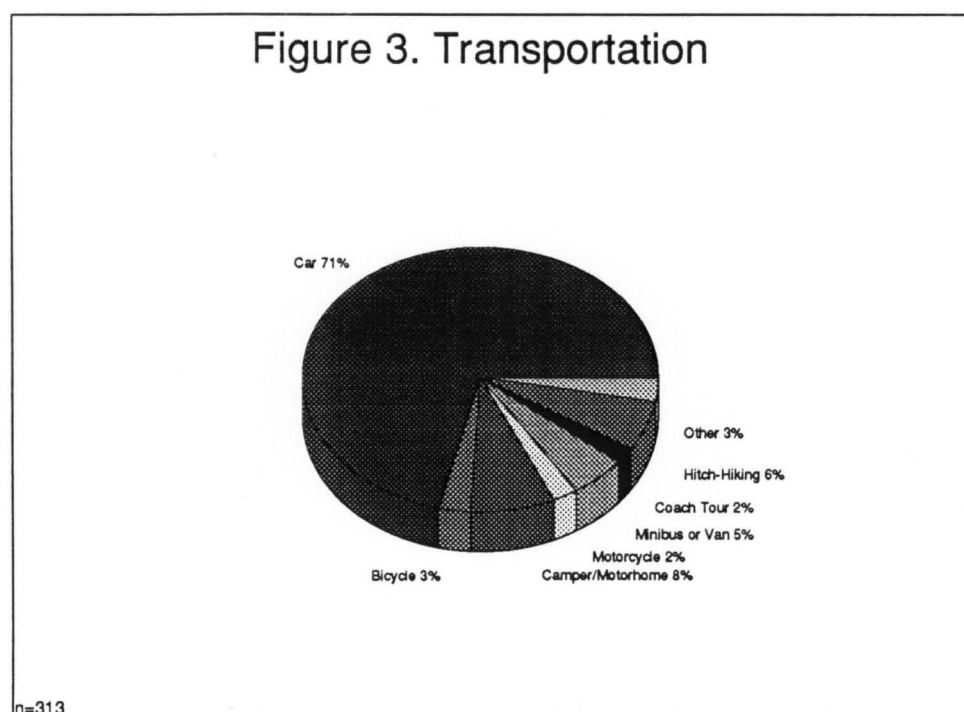
The relative importance of access routes to and from the Coast can be determined by comparing the percentages of visitors using those routes. By this method it can be seen that the Buller Gorge is more important as an entry point than an exit, and that Arthurs Pass is more important as an exit than an entrance. Both the Buller Gorge and the Haast Pass are the main entry and exit routes. Fifty one percent of the total were travelling the length of the Coast, with a further 49 percent experiencing only part of the area via Arthurs Pass. Twelve percent were entering and exiting using the same route.

8.1.6.3 SUMMARY OF VISITATION PATTERNS

Given where visitors stayed before and after the Coast, and the routes taken to and from the area, a weak "north - south" travel pattern emerged. This was most strongly evidenced by Wellington being more of a departure point than a destination, and by the almost exact reversal of the percent using the Buller Gorge to enter (51 percent) rather than exit (48 percent) the area. Although the difference is not substantial, these results confirm the north - south trend which emerged from the review of previous studies.

The relative importance of the Buller Gorge and Haast Pass routes to both enter and leave the Coast is confirmed by the finding that the majority of visitors are travelling the length of the Coast. One reason, which ties in with motivation theory, could be that many visitors desire the option of being able to experience all of the features available on the Coast which they feel will address their needs and values. In order to achieve this they are travelling the length of the area.

8.1.7 TRANSPORTATION TYPE USED



Cars were used by the majority of those surveyed (71 percent). A further 18 percent of the sample used either bicycles (three percent), camper vans or motorhomes (eight percent), minibus or vans (five percent), or motorcycles (two percent). All of these transportation types offered a high degree of mobility and flexibility to the traveller.

A direct comparison may be made with the figures from the West Coast Visitors Survey (1987:14) and Wilson's Thesis (1988:46).

Table.10 Visitor Transportation Types 1987-1989

(%)	WCVS	Wilson	1989 PVS
Car	62	70	71
Camper/minibus/van	10	13	13
Hitchhiking	7	6	6
Bicycle	2	4	3
Motorcycle	1	2	2
Coach Tour	5	2	2
Scheduled Bus	8	2	1
Other	5	2	-

Overall, the figures from the earlier studies support my findings on the transportation types used. This is especially true in the cases of those travelling by car, hitchhiking, bicycle, and motorcycle, all of which, as was noted earlier, offer the traveller a high degree of flexibility.

When comparing the West Coast Visitor Survey with my own study it is worth remembering the differences in time periods and scale between them. For example, it is probable that the portion of the WCVS conducted during July/August (winter) would have encountered a smaller proportion of motorcyclists and cyclists than my study (which was conducted over the January (summer) period), and that this could have affected the overall figures the WCVS gained for these transportation types.

Wilson did note in her study that there had been a downturn in the numbers of tour bus passengers visiting the Paparoa area in the three years preceding 1988 (Wilson, 1988:53). The fact that nine tour or scheduled bus passengers were contacted but not interviewed during my survey suggests that these visitors were present in low numbers, although not as low as Wilson suggests. She also noted an increasing number of cyclists visiting the area and increased use of camper vans. This trend was not confirmed by my study, however subsequently Simmons (*pers.com*, 1993) reported a substantial increase in the numbers of both cyclists and camper vans since the 1987 Sandrey study.

By using flexible and rapid transportation, visitors would be able to experience many features of the Coast and have the opportunity to engage in many leisure activities within their limited time in the area. This may explain visitors' preference for cars, camper vans, and hitchhiking for transportation.

The growth in bicycling could be related to some visitors using less costly and more flexible transportation to lengthen their stay in the area, and also increase their ability to experience activities and attractions in greater detail and for a longer duration. One consequence of the increasing use of "Mountain Bikes" for touring could be impacts on attractions, if those bikes are used off road.

People chose their transportation for a variety of reasons. These included being able to stop where they chose:

When we go away on holiday we maybe take the car somewhere and then we'll park it and go walking. (Mr R.K:5)

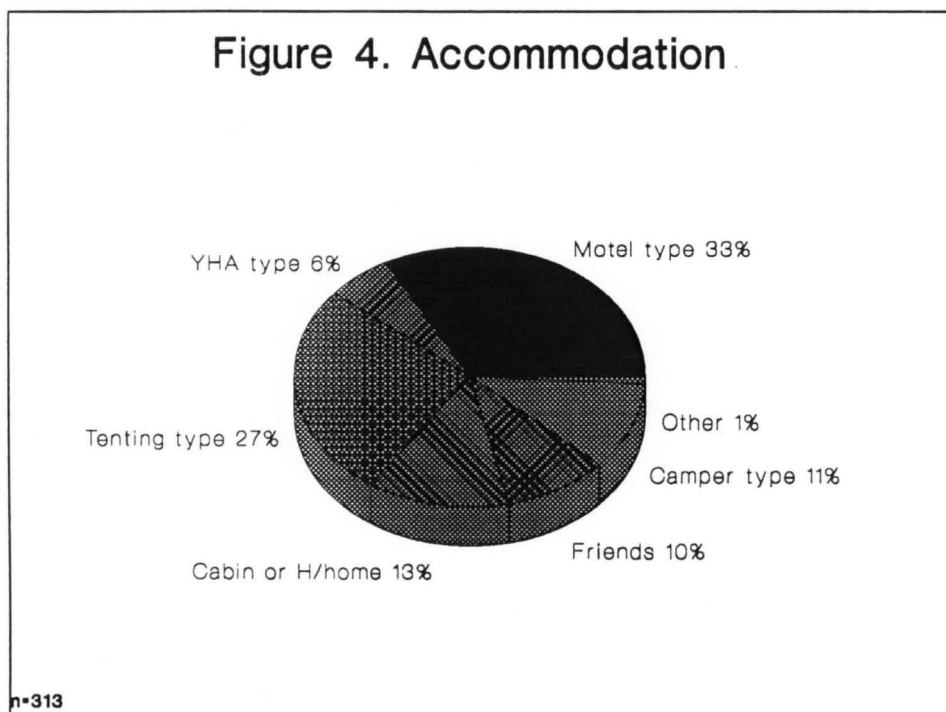
Being able to buy goods and carry them on the trip was important to this couple:

... we bought heaps of pottery, and I said to Robin "Yeah, pick him up, but be careful of his backpack" because of all the pottery in the boot. (Mrs A.C:7)

Transportation used can affect tourists' ability to travel freely and explore where they want:

We stayed in motels until we got the caravan, although even in the car we covered a terrific amount of the country.
(Mrs M.C:2)

8.1.8 MAIN FORM OF WEST COAST ACCOMMODATION



Hotel, motel, motor inn, and guest house accommodation accounted for 33 percent of the sample. Of this total, motel accommodation was used by 28 percent of visitors. Tenting and sleeping in the open were used by another 26 percent. Together motels and tenting accounted for 53 percent of all accommodation used.

The next most popular forms of accommodation were cabin or holiday home (used by 13 percent), camper, caravan, motorhome, other vehicles (10 percent), and friends or relatives, or strangers (10 percent). YHA Hostels or Backpackers Hostels were used by six percent of the sample. Of the total sample, four percent were staying in hotels; the rest were using less expensive accommodation types.

The West Coast Visitor Survey (1987:20) also found motel and camping/tenting to be the most popular forms of accommodation (56.5 percent of the sample), as did Wilson (1988:28). When Wilson's figures are grouped as above, 57 percent of her sample used camp grounds or free camped, and 28 percent used hotel/motels. Eight percent stayed in the homes of friends or relatives.

Cross-tabulation of accommodation type (see Figure.4) by the number of nights visitors spent on the West Coast showed that those visitors staying in the less expensive types of accommodation such as camper type, tenting type, and staying with friends were proportionately staying longer on the Coast (five to 35 nights). This contrasted with those using motel type accommodation who were overrepresented among those who spent up to four nights on the Coast.

By staying in relatively inexpensive and plentiful accommodation such as camping grounds, tourists will be able to afford to stay longer in the recreational area, and be able to stay in a greater number of locations within the area. This would mean that they would have the opportunity to experience a greater number of attractions and activities, with the possibility of satisfying more needs and so gaining greater satisfaction.

This is supported by the interview data which showed that costs are a major consideration when choosing accommodation:

Actually, I find that some camping grounds are better than motels. If you use one of those self-contained cabins for half the price of a motel you've got exactly the same. So motels are a waste of time.... We go camping because we can't afford not to. (Mrs A.C:9)

Camping may appeal to some because of the freedom of choice it offers:

What we like to do is camp out in places that aren't camping grounds...
... somewhere on our own where it's not crowded. I think that we'd like to have a beach all to ourselves.
(Mr G.P:3)

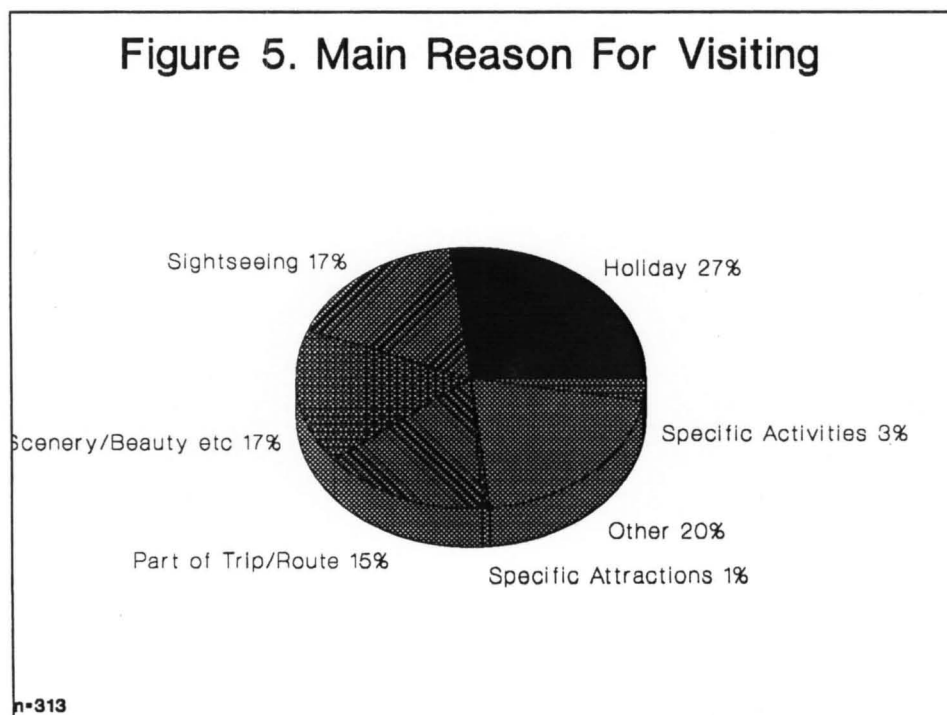
8.1.8.1 SUMMARY OF ACCOMMODATION USE

Most people were using motels or tents for accommodation. For most visitors to the area, access to inexpensive accommodation was important. By using these accommodation types visitors would be able to explore more of the area in detail and stay longer than perhaps otherwise. However there could be negative consequences in the form of environmental impacts if this results in increased use of natural areas for camping.

8.2 MOTIVATIONS, ATTRACTIONS, AND SATISFACTIONS

The survey questionnaire attempted to explore the motivations of visitors to the Coast by asking for their main reason for visiting the area and by recording the activities which they intended to engage in there. Visitor satisfactions were gauged by asking them to rank the attractions and activities in which they had engaged in order of satisfaction to them from the most to the least satisfying. The responses to these questions were then used to identify the most satisfying attractions and activities, and to tie these in with visitor motivations.

8.2.1 MAIN REASON FOR VISITING THE COAST



Forty-four percent of the sample gave holiday/sightseeing as the main reason for their

visiting the West Coast. Scenery/beauty was given by 17 percent.

Fifteen percent said that visiting the Coast was a part of their trip or route. Specific attractions (like the glaciers) or activities (like tramping) accounted for only four percent of the total reasons.

Given that (see Table.11) few people seem to have specific ideas about what they intend to do during their entire time on the Coast, the small percentage visiting for specific attractions or activities ties in well.

The overall beauty or natural scenery of the Coast came through strongly as a reason for visiting (given by 17 percent); a percentage which links in with the number of natural attractions ranking among the top four of the Coast (Table.12) and the popularity of sightseeing or walking as activities (Table.14).

"Scenery" and "visiting parks/reserves" topped the motivations for visiting the Coast in the West Coast Visitor Survey (1987:15). However, when asked the reason for visiting the Coast (*ibid.*:14) "general leisure" (holiday) followed by "visiting friends and relations" topped the list.

These results would suggest that many visitors regard holidaying, sightseeing, the scenery/beauty, and part of their trip or route, as being reasons which express their motivations for engaging in activities and experiencing the features of the area. The other reasons given cover less frequently held motivations.

Going for a "holiday" was the main reason 27 percent of the sample gave for going to the Coast:

I usually go over to my brother-in-law's farm and help him out on the farm and generally have a bit of a holiday. (Mr S.B.W:1)

8.2.1.1 SUMMARY OF MAIN REASON FOR VISITING THE COAST

Few visitors to the West Coast have specific ideas about what they want to do during their entire time in the area (Table.11). Natural values and features rank highly among visitors' reasons for holidaying in the area (Figure.5) These also rate highly among the attractions visited (Table.12). Sightseeing and walking (both activities which tend to involve contact with the natural environment on the Coast) are high among visitors' top four activities (Table.14).

Most attractions (Table.12) and activities (Table.14) ranked in the top four involved passive forms of recreation which could be experienced in 1-2 hours. This is consistent with most visitors spending only 2-4 nights on the Coast (Table.3).

The finding that 15 percent of visitors were using the Coast as part of their trip or route (Figure.5), and that visitors were frequently spending only 14 percent of their holiday in the area, suggests that a number of visitors were using the Coast as a "stepping stone" to other places, rather than using it as a destination in itself.

8.2.2 INTENDED ACTIVITIES

Survey respondents were asked what activities they had pre-planned before they reached the West Coast. Up to nine activities were recorded for each person, and of these the first six activities mentioned were analysed. Activities were ranked in order of the frequency with which they were mentioned.

Table.11 Intended Activities

Activity	Frequency	Percent
None at all	61	10
Punakaiki	104	16
Sightseeing	98	15
Both Glaciers	59	9
Walking	47	7
Shantytown	33	5
Tramping	26	4
Fishing	17	3
Swimming-River	14	2
Franz Josef Glacier	13	2
C. Foulwind Seals	12	2
Historic Goldmines	11	2
Hokitika Greenstone Factory	11	2
General Scenery	10	2
Glacier Helicopters	10	2
Fox Glacier	8	2
Historic Coalmines	7	1
Nature Photography	6	1
Goldpanning	5	1
Horse Races	4	1
Rafting	4	1
Relaxing	4	1
VFR	4	1
Other	63	10

n= 631

Ten percent of the sample had no activities pre-planned before they entered the Coast. Punakaiki made up (16 percent) and General sightseeing made up (15 percent) of the activities planned.

Of specific activities (rather than general intentions), Punakaiki (16 percent), glacier based activities (15 percent), Shantytown (five percent) and tramping (four percent) were the most frequently pre-planned activities.

Thirty-seven percent of the pre-planned activities were non-specific (e.g general scenery) or were not planned (i.e. "none at all").

Some 182 people of the 313 surveyed had two or more activities pre-planned, 109 had three activities, 48 had four activities, 23 had five activities, and eight had six activities pre-planned. Less than 50 percent of visitors had three or more activities pre-planned.

Clearly, most of those entering the Coast had some, but not all, of their holiday activities pre-planned. However, given the average length of time visitors intended to spend in the area (two to four nights), even a few pre-planned activities such as visiting the glaciers or Shantytown would probably account for most of their time spent on the Coast.

The West Coast Visitor Survey (1987:24) found that 17 percent of those surveyed intended to visit Punakaiki on their West Coast trip (compared with my 16 percent), and that 21 percent of the sample intended to visit the glaciers (compared with my 15 percent). This minor variation could be because of the different geographical setting of the studies (as outlined previously).

Motivation theories suggest that visitors will intend to experience activities and attractions to the extent that they feel these will meet their needs. A high level of physical activity does not seem to be associated with the recreational activities most visitors intend to engage in.

One of the main intended activities was sightseeing:

But it's mainly for the scenery. That's why we did that trip. (Mrs M.C:4)

Walking was intended by many:

The original plan was to come here and spend a day walking in the Punakaiki [*sic*] National Park. (Interview 3:1)

8.2.3 TOP FOUR ATTRACTIONS

Respondents were asked to list the all of the attractions which they had visited. The top four of these attractions were then ranked from most to least satisfying.

Table.12 Top Four Attractions in terms of satisfaction

Attraction	Frequency	Percent
Punakaiki	283	35
Franz Josef Glacier	73	9
Fox Glacier	67	8
Shantytown	48	6
Cape Foulwind Seals	32	4
Hokitika Greenstone	18	2
Lake Matheson	17	2
Other Beaches	15	2
Creeks or Rivers	14	2
Coaltown	14	2
Mitchell's Gully	13	2
Buller Gorge	12	2
Westport	11	1
Paparoa NP	11	1
Punakaiki Pack Track	11	1
Karamea	11	1
Other Attractions	177	20
n= 827		

Thirty-five percent of the sample listed Punakaiki in the top four attractions. The Franz Josef Glacier was second at nine percent, and the Fox Glacier third at eight percent, making a combined total of 17 percent for the glaciers.

When the figures for other natural areas such as parks, reserves, lakes, beaches, and rivers were added together, they made up 21 percent of the sample.

The majority of the listed attractions (if the "other" category (which includes pubs, shops, and wharfs) is not included) were based around the natural environment (79 percent), while human-constructed attractions, such as Coaltown, accounted for 21 percent.

It is worth noting that 65 percent of those who were surveyed did not list the blowholes among their top four attractions.

A re-working of the West Coast Visitor Survey data (1987:27) shows that the glaciers were mentioned in the top two attractions by 14 percent of visitors, Punakaiki by 13 percent, historic Places by 12 percent, natural attractions by 44 percent, and human-constructed attractions by 17 percent.

When asked for the "highlight" of their visit, West Coast Visitor Survey (1987:27) respondents gave the following result:

Table.13 Highlight of Visit 1987

Highlight	Percentage
Scenery	23
Glaciers	19
Attractions & Events	13
Natural Features	8
Social	7
Friendly	6
All of the above	3
No Response	21

These figures again demonstrate the importance of the natural environment to visitor satisfactions on the Coast.

The fact that my study found that three of the top four attractions were natural features, and that natural features made up 79 percent of the sample (if the "other" category is not included), and that this trend is supported by the WCVS data, points to natural features as being predominantly the ones which people feel have helped to satisfy their needs.

Sense of place theory suggests that people's sense of place is based on the objects in the environment which are important to them. Therefore the objects which people have rated the highest (since they would have been the most important to them) will contain the perceived recreational qualities on which many people's sense of place of the Coast may be based. In this case these objects are the natural features of Punakaiki, the glaciers, and the Cape Foulwind Seal Colony. There was also the historical feature of re-created Shantytown.

The top attraction was Punakaiki. This frequent visitor to the Punakaiki area tells us about his feelings regarding the Dolomite Point Walk. Note the way that changes to the weather, sea, and tidal patterns keep the experience fresh:

Dolomite Point. I've done it ... maybe a dozen times in my life but I still enjoy the walk out there ... it changes all the time, it's never the same any time I've been there. ... Mount Cook and Mount Tasman were just clear as a bell from up there... [and] the time before that the blowholes were working. (Interview 3:2-3)

The glaciers were also highly rated. This visitor seemed particularly impressed with the unpredictability of a glacier:

I mean they're big. And so impressive, aren't they? ... to actually get up near to where the ice is cracking ... I mean that's good fun that. And walking along that raging river ... I mean if you slipped you'd be dead for sure. And things like that. It's cracker. That's gorgeous. (Interview 1:12)

Shantytown topped the list of human-constructed attractions:

Even Shantytown has really changed. ... The buildings were all different and, oh a few things were the same. (Mrs A.C:1)

8.2.4 TOP FOUR ACTIVITIES

Table.14 Top Four Activities

Activity	Frequency	Percentage
Sightseeing	634	77
Walking	104	13
Glacier Helicopters	17	2
Tramping	10	1
Swimming-River	8	1
Fishing	7	1
Lunch or Picnic	7	1
Other Activities	40	4

n= 313

Seventy-seven percent of those surveyed mentioned sightseeing as the activity undertaken at the top four places stopped at. A further 13 percent mentioned walking. Together these two activities accounted for 90 percent of all activities undertaken.

It is worth noting that 70 percent of the top four attractions (Table.12) would have had sightseeing given as the activity undertaken there because of the general pattern of use of those attractions. For example, the activity of passively observing the scenery during the Dolomite Point Walk would have been classified as "sightseeing".

The West Coast Visitor Survey (1987:27) listed the highest ranked activities as being walking, general sightseeing, scenic flights, and tramping. These same activities ranked highest in my study.

Motivation theories suggest that visitors will be most satisfied by leisure activities which they feel have addressed their needs and values. In this case the activities which allowed them to do this were general sightseeing and walking. It can be assumed that these activities (taking place within the natural environment of the area) (see Table.14) are the ones which have satisfied their needs and values to the greatest extent.

In my study, sightseeing was the activity which ranked as being the most important at the top four attractions.

When asked what appealed to her about the Coast, this student replied:

Probably the scenery and the atmosphere.
The quiet ... just getting away from it all.
(Ms M.W:2)

The second most popular activity was walking, in this case combined with fossicking:

I mean, I just enjoy walking along the
beach looking for greenstone.
(Mrs M.C:6)

8.2.5 SUMMARY OF MAIN REASON FOR VISITING AND TOP ATTRACTIONS AND ACTIVITIES

Few of those entering the Coast had any specific idea about what they intended to do during their entire holiday once they reached the area (Table.11). The four widely-publicised or well-known tourist attractions on the Coast (Punakaiki, the two glaciers, and Shantytown) were listed as those that had given the most satisfaction (Table.12). In general, natural features ranked highly among those visited (Table.12), and were a major part of the most satisfying activities (Table.14). The most interesting result must be that of the Cape Foulwind Seal Colony, which was the ninth most popular intended activity, but the fifth most satisfying attraction once visited.

Sightseeing was the activity undertaken at over three-quarters of the top attractions (see Table.14) which indicates that the majority of activities engaged in by visitors to the area were essentially passive.

8.3 DEMOGRAPHIC AND SOCIO-ECONOMIC CHARACTERISTICS

Demographic and socio-economic information about the respondents was recorded in the survey. This information develops a profile of visitors' residential origins, age, occupation, group size, group type, the number of children travelling with them, and the frequency with which they have visited the West Coast.

8.3.1 ORIGIN OF NEW ZEALAND VISITORS TO THE WEST COAST

Respondents were asked to give their country of origin, and if they came from New Zealand, their town of origin.

Table.15 Origin of New Zealand Visitors

Place of Residence	Frequency	Percentage
Northland	5	3
Auckland	35	18
Hamilton Area	12	6
Taupo Area	8	4
Hastings	3	1
Manawatu Area	12	6
Wellington	22	12
Nelson Area	8	5
Blenheim	3	1
Christchurch	45	23
Other Canterbury	10	5
Dunedin	19	10
Invercargill Area	9	5
West Coast	2	1

n= 193

Christchurch (23 percent), Auckland (18 percent), Wellington (11 percent), and Dunedin (10 percent) are the major sources of New Zealand visitors to the Coast. 62 percent of all NZ respondents came from the four main centres.

The minor cities (Nelson, Palmerston Nth, Hastings, Blenheim, Invercargill, Hamilton) together accounted for a further 16 percent.

Figures from the 1990 New Zealand Year Book were available and provided the percentage of the domestic population living in selected centres in 1989. These were Auckland (25 percent), Wellington (9.5 percent), Christchurch (9 percent), and Dunedin (3 percent) (1990 New Zealand Year Book:234). In comparison with the Year Book figures, my survey shows visitors from Auckland to be under-represented, whereas visitors from Wellington, Christchurch, and Dunedin are over-represented.

New Zealand visitors to the West Coast were evenly split between both main Islands of the country and, once the four main centres are accounted for, fairly evenly spread over the country as well. Given the population distribution in New Zealand, this means that the Coast was much more attractive to South Islanders in general, and visitors from Christchurch in particular, than to other New Zealanders, especially those from Auckland.

Origins of visitors may be compared with those of the West Coast Visitor Survey (1987:9).

Table.16 Origin of New Zealand Visitors 1987-1989

	WCVS(%)	1989 PVS (%)
Northland	3	3
Central Auckland	12	18
Hamilton	3	6
Taupo	2	4
Manawatu	4	6
Wellington	13	12
Nelson City	5	1
Christchurch	39	23
Other Canterbury	6	5
Dunedin	7	10
Southland	6	5
Other	-	3

Christchurch, Wellington, and Auckland still dominate, but when compared with my study there are some differences in the percentages involved. Christchurch is more dominant as a place of origin in the earlier study, while Auckland is less prominent. Seasonal

fluctuations in domestic visitor numbers from the North Island may have been picked up by the West Coast Visitor Survey but missed by my shorter survey.

The high percentage of domestic visitors originating from Christchurch could be explained by the proximity of the city to the study area. This would mean that the residents of Christchurch have more chance of having well-developed ideas about the area and so are encouraged to visit by the knowledge that they have a higher probability of satisfying their needs than other New Zealanders who have less understanding of the area, and/or reduced constraints because of that proximity.

8.3.2 COUNTRY OF ORIGIN OF OVERSEAS VISITORS

Table.17 Origin of Overseas Visitors

Country	Number	Percentage
Australia	29	24
U.K	22	18
USA	17	14
W.Germany	16	13
Canada	13	11
Switzerland	5	4
Other Europe	10	8
Asia	4	3
S.America	2	3
Other Pacific	2	2

n= 120

Of those from overseas, nearly a quarter (24 percent) were from Australia, with the UK (18 percent), USA (14 percent), and West Germany (13 percent) being next.

A comparison with the West Coast Visitor Survey (1987:10), the NZTP Visitor Statistics Research Series (1989/5:14), and Wilson (1988:28) may be made:

Table.18 Origin of Overseas Visitors 1987-1989

Country	1989 PVS (%)	WCVS (%)	NZTP (%)	Wilson(%)
Australia	24	45.5	31	8
UK	18	14	8	9
Switzerland	4	2	8	-
W.Germany	13	4.5	2	4
Japan	0	1	11	-
USA	14	24	18.5	17
Canada	11	9	4	-
Other	16	-	24.5	-

It must be remembered that the West Coast Visitor Survey (WCVS) was conducted in 1987, while the NZTP Visitor Statistics Research Series 1989/5 (NZTP VSRS 89/5) measured the total percentages of visitors arriving in New Zealand, and not the percentage of those visitors who actually reached the West Coast. However, when the NZTP and the 1989 PVS figures are compared it shows that greater percentages of Canadian, German, and Swiss tourists are reaching the Coast than visitors from some other nations such as Australia and Japan. In general this supports the contention that the Coast is an area attractive to free and independent travellers.

Wilson's study (1988:51) noted that Japanese visitors to New Zealand (defined as non-FITs) do not tend to visit the Coast.

8.3.2.1 COUNTRY OF ORIGIN CROSS-TABULATIONS BY "GROUP TYPE", PREVIOUS VISITS, AND "TOP ACTIVITY"

New Zealand visitors made up 62 percent of the total and the majority of them were found in family and friendship groups. Their reasons for visiting revolved around holidays, visiting their friends and relations, or specific activities.

For all Australian visitors surveyed this was their first trip to the Coast in the last three years. For 95 percent of all other overseas visitors, this was also their first trip, however this figure dropped to 62 percent for New Zealand visitors. No visitor from overseas had been to the Coast more than once before in those three years, however New Zealanders who had

visited more than once in that period made up 21 percent of their sample. New Zealand visitors are much more likely to have had prior experience of the Coast than visitors from overseas.

Overseas visitors made up 63 percent of those who took the glacier helicopter ride, while New Zealanders made up 87 percent of those engaging in the specific activity of river swimming and 90 percent of those choosing from the range of "other" activities (which includes rafting, photography, horse trekking, and canoeing). Overseas visitors travel long distances at great cost and with little expectation that they will ever return to the area, therefore the cost of an \$80 helicopter ride is a small part of their overall travel budget. It also has the benefit of showing them a great deal of scenery within a short time.

Motivation theories suggest that because people's ideas are dependent upon information about an area, visitors coming from a lesser geographical distance and from a closer cultural background will tend to have better developed ideas about a recreational area, and, if so motivated, will be more likely to visit. They would also probably face fewer constraints such as the cost of travel or cultural and language barriers. In addition, their greater knowledge would mean that they could better target their recreation to suit their needs. While this was true for New Zealand visitors, this was not so for Australian visitors, who seem under-represented. This means that other constraints (such as the availability of alternative tourist destinations) may be affecting their choices.

FITs seem to be characterised by a desire to prolong their visits (by using cheap accommodation) and experience a variety of attractions (by using flexible transportation) and so experience features to a greater degree than non-FITs. This finding is supported by the results of Parr's thesis (1989) which showed that FITs were more likely than Tourists to be using camp grounds, hostels, and friends and relatives (Parr, 1989:52) and using a private car (29 percent of FITs compared with seven percent of Tourists) as well as a wide range of other transportation types (*ibid.*:48). That FITs are coming predominantly from certain countries could be a result of the social and environmental conditions within those countries and/or the ability of their people to afford world travel.

8.3.2.2 SUMMARY OF ORIGIN OF VISITORS

Of the total surveyed, 61 percent were New Zealanders, and 39 percent were from overseas. Most New Zealanders came from one of the four main centres, with almost a quarter (23 percent) of domestic visitors coming from Christchurch (Table.15). Australians made up nearly a quarter of all overseas visitors (Table.17), however, together with Japanese and United States visitors they were under-represented when compared with Swiss, German, and Canadian visitors.

Cross-tabulation results show that country of origin affects both the type of group the visitor is with, their degree of prior experience, and the activities they are likely to choose, and that these in turn will influence visitor satisfactions.

The implications of these results are that the West Coast is an important destination for domestic tourists compared with other areas of New Zealand, such as Queenstown, which are more dominated by overseas visitors. One explanation for this finding is that domestic visitors have a greater knowledge of the area than overseas visitors, and so place it on their travel itinerary.

8.3.3 AGE OF RESPONDENT

Table.19 Age of Respondent

Age Bracket	Frequency	Percentage
0-14	1	1
15-25	54	17
25-34	103	33
35-44	68	21
45-54	53	17
55-64	25	8
Over 65	9	3

n= 313

Over half (54 percent) of those surveyed were in the 25-44 age bracket. Of overseas

visitors to New Zealand, 40 percent were in this age bracket (NZTP VRS 1988/1:34).

Some 88 percent of those surveyed were in the 15-54 age bracket. The largest age bracket was 25-34. Few elderly (over 65 years) or young children (Table.23) were visiting the area.

The West Coast Visitor Survey (1987:11) found that the 20-29 age group accounted for the largest number of visitors to the area, a result which parallels my findings.

A comparison may be made with the NZTP NZ Domestic Travel Survey (1986/87:15) figures.

Table.20 Age of Visitors 1986-1989

Age Bracket	1989 PVS (%)	NZTP NZDTS 86/87 (%)
15-24	17	14
25-34	34	17
35-44	21	17
45-54	17	15
55-64	8	12
Over 65	3	11
Other	-	14

My survey found that the 25-34 age group accounted for the largest number of visitors to the area (comparing well with the West Coast Visitor Survey figures). In comparison with the NZTP figures it can be seen that young to middle-aged visitors seem to be over-represented in my survey, and older visitors (55+) under-represented.

Explanations for the apparent under-representation of the elderly are purely speculative. These may include the possibility that, compared with the middle-aged, the elderly tend to rule out the more strenuous leisure activities of glacier and bush walks. Changes with age including friendship groups and family situations all may result in changes to the priority of people's values over their lifetime. Other factors which could influence older people's recreation choices are the loss of income when retired, increased ability to travel in the off

season because they don't need to take holidays into consideration, and a desire to take advantage of off-peak charges.

The site-specific nature and limited time-frame of my survey may have had an influence on the ages of the visitors surveyed. It is possible that many of the older visitors to the area could have walked the Dolomite Point track before, and, not wishing to do it again, would be less likely to be surveyed than younger visitors. They may also be travelling off-season because they have the spare time and holidaying then tends to be cheaper. If so, my survey would have largely missed them.

This is an example of how accommodation preferences may change with age:

We've never used a hotel. But I must admit that as we're getting older we have been tending to stay in motels more. But maybe that's just an aging thing? (Mr G.P:3)

8.3.4 OCCUPATION

The survey respondents were asked to supply socio-demographic data. These data were used to check trends with earlier studies, establish the representativeness of the sample, and for cross-tabulation purposes.

Table.21 Occupation 1986-1989

	1989 PVS	WCVS	NZTP NZDTS 86/87
(%)			
Professional/Technical	37	-	10
Production etc. Workers	16	-	-
Student	9	5	20
Housewife/husband	7	6	12
Clerical & Related Trades	7	-	-
Administrative/Managerial	7	-	-
Retired	6	13	10
Sales Workers	4	-	-
Service Workers	3	-	-
Agricultural etc. Workers	3	5	-
Unemployed	1	-	5
Totals ³			
White Collar	51	49	45
Blue Collar	23	11	14
Other	26	40	41

1989 PVS: The 1989 Punakaiki Visitor Survey

WCVS: The West Coast Visitor Survey (1987:11)

NZTP NZDTS 86/87: NZTP NZ Domestic Travel Study (1986/1987:15)

At 37 percent of those interviewed, the professional/technical group would appear to be over-represented (compared with the NZTP NZDTS 1986/87 figure of 10 percent). However, when combined with the clerical & related (seven percent) and administrative /managerial (seven percent) to form a white collar category (51 percent), it compares closely

³ The WCVS (1987) and the NZTP NZDTS 86/87 both provided totals for "White Collar" and "Blue Collar" categories. However, the results for some of the other categories were not provided.

with the WCVS finding of 49 percent for the white collar worker category.

However, when the blue collar category in my study is combined in the same manner, this comes to 23 percent. This compares with 11 percent for blue collar workers in the West Coast Visitor Survey (1987). The percentage of retired persons holidaying would seem to be down from the previous two studies.

Table.21 is an attempt to compare several previous visitor surveys; however because the researchers have used different systems for categorising occupation classes, direct comparisons are not always possible. Some comparisons are possible, and some data have been reworked to allow them to be compared. Such reworked data should be treated with some caution, principally because the original coding schedules for the data classes are not available. It is also worth noting that the blue collar category as presented by the WCVS (1987:11) included the unemployed, and that the NZTP NZDTS 1986/87 would have been concerned with the movement of domestic tourists only.

The results of the in-depth interviews indicate that occupation can have a direct effect on the choice of recreation options, and on the degree of enjoyment experienced. Visitors with occupation related knowledge and skills may see their visit as an opportunity to extend or utilise these abilities in a recreation context.

In this case, the occupation of a travelling companion (and his resulting interests) was a factor in this respondent discovering the Rewanui mine site:

Whether we'd have found that mine at
Rewanui on our own, I don't know.
The other people we were with ... his
first working days were with Railways on
the engineering side, and these sorts of
things are in the back of his mind all the
time. (Mr W.A.M:4-5)

8.3.4.1 OCCUPATION AND SENSES OF PLACE

People from different life-cycle, life-style, and social classes are likely to have different senses of place for the same area. This would be based upon the shared values of these groups. Eyles (1985) linked broad types of senses of place with differences in age, stage in life-cycle, and background.

...the more "social" senses of place are broadly associated with the married, the middle-aged, the long-settled, and localites, and the more "instrumental" with the young, the single and non-localites.
(Eyles, 1985:128)

My results suggest that around 50 percent of visitors would share white collar values and needs, and so tend to construct senses of place for the West Coast based upon these needs and values.

It is also worth noting that those within the top occupational category will tend to have higher education, more disposable income, and higher equipment levels, all of which means that they are more likely to know about and have the ability and the desire to access a wider range of recreational areas.

8.3.5 SIZE OF THE GROUP

Table.22 Group Size

Size Of Group	Frequency	Percent
1	12	4
2	140	45
3	40	13
4	63	20
5	22	7
6+	36	11
n=313		

Eighty-nine percent of the groups encountered contained five or fewer persons. This ties in with the use of cars as the main form of transportation (see Figure.3). Seven percent of the groups were of a size (six to eight people) suitable for a minibus or camper. The

remaining four percent (groups of nine or more) would have been travelling by either bus or by sharing several cars or camper vans.

Nearly half of the entire sample (45 percent) were travelling in a group of two, while seventy-eight percent were travelling in a group of two to four people.

Small group size should mean that these groups have a higher degree of flexibility in their travel itinerary than larger groups because of the reduced possibility that differences in age, physical fitness, and the desire for different types of recreation would cause conflicts. Most groups encountered during the survey contained five or fewer people.

Larger group sizes will necessarily mean that there are more constraints on an individual's ability to experience the activities within the area which most closely correspond to their needs and values.

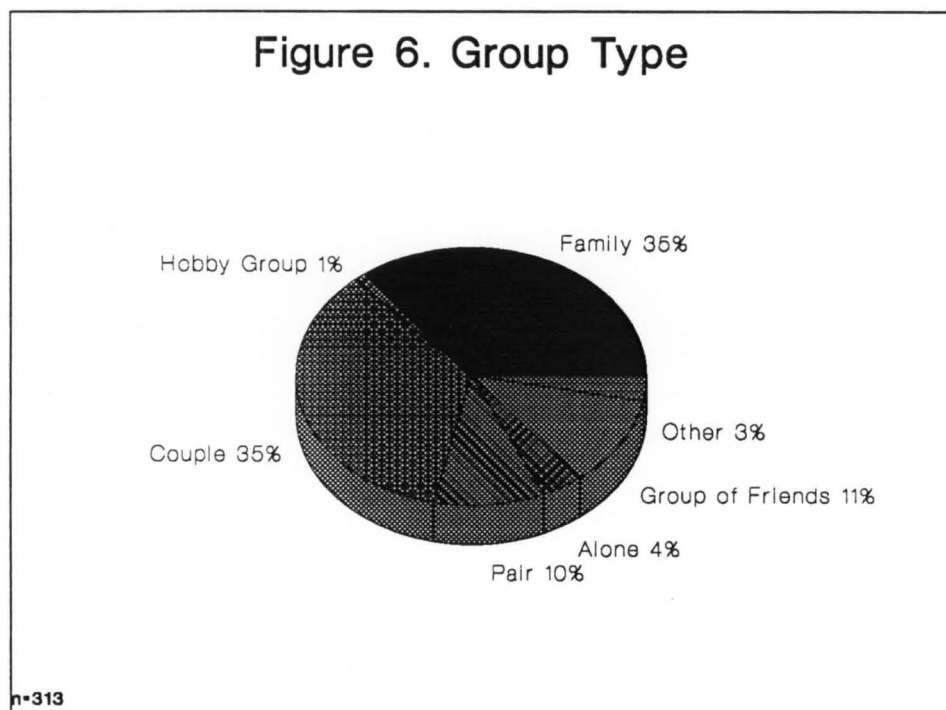
This large group seems to have had problems choosing activities:

... the kids want to go with friends and we find it is quite difficult to find another family who wants to go right then to that same place. It requires a tremendous amount of co-ordination, and it doesn't always work out. It's difficult to do, but at Punakaiki it was two and a half families. (Mrs J.F:4)

This couple, by not taking the children, seem to have freed up their ability to make decisions:

We didn't have the children with us this time, which made a difference because we did what we wanted to do ... we just lazed around in the sun and swam in the rivers and really had a relaxing time. It was quite nice just mucking around. (Mrs A.C:2)

8.3.6 TYPE OF GROUP



Forty -five percent of those sampled were travelling as either a couple or a pair⁴. This result ties in with the 45 percent who were travelling in a group of two (Table 11.).

Family type groups made up 35 percent of the sample, as did couple type groups. Together couple or pair and family type groups made up 80 percent of the sample. Groups of friends made up 11 percent, and those travelling alone four percent. The majority of visitors were travelling as either a family or couple type group, and would be in relatively stable relationships.

A comparison with the West Coast Visitor Survey (1987:10) shows differences in the percentages travelling as a family (up 13 percent), and those travelling alone (down 8 percent). Family type groups are more likely to holiday during the January school holidays

⁴ **Pair** is defined as two unmarried persons who are currently engaged in a close relationship. **Couple** are defined as a married pair. **Family** are defined as a couple (or single parent) with the addition of children.

than at the other times the WCVS data was collected.

8.3.6.1 "GROUP TYPE" CROSS-TABULATED WITH "ACTIVITIES"

Given the apparent limiting influence of the presence of children in groups, the data was further analysed to determine the extent of the limitation.

Family groups (37 percent) were the largest group type encountered. For these visitors the presence of children had restricted them to the specific activity of walking, or engaging in some of the many "other" activities mentioned (such as picnics or photography). It specifically prevented them from engaging in strenuous or expensive activities.

Visitors travelling as a couple, and hence with greater flexibility in their recreation options, made up 50 percent of those engaged in the strenuous activity of tramping, while those travelling by themselves or in groups of friends largely confined their activities to general sightseeing.

These results are supported by interview comments which indicate that many family groups find that the presence of children restricts the activities they are able to engage in, and specifically excludes tramping until the children have the stamina to cope:

...one minor drawback in our party is the three-year-old who has to be carried everywhere. We'll do the bush walks when we've got no young children and can do it properly. (Interview 3:1)

8.3.6.2 SUMMARY OF GROUP TYPES

Only four percent of visitors were travelling by themselves (Figure.6), and the cross-tabulation results showed the limiting effect that the presence of family members has on leisure choices. However, the significant percentages of visitors travelling in small groups (45 percent in a group of two (Table.22)) and without children (75 percent (Table.23)), suggested that many West Coast visitors will be relatively free to make recreational choices.

People travel to the Coast as a family for various reasons:

... it would be a good thing for the kids, which it turned out to be. It's brilliant for the kids because they're learning all sorts of things they're not aware of in Christchurch. ...they just keep themselves so busy all the time doing things that are good for them...

(Mr R.N:1)

People also travel with groups of friends, often acting as informal tour guides:

We're taking these Americans up to Abel Tasman for a week. (Interview 3:2).

8.3.7 GROUP MEMBERSHIP: CHILDREN UNDER 15 years

Table.23 Number of Children Under 15yrs Travelling in Group

Number of Persons Under 15yrs	Group Frequency	Percent
0	228	72
1	28	9
2	33	10
3	14	4
4	7	3
5+	3	2
n= 313		

Seventy-two percent of those surveyed were travelling without children; 23 percent were travelling with between one to three children. Only five percent were travelling with four or more children.

Given the percentage travelling as a couple or pair (45 percent- Figure.6) and those travelling in groups of two or fewer (48 percent - Table.22), this result should not be surprising. In support of this finding, the West Coast Visitor Survey (1988:12) found that "The majority of respondents do not have to take the presence of children into consideration."

Where people do not have to take the needs of children into consideration, they would be freer to choose the attractions and activities which they wanted.

From the interviews it became clear that having children with you on holiday did make a difference to the choice of activities. This couple chose not to take theirs:

If we had had the children with us we would have done more, not touristy things, but sort of going to the zoos and doing canoeing and that sort of thing.
(Mrs A.C:2)

Children can have different needs, values, and priorities from their parents, which again may restrict the choice of activities:

... the kids sat in the car and didn't get out to look at it [a glacier], they were set on meeting their cousins, you know - personal contact, they wanted to get on the road. (Mrs J.F:3)

8.3.8 SUMMARY OF GROUP SIZE, GROUP TYPE, AND CHILDREN

Nearly half the sample were travelling in a group of two (Table.22), a similar percentage were travelling as either a couple or a pair (Figure.6), and nearly three quarters of the sample were travelling without children (Table.23). This emphasises the finding that pairs of friends or married couples without children make up the bulk of those passing through the Punakaiki area. This in turn has implications for the freedom of visitors to choose activities and attractions to visit, with those without children having greater choice.

8.3.9 PREVIOUS TRIPS TO WEST COAST IN THE LAST TWO YEARS

Table.24 Previous Trips To West Coast In The Last Two Years

Previous Trips	Frequency	Percentage
None	236	75
1	37	12
2	18	6
3	10	3
4	5	2
Five or more	7	2

n= 313

For three-quarters of the sample this was their first trip to the Coast in at least two years. Another 12 percent had visited the Coast once in that time, and six percent of the sample had visited the Coast at least once a year over the last two years.

These statistics would imply that most visitors to the area would be relying on publicity material or the reported experiences of others for up-to-date information about the attractions and activities available on the Coast. However, a small number of frequent visitors (around 13 percent of the total) would have very good knowledge of the area, having visited it at least twice in the previous two years.

8.3.9.1 NUMBER OF "PREVIOUS VISITS" CROSS-TABULATED BY "ACTIVITIES"

First time visitors (75 percent) are by far the largest group. For these visitors general sightseeing (81 percent) dominated their time while on the Coast. Of the specific activities favoured by first time visitors, the helicopter ride over the glaciers stood out. Ninety four percent of users of this facility were first time visitors.

Repeat visitors tended to chose more specific activities such as walking, swimming, and the multitude of "other" activities over more general activities such as sightseeing.

8.3.9.2 SUMMARY OF PREVIOUS VISITS

Few visitors to the Coast are likely to have first hand up-to-date knowledge about the attractions and facilities available there. Repeat visitors were more likely to favour specific activities over general sightseeing. The low number of visitors whose main reason for visiting was to experience specific attractions or activities (Figure.5), and the 37 percent who had either no activity planned or no specific activity in mind when they visited the area (Table.11), seem to support this, as do the cross-tabulation results.

With greater experience people develop a better-defined sense of place for the recreational area, and thereby increase their leisure satisfaction by better targeting their experience of features during return visits. It follows that because many visitors would not have had much prior experience of the area, they would have developed only limited ideas about the Coast before they arrived there. This would tend to result in more superficial visits, a greater reliance on non-experiential information (such as pamphlets), the discovery of leisure opportunities while on the journey, a re-evaluation of expectations for satisfaction after the journey, and lower levels of overall satisfaction than more experienced visitors. The cross-tabulation results seem to support this, showing a move away from general sightseeing on the Coast towards more targeted recreation with greater experience.

For some people this was their first trip to the Coast in two years. This first-time visitor wanted to experience the features which she had heard about:

... I hadn't been there before, and I wanted to see the Blowholes and the Pancake rocks and things. (Ms C.G:1)

Other people had been there up to ten times in that period:

I've been over quite a few times in the last few years because we've purchased this house over in Blackball. We've visited that quite often in more recent years. (Mr R.N:1)

8.4 QUESTIONNAIRE RESULTS SUMMARY

The most common length of holiday is 14 nights (Table.1). Most people are spending two to four nights on the Coast (Table.3).

Most people stayed in Christchurch, Nelson, or Queenstown either before or after the Coast (Tables.4 and 6) and used the Buller Gorge or the Haast Pass to either enter or leave the Coast (Figures.1 and 2).

Cars are the most commonly used form of transport (Figure.3) which is consistent with most people travelling in a group of five or fewer (Table.22).

Slightly more people were travelling as a couple or pair, than were travelling as a family, and the most frequently encountered groups were couple or family. (Figure.6). Most people were travelling without children (Table.23), and many visitors were using tents or motels (the most commonly used forms of accommodation (Figure.4)).

Few visitors to the Coast gave specific attractions or activities as their main reason for visiting. Most were going as part of their holiday/trip/route, sightseeing, or for the scenery or beauty of the area (Figure.5). In support of this trend, most people had fewer than three activities planned before they reached the Coast, and many of those activities which were planned were non-specific to any particular attraction (e.g. sightseeing, relaxing, general scenery, and goldpanning) (Table.11).

The four most well-publicised and well-known tourist attractions on the Coast (Punakaiki, the glaciers, and Shantytown) were deemed to be the most satisfying, as were natural features in general (Table.12). Sightseeing and walking were the two most satisfying activities (Table.14).

The professional/technical occupation class was the occupation category to which most respondents belonged, followed by production workers. However when students and homemakers are combined, their numbers equal those of the production workers (Table.21).

Most visitors had not been to the Coast in the last two years (Table.24).

Many visitors were middle-aged, with few elderly visitors (Table.19) or young children (Table.23) being recorded.

New Zealanders were more numerous than overseas visitors, with the South Island over-represented (Table.15); of these, most came from Christchurch. Of the overseas visitors, the most numerous were Australians, however given the total numbers entering the country, a greater percentage of Swiss, Germans, and Canadians were visiting the Coast. The majority of overseas visitors came from the Commonwealth countries. No Japanese visitors were interviewed (Table.17).

8.5 SUMMARY OF CROSS-TABULATION RESULTS

People's needs and values will determine the activities and the recreational areas which are important to them. These significant aspects of their recreational experience form their senses of place for the area. People's needs will be moderated by changes in their family, social and working lives, their degree of prior experience with the area, and their personal circumstances.

The cross-tabulation results show that country of origin, stage in family life-cycle, and prior experience with the area all affect which attractions and activities people found to be satisfying. This seems to show a link between differing personal circumstances of people (where they come from, whether or not they are part of a family, and how experienced they are) and differing perceptions of what is satisfying to them.

Of particular interest are the differences between New Zealand and overseas visitors, and how these affect their satisfactions. New Zealanders tend to have had more experience of the Coast, and to be travelling in a family or friendship type group. Greater experience of the Coast allows them to identify more varied recreational opportunities, while the frequent presence of family members restricts their ability to engage in strenuous or costly activities. By influencing visitor recreation choices these variables affect the activities which New Zealand visitors find satisfying.

8.6 SUMMARY OF THEORETICAL FINDINGS FROM QUESTIONNAIRE RESULTS

Number of nights spent on the Coast and visitor travel patterns probably reflect a combination of visitors' lack of knowledge of the Coast, their constraints, and the leisure opportunities available elsewhere. In order to experience as many features of the area as possible, to satisfy their needs, many visitors are travelling the length of the Coast and using flexible transportation. Flexibility in leisure choice is further enhanced by the small size of their travel groups, and by staying in cheaper, more plentiful accommodation.

Similar constraints and opportunities seem to be the factors which would result in white collar and middle-aged visitors being over-represented. Low levels of prior experience with the Coast could mean that many visitors would be relying on secondary sources of information to learn about the area before they arrived.

A general holiday was the leisure activity which many visitors thought would satisfy their needs and values. When it came to specific leisure activities, those which satisfied psychological or aesthetic values and self-actualization needs, rather than physiological needs, seem to have been preferred.

Geographical closeness, cultural similarities, better knowledge about the area, and fewer constraints may help explain why the West Coast is more popular as a holiday destination for domestic visitors from Christchurch, Australians, and visitors from other English-speaking countries, than visitors from other places. However, visitors from parts of New Zealand and from countries which are dissimilar to the Coast are also attracted to the area - perhaps because of the pronounced contrast between the features of the Coast and those of their home areas.

This section has provided a profile of visitors to the West Coast: their access to the area, their reasons for visiting, the attractions visited, their satisfactions, and socio-economic data about them. The next section deals with the meanings that the Coast holds for these visitors.

9. IN-DEPTH INTERVIEW RESULTS AND DISCUSSION

This section examines the meanings held by visitors for the West Coast. Drawing on the ideas of Eyles (1985), the discussion which follows encapsulates the meaning of the area for visitors in terms of "senses of place". These senses of place are shown to link the motivations for people to visit the Coast with their choice of attractions and activities, and the degree of satisfaction that the visitors expressed with their experience.

The fifteen in-depth interviews were analysed for the dominant attitude towards the Coast or the most significant element within the text of the interview. In making the final choice on sense of place elements I used my own interpretation of the interview texts and examined them in terms of the biographical details recorded about each person. The final decision on the boundaries of the various senses of place which were illustrated was determined by applying the guidelines (as provided by Eyles, 1985:125) and rigorously ensuring that they be sufficiently distinctive from each other to be described separately. Four distinct senses of place were identified along with seven sense of place elements which will be referred to in these results. The senses of place identified were instrumental, family, environmental, and social, viz:

9.1 INSTRUMENTAL SENSE OF PLACE. Seven of the 15 interviews had this as the dominant sense of place. In another four interviews it was sub-dominant.

Instrumental sense of place is clearly the most pervasive of the ways visitors primarily view the Coast. It is described by Eyles:

An instrumental sense of place is defined as one which sees place as a means to an end. The place is significant in the way of what it does or does not provide in terms of goods, services, and formal opportunities. (Eyles, 1985:124)

In the case of the West Coast the "goods, services, and formal opportunities" which it provided included good fishing spots, helicopter rides, interesting walks, caves to explore, nice bush to look at, a variety of scenery, good camping sites,

toilet and rest facilities.

EXAMPLE OF INSTRUMENTAL SENSE OF PLACE

Mr G.P is an auto glass fitter in the 45-54 age bracket. Married, he has two children who no longer go on holiday with them. They holiday on the Coast every Christmas, often spending approximately one week at Charleston where the person he works for has a holiday home.

While Mr G.P expressed elements of several senses of place e.g. 'nostalgic' "...our family used to go over [to the Coast] every Christmas from when I was six or seven years old..." (Mr G.P:1), 'social' "I think we've come to know some of the local people..."(Mr G.P:1), 'environmental' "...the scenic natural things paint a glorious picture on a sunny day..."(Mr G.P:4), and 'family' "...my brother, who usually goes away on Christmas holidays with us..."(Mr G.P:5). These sense of place elements are invariably linked to their usefulness as a means to achieving an interesting holiday. For example, local people showed them places to visit and good fishing spots, his cousin showed them through a mica mine, the natural environment provided something good to look at, his brother (a horticulturalist) told them about interesting plants, and the camping ground at Charleston had clean facilities. Their most satisfying activity (a DoC trip to Seal Island) seemed important to him because it provided another interesting experience.

9.2 FAMILY SENSE OF PLACE. Dominant in four out of the 15 interviews, and sub-dominant in one another case.

The next strongest sense of place among respondents was related to the family. Eyles points out that this factor extends beyond the nuclear family:

The "family" sense of place is defined in terms of immediate family connections, often nuclear but sometimes extended. ... Family life and how a particular place affects family life are seen as central life concerns. (Eyles, 1985:125-126)

For these visitors, the focus on their West Coast activities was on how important

the activities were for their families.

EXAMPLE OF FAMILY SENSE OF PLACE

The first interview I conducted was with a male in the 35-44 age bracket. His occupation is as a mechanical designer, he is married with two children aged 11 and 14, and they were staying in a camper van at the Punakaiki camping ground.

Their long history of being associated with the West Coast (this was their 16th trip to the area) and frequent visits (the family had been there three times in the previous two years) meant that he has built up a good knowledge of the facilities, activities, and events available in the area (instrumental). Many of these were based around the natural environment such as caves, seals, beautiful creeks, the blowholes, and finding Pounamu (environmental). He enjoyed showing others these things (social), and reminisced about previous trips to the area (nostalgic).

Despite the presence of these sense of place elements he continually referred to the centrality of his family. For example he talked about the rock pool "...the kids just love swimming in it."(1:1), and a seal "...we were able to observe it in peace and quiet."(1:1). When recalling past activities he described how much they were enjoyed by his children "...the kids used to have fun with the young fellows [rangers]..."(1:7).

Perhaps the clinching argument for a family sense of place was the way this respondent used the inclusive "we" when talking about activities "...we were up there [Bullock Creek] today and we poked around the entrance to Xanadu [cave]."(1:3). These activities were seen as being family events.

9.3 ENVIRONMENTAL SENSE OF PLACE. Three dominant, nine sub-dominant out of 15.

For all respondents the environment of the West Coast was an important part of their feelings about the area, but for some it assumed a special significance.

The countryside was not a stage for acting out roles or lifestyle or way of life. Nor was it a commodity to be used, but something to be lived in itself. (Eyles, 1985:126)

For these visitors the appreciation of nature for itself, and natural features for themselves, is the main focus of their holiday.

EXAMPLE OF ENVIRONMENTAL SENSE OF PLACE

Mr E.V is in the 35-44 age bracket. A factory manager, he is married, with two children. They emigrated from Denmark about seven years ago. They had been to the Coast once before in the two years before they were interviewed. On their last trip they had spent about 12 days on the Coast.

While they had visited the Coal Museum at Westport and the Denniston Incline "...the mines, all the old buildings..."(Mr E.V:3), and Gillespies Beach (historical sense of place elements), the dominant attitude which came through was the deep appreciation and enjoyment he had for the natural environment.

He suggested that his background had a large part to play when it came to his appreciation of nature "It's probably our background, coming from a fairly flat country [Denmark] and being so impressed by the mountains and the way nature is."(Mr E.V:5). This was revealed by his reported activities "We like tramping and walking quite a bit."(Mr E.V:2), the language he used to describe his experiences "There's the magnificence of the landscape, the way nature comes towards you. You just have the bare nature."(Mr E.V:3), and his choice of the most satisfying thing about his trip "Probably the glaciers I would say. Nature in general, but especially in the glacier area."(Mr E.V:4).

Sutton (1992:74) found that *environmental* sense of place was the strongest among visitors to Kapiti Island. He differentiated environmental sense of place into a further three categories based on the individual's knowledge about and association with the Island. These categories were *ecological*, *conservation concern*, and *nature*

appreciation/laesthetics sense of place.

Sutton ascribed the strength of environmental sense of place among his visitors to the well known status of the Island as a nature reserve and bird sanctuary to the people of New Zealand, and conservationists in particular. It could be argued that the status of the West Coast as an area of great beauty and wilderness is also reflected in the pervasive nature of environmental sense of place elements (sub-dominant in nine of the 15 interviews).

9.4 SOCIAL SENSE OF PLACE. Dominant in one interview out of the 15, and sub-dominant in a further two.

The weakest sense of place was that of 'social'.

A 'social' sense of place is one dominated by the importance attached to social ties and interaction.
(Eyles, 1985:123)

In the case of visitors to the Coast, the area would be regarded as important because of the social networks that they would have built up there. These networks may involve local contacts which the visitors have built up over time and/or relations who live in the area.

EXAMPLE OF SOCIAL SENSE OF PLACE

Mr S.B.W is an advisory officer for a large government corporation. He is in the 35-44 age group, is married, has several children, and has been visiting the Coast once a year for the last 14 years. While visiting the area he usually stays with relations.

During his interview Mr S.B.W expressed some nostalgic sense of place elements "We went up to Karamea then [when he was a child]. The road hadn't been long through, and it was virtually a two day trip."(Mr S.B.W:1). Some environmental sense of place elements were also expressed "I also just like going walking, looking at the native animals. I saw a South Island kaka when I was over [on the Coast] a

couple of years ago."(Mr S.B.W:3), and historical elements "...if you go miles into the bush you can see old traction engines and bits and pieces..."(Mr S.B.W:2). However, the dominant theme of the interview revolved around the interaction the respondent had with his sister and her family.

His sister is a Community Nurse on the Coast, and his brother-in-law owns a farm (Mr S.B.W described them as being "poor cockies"). In his interview he said how enjoyable he found helping out with farm chores "...splitting battens in the bush..."(Mr S.B.W:4), taking his nephew out hunting "I let him have a go at the ducks."(Mr S.B.W:5), family barbecues "...we just pull out some venison..."(Mr S.B.W:5), and interacting with the locals he met through his sister "...the people are very friendly..."(Mr S.B.W:2). For him the Coast has come to mean a place where he interacts with friends and relations, and also has a holiday.

Sutton (1992:80) listed *social* among the major senses of place held by visitors to Kapiti Island. He noted that this sense of place was the least site specific of those encountered, in that just about any place could be used as a site for social interaction. This could be equally true for West Coast visitors, as the existence of Mr S.B.W's sister and her family seems more important for the development of a social sense of place than their actual location.

9.5 SENSE OF PLACE ELEMENTS

A number of sense of place elements were also present in the interviews, in addition to the major senses of place. Where sense of place elements formed part of a major sense of place in an interview they were not counted as being separate elements. The major observation I was able to make was on the integrated nature of elements of sense of place, and the vital contribution they make as a holistic grouping, as compared with a sense of place which is of singular importance.

Analysis of the groupings of sense of place elements within interviews showed that there was a weak link between holding an instrumental sense of place and the existence of environmental sense of place elements within the interview. There was

a clear indication that those who held a strong environmental sense of place had few sense of place elements. One reason for the finding on environmental sense of place could be that those visitors who hold it may be so focused on the environmental experience that this excludes most other considerations.

The sense of place elements recorded were:

9.5.1 ENVIRONMENTAL (as a sense of place element). Nine of the 15 interviews.

9.5.2 PSYCHOLOGICAL SENSE OF PLACE ELEMENTS. Eight out of 15.

The area is identified as being a place which allows the experience of freedom, involvement, and enjoyment in the challenge of lower order needs. This experience leads to psychological adjustment. Part of the enjoyment comes from a lack of agents of social control (other people), which allows visitors the freedom to become totally involved in an activity without the fear of ridicule, censure, or interruption. In the case of Mr S.B.W he is free to challenge safety needs by immersing himself in the wilderness:

M⁵: And what is it about the bush you really like?

Mr S.B.W: It's just getting away from it all. I've got a pretty good sense of direction and it's just getting away from it all and finding your way in there and finding your way out.

(Mr S.B.W:3)

Mrs J.F found that "freedom" meant being able to escape from her normal lifestyle:

Mrs J.F: I think that the main reason we go away to these places is to get right away from the city life.

(Mrs J.F:5)

Some people are able to recapture the psychological benefits of the West Coast experience while in the mundane world of work:

⁵ The interviewer is identified by the use of the initial letter of his first name.

Mr G.P: The Coast is very scenic. And perhaps while you're working away in the city you can picture all the beautiful scenery and the peace and quiet and recreation. I can picture that while I'm working and maybe I feel like a holiday, and I can picture this, the scenery of the West Coast.

M: And that helps you out while you're working?

Mr G.P: Yes, thinking of those things.
(Mr G.P:4-5)

9.5.3 ISOLATIONIST. Five out of 15.

As part of their feelings about the Coast these visitors saw the area as providing a place where they could avoid social interaction with (and sometimes the presence of) other people. This was avoidance for its own sake rather than as a necessary part of being able to enjoy activities.

EXAMPLE OF ISOLATIONIST SENSE OF PLACE ELEMENTS

My second interviewee is a male in the 45-54 age bracket, married with one child. He is a university lecturer, and they were staying in a caravan while on the Coast.

During the interview he said this about camping grounds "I don't like the way they pack the campsites together so that everybody's talking to everyone else. That's the big hate [of mine]." (2:6).

9.5.4 NOSTALGIC SENSE OF PLACE ELEMENTS. Five out of 15.

A "nostalgic" sense of place is one dominated by feelings towards the place at some time other than the present. It involves, therefore, looking back.
(Eyles, 1985:124)

In the case of visitors to the Coast, nostalgic sense of place elements involve feelings about the Coast which were rooted in their personal past. This is indicated by their looking back at previous experiences (good or bad) which occurred in the area.

EXAMPLE OF NOSTALGIC SENSE OF PLACE ELEMENTS

Mr R.K is a retired bushman aged 55-64. Married, with no children at home, the couple travel to the Coast regularly to race their horse. Although retired, he still retains his love of the bush.

Nostalgia may involve any aspect of the West Coast experience: social activities "If we had visitors we used to take them over to the Coast and take photos..."(Mr R.K:3), and adventures "...the river was running down the main street of Reefton. I had a VW Kombi in those days, quite a high job, and it got through it."(Mr R.K:3).

9.5.5 PHYSIOLOGICAL SENSE OF PLACE ELEMENTS. Five out of 15.

The Coast is seen as being a place where physical fitness is gained. While gaining physical fitness may be inherent in many recreational activities such as walking or swimming, it was rarely expressed as a primary goal. The conclusion is that fitness is often a by-product of activities rather than a goal in itself for most visitors to the Coast. This aspect is most often expressed when people are described as being "fit and tanned" after a holiday - the fitness being a by-product of the holiday.

When talking about the need for short tracks to allow access to national parks, Mrs M.C said " I mean, we just enjoy walking along the beach looking for greenstone. We fossick." (Mrs M.C:6). In this case the by-product of "enjoyable walking" and "fossicking" would be increased fitness.

9.5.6 HISTORICAL SENSE OF PLACE ELEMENTS. Four out of 15.

"Historical" sense of place elements occur when place is defined in terms of its historic past. These feelings about the past are not rooted in personal experience (unlike nostalgic sense of place), but revolve around events and activities which took place in times and places remote from the person's existence. While it may be partly nostalgic in the way that it attempts to identify with, and appreciate the lives and lifestyles of earlier peoples, such appreciation of the past is vicarious in nature.

The feelings of sterility, predictability, conformity, and boredom which many people are said to hold regarding our present society may be challenged in the mind by imagining, and identifying with, the adventure and excitement of earlier times.

In this case, the place becomes somewhere where interesting things which happened in the past can be imagined today. In the case of the West Coast a lack of "progress" has left intact many visible reminders of the past to act as triggers for the imagination.

EXAMPLE OF HISTORICAL SENSE OF PLACE ELEMENTS

Originally from Scotland, Mrs M.C is a 45-54 year old housewife, married with two grown-up children. The couple use their own camper van on the West Coast, and are regular visitors to the area.

During their holiday on the Coast they stayed at the motor camp in Greymouth. Near the motorcamp is a graveyard, which they walk through "every time" they stay there. Mrs M.C gave her reason for visiting the graveyard as being "There's the ones up the top [of the graveyard] who were drowned in an accident, and then there was something to do with a mining accident.... There's real history there - something about where they've come from, and where they settled, and why they died there. Some of them drowned. ... What holds our interest in the graveyard is that it tells a story."(Mrs M.C:3). The Coast as a place where she could be swept up in the story of the past was obviously important to Mrs M.C.

Sutton (1992:78-79) established the existence of *historical* senses of place among visitors to Kapiti Island. This sense of place was broken down into three subgroups: *cultural/ancestral*, *legendary*, and *academic*. The classification depended on the type of historical knowledge held by the visitor. He noted that there was not a strong knowledge of the island's history among visitors, and that there were few visible historic relics or obvious vegetational changes for visitors to identify as evidence of past activities. In consequence he noted that the expression of a historical sense of place was often vague or inaccurate. In comparison, the relative wealth of

historic relics and obvious modification on the Coast seems to have produced stronger historical sense of place elements among visitors to the West Coast.

9.5.7 INSTRUMENTAL (as a sense of place element). Four out of 15.

9.5.8 COMMODITY SENSE OF PLACE ELEMENTS. Three out of 15.

The "commodity" sense of place is dominated by a search for some "ideal" place in which to live. "Ideal" is used in the sense of having some preconception of what a place should provide in terms of a quiet, safe environment, facilities, or types of people. (Eyles, 1985:125)

To some visitors the West Coast may be seen as an "ideal" place to visit because it provides the desired environment or types of people.

EXAMPLE OF COMMODITY SENSE OF PLACE ELEMENTS

Mr R.N is a 35-44 year old engineer. Married with two children, he has bought a holiday home at Barrytown on the Coast which the family visit regularly. He has recently purchased property in the Marlborough Sounds. Because of his focus on the needs and well-being of his family he was assessed as having a family sense of place.

However, as well as expressing family sense of place elements Mr R.N also expressed commodity elements. For example, when talking about one of his West Coast neighbours he said "Our kids had never been aware of people living like that [without power or hot water]. It does them good to know that not everybody can just switch the power on."(Mr R.N:1). The "quiet safe environment" is also important "You hardly see them [his children]. They're away into the bush building huts or walking the streets of Blackball..."(Mr R.N:1). It is doubtful whether he would be happy about his children walking the town streets alone unless he felt that they were perfectly safe. In his case, Blackball has become an "ideal" place to visit.

9.5.9 SOCIAL (as a sense of place element). Two out of 15.

9.5.10 PLATFORM SENSE OF PLACE ELEMENTS. Two out of 15.

It refers to those who see where they live as a stage or platform on which to act out their lives. ... They search for people like themselves with whom they create stable, patterned social relationships...
(Eyles, 1985:125)

Visitors to the Coast who see the area as being a place where they can interact with people with whom they have formed stable relationships may display "platform" sense of place elements. Such a sense of place will take time to develop and would also rely on regular contact to be maintained.

EXAMPLE OF PLATFORM SENSE OF PLACE ELEMENTS

Mr R.N, who has bought a holiday home in the area, talked about the community which he regularly visits. "So you've got three different types of people all living in that single community. And there's more and more people like us moving in as the older people die off." (Mr R.N:3). Mr R.N clearly identified himself as belonging to that group of residents who were holiday home owners. Later in his interview he talked about exploring the area with fellow holiday home owners, indicating that he had developed some social relationships with these people.

9.5.11 FAMILY (as a sense of place element). One out of 15.

If the single response of "family" sense of place as an element seems surprising (given the strong showing of "family" as a sense of place), this may be explained by the fact that for most other interviewees children did not figure in their holiday. The children of two interviewees had left home, in one case the children were left behind while the parents went on holiday, and a further four visitors had no children at all. This made a total of seven interviews out of 15 in which it was impossible to find family sense of place elements. Overall, "family" as a dominant or sub-dominant factor was present in five of the 15 cases examined.

9.6 THE IMPORTANCE OF CONTRAST FOR SENSE OF PLACE DEVELOPMENT

For several interviewees the contrast between the West Coast and other areas which they had experienced was important to their having a satisfying holiday. A sharp contrast may help visitors to more easily identify the features of the area around which they base their senses of place. Mrs J.F found that the contrast between the Coast and her home region was at the forefront of her mind when I asked her to describe what the West Coast meant to her.

M: What would you say is your general impression of the Coast?

Mrs J.F: The first thing that you think about the Coast is that, if you live in Canterbury, it's quite different. The landscape is quite different, the climate is quite different. Then the beaches are powerful surf type beaches rather than quiet beaches, although there are some nice quiet beaches but they're not really safe for swimming. The forest itself is quite interesting, but I find the children tend to get a bit bored with that sort of thing...
(Mrs J.F:5)

It is interesting that Mrs J.F chose to emphasise the natural features of the area as being the ones which contrasted with her home region. Many of these features also figure among the most satisfying attractions that people had visited (Table.12). This indicates that in some cases a higher degree of contrast may lead to increased satisfaction with the experience.

9.7 IMAGES OF THE AREA AND RANKING OF ATTRACTIONS

Statements made during the in-depth interviews revealed a possible sequence of development for visitor's experience of features of an area. Ms C.G in her interview expressed disappointment that "...the blowholes weren't working..."(Ms C.G:1) when she visited Punakaiki for the first time. This indicates that she already had an image of the area before she visited which included an expectation of what the blowholes would look like if they were "working", leading to disappointment

when they failed to live up to that image. From this observation it may be concluded that at least some visitors to an area will already have some images or expectations of what they will find when they get there and that they may use these to choose places where they think satisfying activities and attractions may exist. In the case of Ms C.G she chose to visit the Punakaiki area because she expected that it would provide a number of interesting features to photograph, including working blowholes.

If people do decide to visit areas because of the images they have of them, then one result could be that the West Coast attracts visitors who are primarily interested in experiencing natural and historic features (which the area provides in abundance) rather than modern attractions. People primarily interested in experiencing modern attractions (nightclubs, discos, hydrosides, or amusement parks) would tend not to visit the Coast because they would have an image of the Coast as being a place which does not provide these attractions.

9.8 PRIOR VISITATION AND INTENDED EXPERIENCE OF FEATURES

After being attracted to the area because of the images they have of it, some visitors may be using their first trip to identify features which, if they turn out to be initially satisfying, the visitors will attempt to experience to a greater degree on a subsequent journey. Mrs M.C gave this statement when asked how she would go about visiting the Coast again. "We'd take it slower. We'd cover more ground. We'd stay in [motor] camps and then move out from there - using them as a base. We didn't think of turning off down some roads. We missed a lot, I'm sure of it." (Mrs M.C:4). Clearly Mrs M.C intended to spend more time in the area on her next visit now that she knew that there were features which she had either missed or had only superficial contact with, and she intended to take active measures to seek out those features.

A comment made by my second interviewee gave an illustration of the method which first time visitors to an area may use when seeking to identify features. He said;

You may go walking with a large party when you first come to an area to gain familiarity with it. Subsequently when you come back you may not do that [go with a large party] because you have the background knowledge to do things.
(2:7).

This man, who displayed some isolationist sense of place elements, was using people who were already familiar with the area and the safety of a large group as a short cut to identifying features which he would be able to explore more fully at his own pace.

9.9 EXPRESSION OF SENSE OF PLACE ELEMENTS AND PREVIOUS EXPERIENCE

An interesting result was obtained by comparing the interview of the one respondent whō had never visited the Punakaiki area before with those of the others who had.

Ms C.G is a female hospital worker aged 15-24. She had travelled to the area with a friend (who had never been there before either). Her main reasons for visiting were to try out her new camera, and because she had never been there before. While she said that seeing seals, both glaciers, the pancake rocks, Shantytown, and the scenery in general were the highlights of her trip, they were important only in that they were good subjects for photography. Her interview was assessed as displaying a weak instrumental sense of place.

Ms C.G's interview was notable for its brevity (two typed pages as compared with a mean number of 5.7 pages) and the lack of detail regarding the features of the Coast which she encountered. For example, when asked which parts of the scenery had been most important to her she replied " Well, everything. Well, the rocks."(Ms C.G:1) meaning the pancake rocks. The only detail she mentioned was that "...the blowholes weren't working..."(Ms C.G:1).

Other respondents who had visited the area many times also described the pancake

rocks, however they frequently did so in terms of the way the combination of weather and sea factors create continual change in the mood of the area. These changes made the area interesting to visit again and again. They also mentioned details such as the type of information plaques used, the views that could be had, the wildlife to be observed, the quality of the trails, and even the colour of the protective railings.

From this comparison the suggestion could be made that regular or frequent visitors to the area express a wider variety and more detailed sense of place elements than first time visitors. The area has greater meaning for them.

9.10 SUMMARY OF IN-DEPTH ANALYSIS

The strongest sense of place was instrumental (seven dominant, four sub-dominant). This indicates that many visitors to the West Coast see the area as being one which provides the goods, services, facilities, and opportunities which they require for a satisfying holiday.

Family was the second strongest sense of place (four dominant, one sub-dominant). That visitors with families see holidaying as being an important family activity, and the West Coast as being a place where the means are available to do this, should not be surprising.

Environmental was the next strongest sense of place (three dominant, nine sub-dominant). The West Coast provides a rich diversity of natural features for visitors who wish to appreciate nature for itself. It was also interesting to note the strength of environmental sense of place elements within the texts. This suggested that many of the features which were sought by visitors with instrumental and family senses of place were based on environmental features.

The weakest sense of place was social (one dominant, two sub-dominant). While social networks are important to people they require time, effort, and some means of gaining entry into the group or community for them to be developed. Visitors are

by definition temporary members of any community, and it should not be surprising that few of them would be able to develop social senses of place.

No apathetic/acquiescent elements (Eyles, 1985:122-126) were uncovered despite two of the interviewees visiting the Coast as teenagers within a family group and, in theory, having little control over their holiday. In this situation the lack of control could have led to their expressing little interest or commitment to their holiday (Eyles, 1985:124). However in both cases the young adults described aspects of the Coast around which they were able to construct a positive holiday experience - leading to positive senses of place. Another reason for the lack of apathetic/acquiescent elements could be that the small sample size means that other teenagers in family groups have not been interviewed.

In addition, the importance of the social, environmental, and historical features of the West Coast was demonstrated in their linkage with the environmental, psychological, isolationist, physiological, historic, instrumental, commodity, and family sense of place elements. For many visitors to the Coast these features formed a crucial part of their senses of place of the area. This finding ties in well with that of the top four attractions (Table.12) where 73 percent of the top attractions were natural features, and historic Shantytown rated the fourth most satisfying attraction. The grouping of sense of place elements within interviews confirmed the link between instrumental sense of place and environmental sense of place elements (the Coast providing the opportunity to experience a unique environment) and raised the possibility that, because of the lack of other sense of place elements within their interviews, visitors who hold environmental senses of place may be particularly focused on experiencing the environment. Given that what people need they also value and deem important, and that this will be reflected in the aspects of the place that are significant to those people, the parallel importance of natural, historic, and social features as both satisfying activities and as elements of senses of place should be expected.

A comparison of interviews revealed that first-time visitors to the area may be

identifying satisfying features which they intend to re-experience on a subsequent visit. First-time visitors also displayed fewer and less well defined sense of place elements than more frequent visitors, suggesting that true senses of place are developed over repeated exposures to an area, and that this may be a motivation for revisiting. The need for repeated visits before the development of strong senses of place is supported by the weakness of the social and platform senses of place. The development of these senses of place would probably require some time to be spent in proximity of others on the West Coast.

A high degree of contrast between the visitor's home region and the West Coast may help them to develop senses of place for the area. There is some indication that natural features are often contrasted by visitors to the Coast. This links in with the finding that natural features form a crucial part of many visitors' senses of place for the area, and with the high degree of satisfaction visitors have with those features.

10. DISCUSSION

The purpose of this research has been to advance the understanding of visitor motivations, satisfactions, the attractions of an area, and the relationship between these and visitors' senses of place. The Dolomite Point Walk in the Paparoa National Park proved an ideal site to intercept a broad cross-section of West Coast visitors owing to its high profile as a destination among visitors, its position on the Coast, and its physical convenience.

The geography and history of the Coast have created an environment which offers a range of attractions and forms the settings for activities, which together form the basis of visitors' sense of place for the area. These features are also the basis of the images of the Coast which people who live there hold (Eyles, 1985:2), and which are transmitted to persons outside the area.

The historical overview showed that the main features of the Coast available to be experienced by visitors were unmodified native forest and coastline, the relics of extractive industries, historical re-creations, some modern development, and a unique cultural heritage. These findings later tied in with the finding of high levels of satisfaction with the experience of the natural and historic features of the area.

In general, the survey results from this study confirmed the results of the earlier studies: short stay, flexibility of transportation and accommodation, small group size, travelling without children, a tendency to stay in major centres in proximity to the Coast either before or after visiting, family and couple groups being the most frequently encountered group types, satisfaction with natural and historic features, the main reason for visiting being to holiday, and being white collar, middle-aged and from New Zealand.

Motivation theories when linked to sense of place theory suggest that people's senses of place will reflect their underlying needs and values because these determine the aspects of the place which are important to those people. These needs and values form the motivation to travel, and influence the choice of the

destination (based on the images people have of the area). The travel experience itself was seen to influence both the level of satisfaction gained and the development of senses of place for the Coast.

It is not within the scope of this study to determine the precise needs and values which are reflected in the senses of place held by travellers to the West Coast, or to determine the exact strength of those senses of place. However, the existence of senses of place held by visitors to the Coast and some indication of the strength of those senses of place has been determined, as well as an indication of the general needs and values which are being addressed by the experience of significant features of the environment.

The existence of senses of place as held by visitors to the West Coast is supported. Those recorded were instrumental, family, environmental, and social. These senses of place are all within the categories proposed by Eyles (1985), and two of these senses of place (environmental and social) were also shown to be held by visitors to Kapiti Island (Sutton, 1992). Additional sense of place elements recorded include nostalgic, commodity, and platform elements, and also four new elements, psychological, isolationist, physiological, and historical. Of these senses of place elements, a historical sense of place was also found among visitors to Kapiti Island (*ibid.*).

Miller (1968) suggests that stage in family life cycle would be one factor in determining which features of a place are important to people. Of those respondents who had an "instrumental" sense of place, the majority (four out of the seven) had either grown-up children who no longer accompanied them on holiday or had chosen not to take their children with them. The finding that the few visitors who are travelling with children (Table.23), are likely to express "family" senses of place indicates that this may be the case.

The strength of "instrumental" sense of place - seeing the Coast primarily as a place which provides the means to a good holiday, ties in with "to holiday" as being

the strongest main reason given by tourists for visiting the area (Figure.5). It seems that many people are visiting the Coast for a particular type of holiday which revolves around general recreational opportunities based on the natural and historic features of the area, and that they have an image of the area as providing those features.

Stage in family life cycle also seems important for the expression of a "family" sense of place. All four respondents who held "family" senses of place were travelling with their children. While the majority of visitors (Table.23) were not travelling with children, the ranking of this sense of place suggests that the needs and development of their children was important to those who were. In this case, the features of the Coast which parents felt were valuable to their children would be ranked as being most important.

The ranking of environmental sense of place, and environmental sense of place elements in the in-depth study ties in with the ranking of natural features as a specific reason for visiting the area (Figure.5), their placing among the top attractions (Table.12), and their being components of the top activities (Table.14) from the questionnaire study. In addition, analysis of the in-depth interviews showed that environmental features of the Coast were linked to "holiday" as a reason for visiting the area, and to visitors holding an "instrumental" sense of place, and were the features which people felt were valuable to their children as part of "family" sense of place. It should be noted from the historical overview of the West Coast that the area provides a wealth of easily accessed environmental objects, especially when compared with the more developed East Coast regions of the South Island of New Zealand.

The expression of a "social" sense of place among those interviewed was not as strong as the other senses of place. Given that only four percent of those surveyed gave "visiting friends or relations" as their main reason for visiting the Coast (Figure.5), and the difficulties of establishing and keeping social networks while on holiday, this result should not be surprising.

The history and development of the West Coast can be linked to the existence of "psychological", "isolationist", "physiological", "historical", and "commodity" sense of place elements. The relatively uncrowded, undeveloped, and wild nature of the Coast may attract those seeking to discover history, avoid other people, and test themselves both mentally and physically. The nature of the Coast may result in some visitors feeling that it is a place where they can temporarily "escape" or "get away from" the rest of humanity and modern life.

For the same reasons the Coast also provides historic relics for those visitors who wish to immerse themselves in the past. These visitors may see the place in "historical" terms. The high ranking of Shantytown as an attraction (Table.12) supports this. Similarly, the natural, social, and historic environments of the Coast also feature for those who see the area as being an "ideal" place to visit, hence the existence of "instrumental" sense of place.

The same environmental, historical, and social features are also being experienced by visitors for whom "family", "environmental", "social", "isolationist", "historical", and "commodity" sense of place elements are important. Visitors to Kapiti Island, which offers a strong environmental experience, some historic links, and is a place where social interaction can occur, held environmental, geographical, historical, and social senses of place - in many ways similar senses of place and sense of place elements as visitors to the Coast. However, in the case of Kapiti Island, a place with a long history but fewer visible historic relics, the historical sense of place was the weakest (Sutton, 1992:79), which leads to the suggestion that the strength of senses of place may be linked to the strength of the features themselves.

The strength of "instrumental" sense of place combined with the analysis of the survey results suggests that many visitors are using the flexibility provided by their transportation type, small group size, lack of accompanying children, and accommodation type to visit the features of the Coast which require minimum amounts of time and effort to appreciate. This may help to compensate for their lack of prior experience and the short length of time they intend to spend in the

area as they attempt to achieve a "good holiday".

The sense of place/place elements held by visitors to the Coast related directly to the social, environmental, and historical features available to be experienced there. If the "social", "nostalgic", and "platform" senses of place, none of which relate specifically to the environmental or historical features of the Coast, are eliminated, then the development of the remaining senses of place/place elements may be traced back to a positive experience of significant features of attractions. For "instrumental", "family", "psychological", and "commodity" senses of place/place elements these significant features are related to access and use of natural attractions, and the passive appreciation of both the natural environment and historic attractions. For example, the experience of spectacular scenery, walks through unmodified forest, historic relics to see, caves safe enough to take the family through, and interesting rocks to find are all features of attractions which form these senses of place.

For "environmental" and "isolationist" senses of place/place elements a focus on access to the natural environment was combined with a need to be able to consider the environment to be both unmodified and extensive. These qualities seemed to override ease of access as a priority.

The development of "physiological" sense of place elements also required access to the natural environment, however for the most part physiological elements formed an unarticulated side benefit of the activities taking place.

"Historical" sense of place elements formed almost exclusively around an appreciation of historic relics, with ease of access and an understanding of the nature and place in history of the relic being the crucial factors.

Motivation and sense of place theory suggest that experience of attractions is satisfying because it is addressing the needs and values which have motivated the tourist to visit. Satisfaction with aspects of attractions leads to the formation of

positive senses of place for the area.

It follows that while the links between the motivation to travel, satisfaction, and senses of place are linear, they are also indirect. Without knowledge of the specific needs and values of visitors, it is difficult to extrapolate those which are being addressed by the experience of aspects of attractions which form senses of place. However, a general indication of the general needs and values may legitimately be made.

The link between what people found to be satisfying and their senses of place was determined by comparing their top attractions (Punakaiki, Fox and Franz Josef Glaciers, and Shantytown) and their top activities (sightseeing, walking, other activities, glacier helicopters, tramping, and river swimming) with the existence of instrumental, family, and environmental senses of place and isolationist, historical, and commodity sense of place elements in the in-depth interviews. This comparison revealed the importance of the most satisfying natural, historic, and social features of the Coast to people's senses of place, in that environmental features were not only important to environmental sense of place, but also to the "good holiday" of instrumental sense of place and as components of physiological, historical, isolationist, psychological, commodity, and family sense of place elements.

Another study (Sutton, 1992:72-82) showed that visitors to the Nature Reserve Kapiti Island also held senses of place for the area. Many of these senses of place were identical to those held by visitors to the Coast (environmental and historical), although the impact of social groups does not seem to have come through as strongly in the West Coast study, and West Coast visitors did not seem to hold geographical senses of place. Suggested reasons for these differences may lie with the uniquely isolated and very intense experience of Kapiti Island (reducing distractions and ensuring group cohesiveness) and the lack of visible historic relics (as compared with the Coast). However, the parallel between the two studies in terms of the importance of the environment to visitors' senses of place for both areas is significant.

There was evidence that images portrayed of the Coast are picked up by visitors before they get there. These images may be being used to choose places which they think will provide the features and activities which they feel will satisfy their needs. These images will also tend to select out visitors for whom natural and historic features are unimportant. This trend may be reflected in the high ranking of natural and historic features for visitors to the Coast.

Poorly-defined images of the area, especially among first time visitors, and the possible pre-selection by visitors based on the images they have of the area, could be the cause of various objects/activities being rated as more satisfying than the visitor had expected. In these cases the formation of sense of place has resulted in rejection of the old images.

A degree of-contrast between the natural features of the Coast and their home region seems important for helping to develop senses of place among some visitors.

Analysis of travel patterns gave support to evidence from earlier studies of a north-south flow of visitors down the Coast.

Evidence from this study in terms of the percentage of tourists visiting the Coast as part of their trip or route (15 percent, see Figure 5.) and the average percentage of tourists' total holiday they intended to spend on the Coast (14 percent, Table 3.) supports the results of an earlier study (Pearce, 1982:12) which implied that, because they were spending only a small part of their holiday in the area, some visitors are using the Coast as a stepping stone to other areas of the country.

Comparison of the interviews showed that first time visitors to the area (and for three quarters of those surveyed this was their first visit in at least two years) are likely to have fewer and less detailed sense of place elements than regular visitors. Cross-tabulation showed that New Zealanders were more likely to have visited the Coast previously than overseas visitors. From this result New Zealand visitors may be expected to have better developed senses of place for the area.

There was evidence for early visits to the Coast being used to identify features worth re-experiencing. The motivation for repeat visitors seeking a wider variety of features or more intense experiences may be linked to a need to build up more detailed senses of place. This links with the finding that first time visitors may have fewer and less detailed senses of place than repeat visitors.

New Zealanders made up both the overall majority of visitors, and the bulk of repeat visitors. Given the clear indication from the in-depth material that visitors returning to the Coast are actively seeking a wider variety of features and more intense experiences than they encountered on their previous trip, the expected result would be increasing demand for new features and for better access to old features.

Motivation theories and sense of place theory proved useful in explaining why people from different backgrounds and locations would experience different satisfactions from the available attractions of the area. This was supported by cross-tabulations which showed the constraints which country of origin, stage in family life-cycle, and prior experience with the area placed on visitor's participation in activities.

The research questions can now be answered:

Which visitor attractions were the most satisfying?

The four most well-publicised and well-known tourist attractions on the Coast (Punakaiki, the glaciers, and Shantytown) were deemed to be the most satisfying, as were natural features in general. Natural and historic features of the Coast were also linked to the development of visitors' senses of place for the area.

Which factors influenced visitor satisfactions?

The personal circumstances of the visitor - in terms of where they came from, the stage in their family life-cycle, and the degree of their prior experience with the area all affected which attractions and activities they found satisfying. Country of origin was shown to influence the degree of prior experience, the group type and size, what visitors found satisfying, and their main reason for visiting. Greater

experience in turn resulted in a greater variety of recreational activities being undertaken. These findings are supported by motivation theories as they reveal the link between people's circumstances and what is satisfying to them.

Are there senses of place evidenced among visitors?

This study discovered four senses of place among visitors to the Coast. These were instrumental, family, environmental, and social. There were also a number of sense of place elements present. These were psychological, isolationist, nostalgic, physiological, historical, commodity, and platform.

These results indicate that the natural environment and historic features are important to many visitors' senses of place for the Coast. The strength of the instrumental sense of place indicated that many visitors were using the Coast because of its recreational features and the opportunities for recreational activities it provided. They were also using the natural and historic features of the area to anchor and develop their senses of place, to form and maintain social bonds within their families, and to enable them to experience freedom and relaxation.

Which features and activities are most likely to be incorporated into visitors' sense of place for the Coast?

Given that the strongest senses of place were instrumental, family, and environmental, the objects and activities associated with developing and maintaining those senses of place (such as sightseeing and walking, or Punakaiki, the glaciers, Shantytown, and the seal colony) were the most likely to be incorporated into visitors' senses of place. That these together with other natural or historic features made up eleven of the top twelve attractions indicates that this may be the case.

In order to discover the nature of those features and activities, the in-depth material was used. This revealed the importance of the environmental sense of place, and in particular the beauty, power, and pristine condition of the bush, the variety of plant and wildlife present, the walks, and the passive appreciation scenery. Appreciation of the historic features seemed to be based on a sense of awe

or wonder at the engineering feats which are intrinsic to the historic extractive industries, and the objects, presentations and displays of museums and re-creations. Historical sense of place elements seem to gain value for people by providing features which they are able to contrast with the modern world, and use to trigger their imaginations.

What is the linkage between senses of place and visitor satisfaction on the West Coast?

The senses of place which visitors have for the Coast can be seen as part of their search, whether deliberate or subconscious, for sources of identity - their understanding of their "place-in-the-world" (Eyles, 1985:129,137). This is revealed in the manner in which they define West Coast places, which in turn is affected by the types of features the area offers.

In the case of the West Coast, the features which the area offers to visitors are shown by this research to lead to instrumental, family, environmental, and social senses of place, and are paralleled throughout by the pervasive nature of environmental sense of place elements.

By providing the natural and historic features and objects which visitors are seeking the West Coast is satisfying these needs. The results of this study show that natural and historic features are the top most satisfying attractions on the Coast, and are clearly the features most often present among visitors' recollections of the area. In other words they are the foundations of sense of place.

Are there differences in motivation and satisfaction between New Zealand and overseas visitors?

There were significant differences in the motivations and satisfactions of New Zealand and overseas visitors. New Zealanders' reasons for visiting the area tended to be related to a desire to use the area for holiday activities and to visit friends and relatives. Overseas visitors tended to be visiting in order to gain an overall experience of the area.

The greatest differences in satisfaction were between Australian visitors and New Zealanders. Australians tended to engage in an activity which was relatively expensive, but which provided a quick overview of the area (glacier helicopters), and rated activities which required more time and effort to be non-satisfying. New Zealand visitors tended to engage in a wider range of activities, a number of which involved some physical effort such as walking and tramping. They ranked these among their satisfying activities more often than the glacier helicopters flight. It has already been noted (8.3.2.1) that the cost of a helicopter flight would comprise only a small percentage of the total holiday costs of an overseas visitor.

With New Zealand visitors making up the bulk of repeat visitors, resulting in their tending to have better developed senses of place for the Coast, and with them generally facing fewer constraints on their travel arrangements, the above result confirms what was expected.

11. IMPLICATIONS FOR TOURISM AND DEVELOPMENT

The natural and historic features of the West Coast are clearly the aspects of the area which gave the greatest satisfaction to the visitors surveyed. These features played a large part in the main activities which they engaged in, and formed the major part of the main attractions which those visitors experienced. These also formed the main part of the senses of place which they had of the area after their visit.

To continue attracting visitors as at present, or to increase these numbers, then the natural and historic features of the Coast should be constantly stressed in advertising material. In addition, effort should be made to retain, preserve, signpost, and provide access to the natural and historic features of the area in order to maximise visitor satisfactions.

Attention should also be paid to the factors which influence visitor satisfactions, including stage in family life-cycle, size of their group, level of prior experience, and especially country of origin. All of these were shown to influence visitor satisfactions. Regular monitoring of these factors could help to determine priorities for access, advertising, development, and preservation within the Coast. Consequential provision of services, and facilities will thus help target visitor needs.

At the same time, the impacts of tourism should be kept in mind. The predicted desire for repeat visitors to re-experience features to a greater degree could damage natural features if uncontrolled access is allowed. The increased use of bicycles and camper vans for transport and tents for accommodation are examples of this. Social impacts, although currently insignificant, could escalate if increasing numbers of visitors try to add a social dimension to their West Coast experience. These potential impacts should be monitored and provisions made to make sure that they do not spoil the natural and historic features of the Coast which visitors currently find so attractive.

12. FUTURE RESEARCH

This study has shown that sense of place theory, when linked to motivation theory, is a useful tool for uncovering both the meanings that the West Coast has for visitors and the underlying needs which are being met by the visit. However, only a very tentative beginning was made towards measuring the actual strength of these senses of place among visitors. Further research which measures the strengths of these meanings across a wider spectrum of visitors could provide invaluable data. In addition, the question of whether the sense of place elements which were recorded are reflected in true senses of place has yet to be determined. A study which interviewed a greater number of West Coast visitors could provide this information.

Further research into the underlying needs of visitors which are being addressed by their West Coast experiences is also called for. A longitudinal study, sampling both first time and repeat visitors, which examined the relationship between people's needs, reasons for visiting, activities, satisfactions, and their subsequent senses of place, would be useful for both confirming those relationships and indicating their strengths.

Given that both this study and that of Sutton (1992) have identified repeat visitors as being the ones who develop the strongest senses of place, and the indication from this study that a wider variety and more detailed senses of place develop with repeated experience of an area, it is suggested that repeat visitors be targeted for future research. These visitors are likely to be able to identify the important features of the recreational environment which most impact on visitors and are the best possible, and the most economical "yardsticks" for measuring satisfaction.

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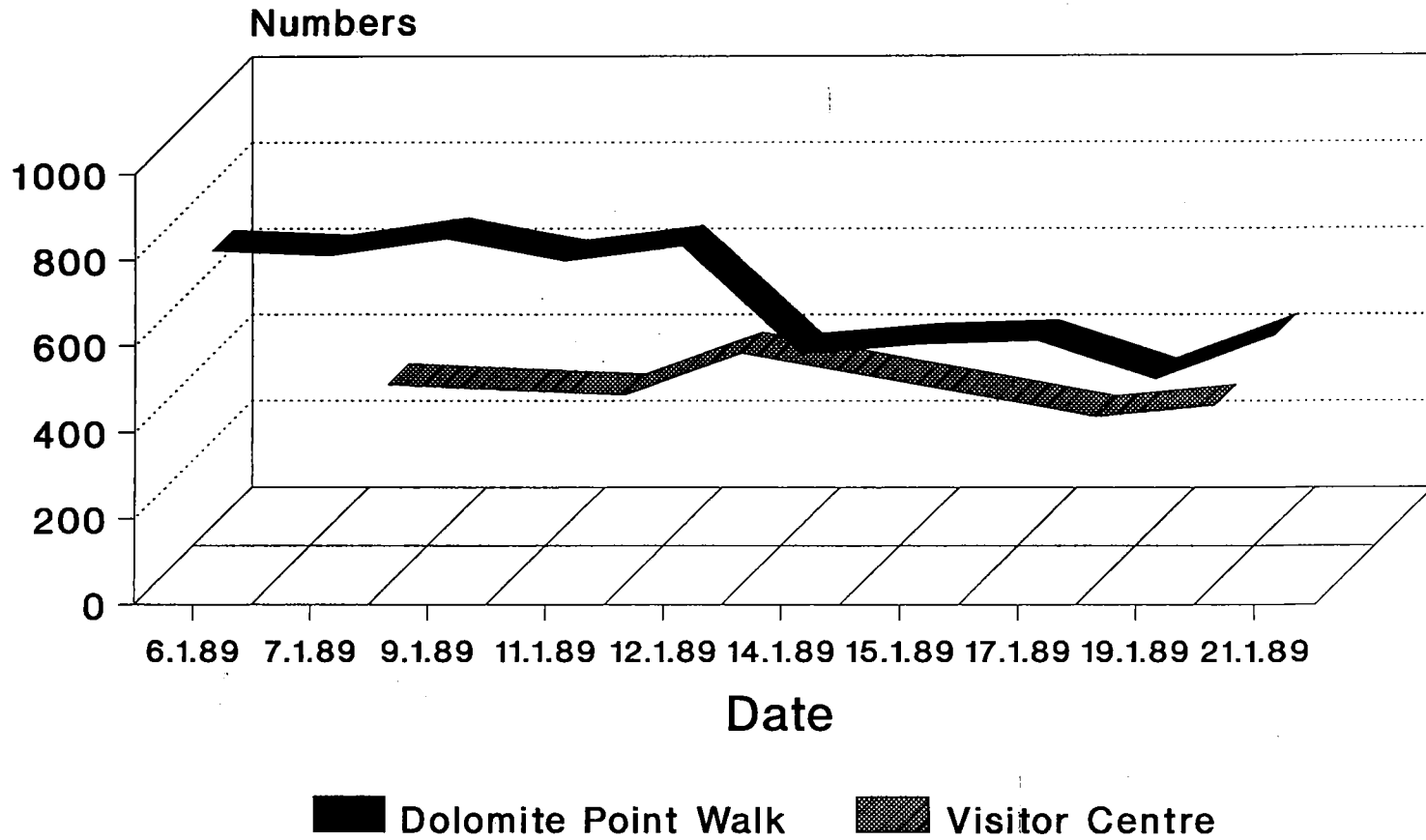
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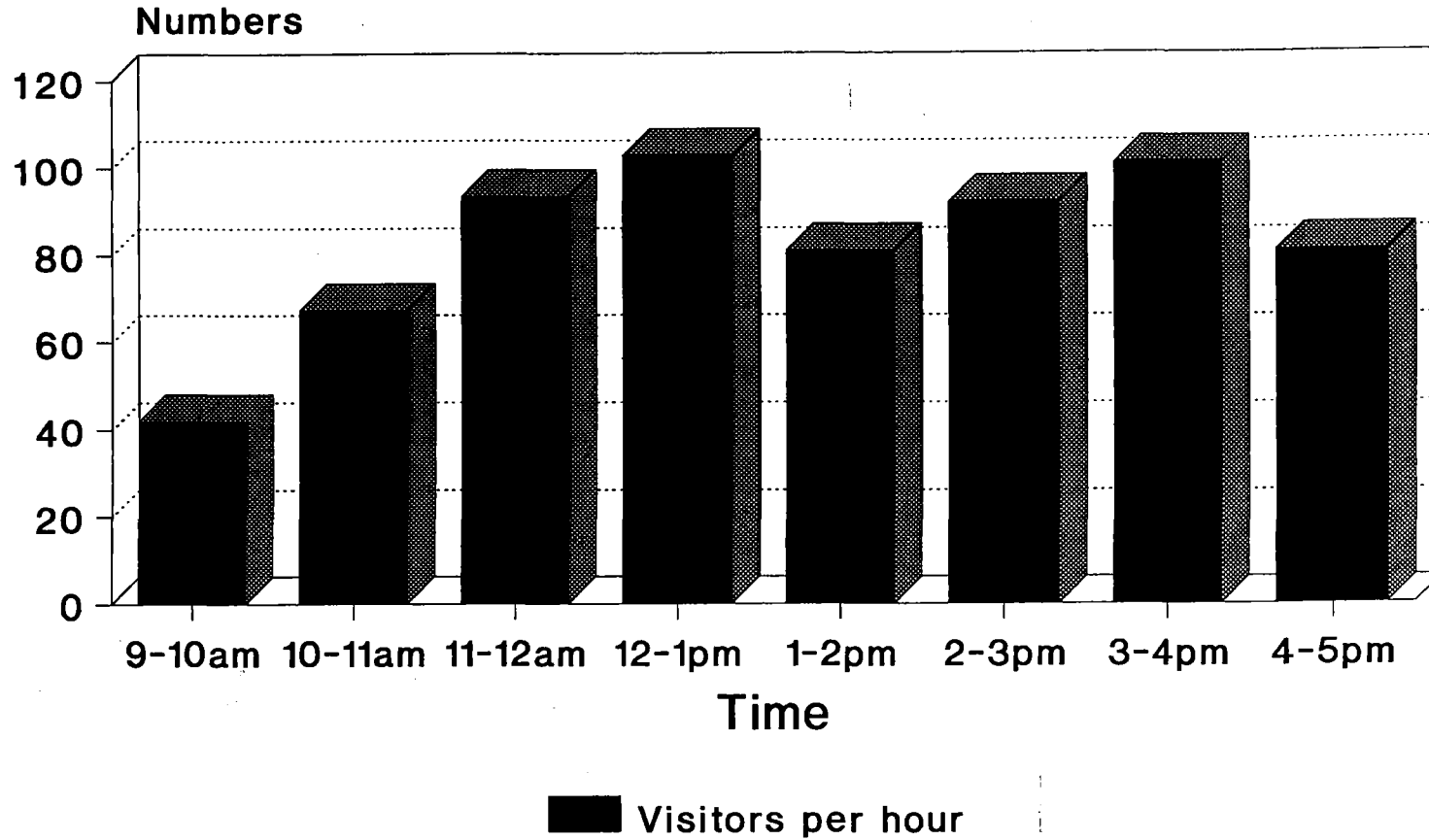
Appendix 1.

Daily visitor levels



Appendix 2.

Dolomite Point Walk users



mean numbers 6-21.1.89



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1989 Punakaiki Visitor Survey

Conducted By: Michael Smeaton

For: Department of Parks, Recreation
and Tourism, Lincoln College

Thank you for agreeing to participate in this survey. The information you provide will assist the Department of Conservation to better understand what visitors find satisfying about their visit to the West Coast. The information provided will be confidential to the Researcher.

Thank you for your co-operation and time.

Michael Smeaton,
Masters Student,
Department of Parks, Recreation and Tourism,
LINCOLN COLLEGE

Number

Date:

Place:

Time:

Weather:

Section 1:

This section seeks information about your travel to, from, and about the West Coast.

1. How many nights will make up your entire holiday or trip?

--	--

2. How many of those nights will be spent on the West Coast of the South Island? (Show Map).

--	--

3. Which was the last town or locality that you stayed in before you entered the "Coast"? Which town or locality do you intend staying in immediately after leaving the "Coast"?

Before:

After:

4. On this trip, which route did you use to travel to, and which route will you use to travel from, the "Coast"? (Show Map)

Entry To Coast:

Exit From Coast:

5. While you are travelling on the "Coast" what is your main mode of transportation?

.....

6. How many people are travelling in your group?

--	--

12. What percentage of your accommodation, activities, and route were pre-arranged before you arrived on the "coast"?

	Accommodation	Activities	Route
As a %			

Now some questions to gather simple statistical information about visitors to the West Coast. Again, I assure you that you will remain completely anonymous.

13. Male Female

14. What is your main occupation?

15. What was your main reason for visiting the West Coast?
.....

16. Have you, or do you, intend to work while on your holiday?
Yes No

17. How many previous trips have you made to the West Coast in the past two years?

18. Into which of these age groups do you fall? (Show card)
.....

19. What is your usual town and country of residence?
Town: Country:.....

(NOTE: The next section of the questionnaire involves an in-depth interview with selected respondents).