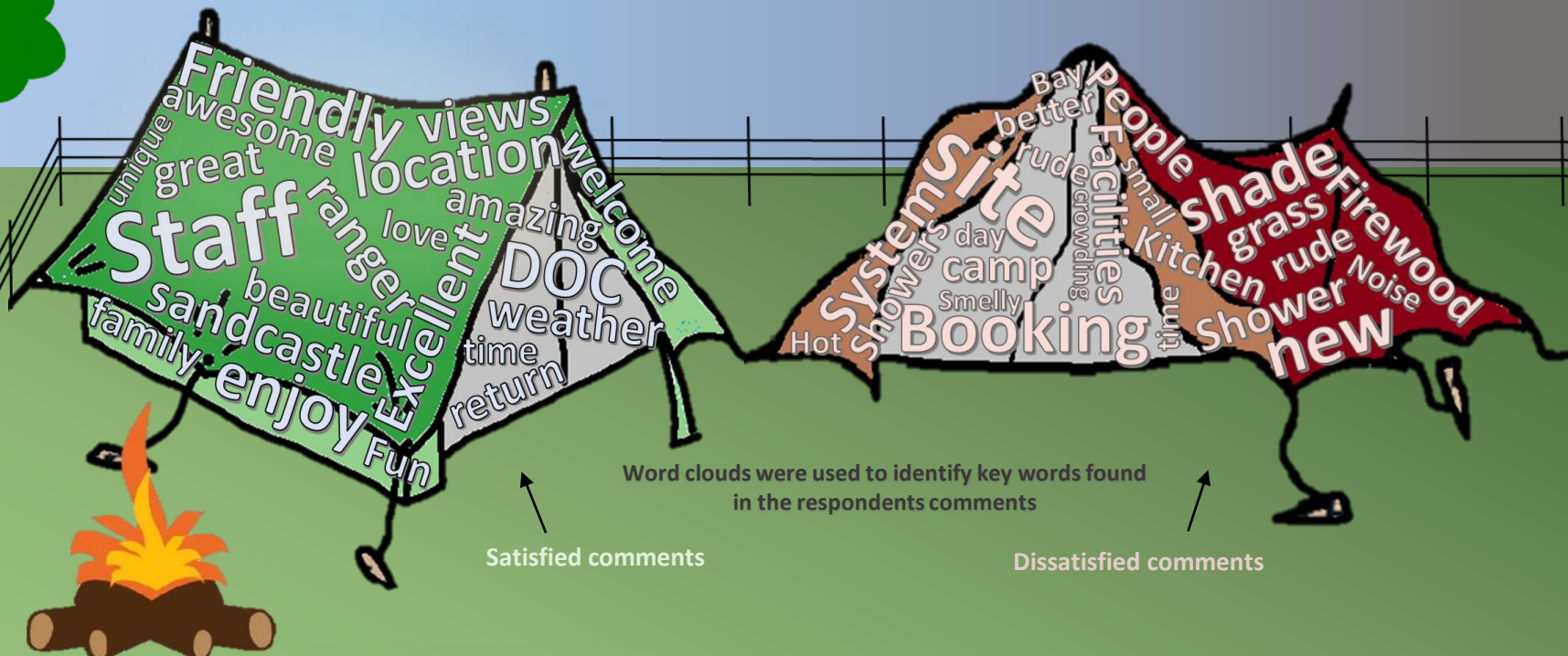


Aim: The purpose of the research was to identify areas of DOC campgrounds that need improvement to increase satisfaction and visitation

Method: DOC used "Survey Monkey" to distribute a questionnaire to visitors that had stayed at one of eight campgrounds during the 2014/15 summer period. To analyze the 1112 responses collected, both word clouds and SPSS were used. Coding variables were developed to simplify and categorize the information into SPSS. This included coding both closed and open ended (comment box) responses. Cross-tabulations and graphs were used to present the key findings.



Dissatisfaction at each campground

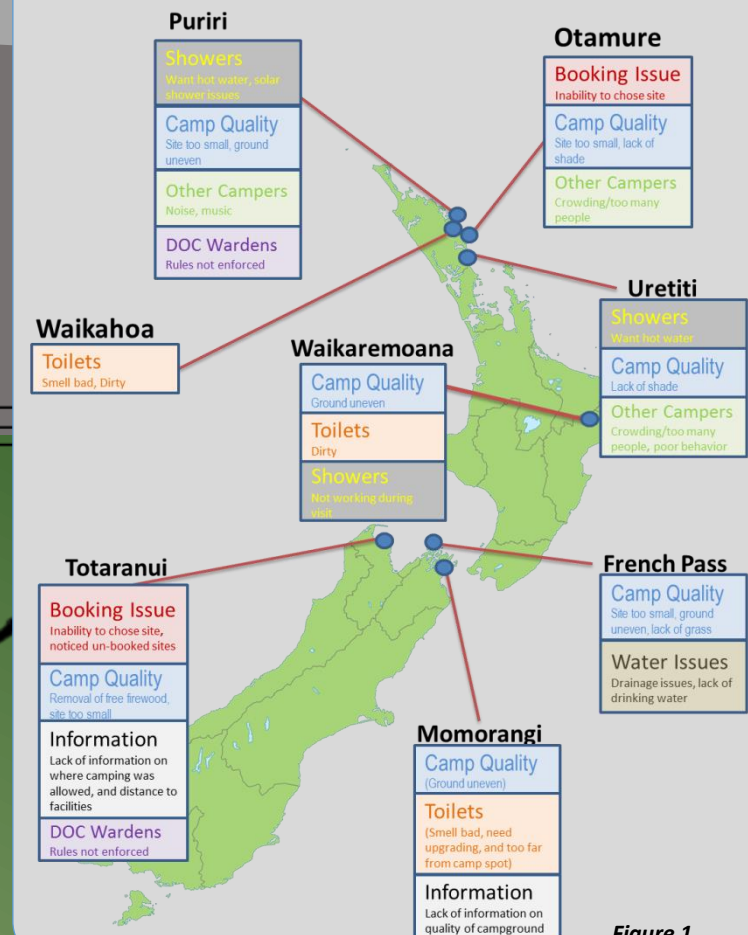


Figure 1

Discussion of findings

Respondents overall commented most frequently on dissatisfaction towards campground quality (figure 1) followed by shower and toilet issues, use of the booking system and other camp goers. Figure 2 illustrates how these affected each individual campground.

The results suggest that expectations set from previous experience and marketing materials affected satisfaction levels towards the campgrounds.

Respondents who had visited the campgrounds previously were dissatisfied with changes made to the sites (implementation of a new booking system affecting site choice, removal of free firewood and site size being reduced). Some of these respondents had visited the sites for over 46 years and had set expectations from previous experiences.

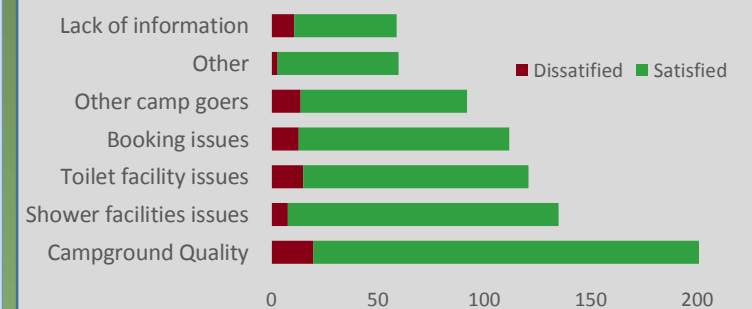
Respondents who were new to the sites were more likely to be dissatisfied with the quality of the campgrounds (lack of shade, ground uneven) and number of other campers (crowding) during their visit. The limited marketing material use by DOC to promote the sites could be the cause of respondents setting incorrect expectations. One comment made was:

"We wanted a secluded nature experience. Obviously we came with the wrong expectations. It would be useful if your marketing material made it clear it is just a holiday park."



The vast majority of respondents at DOC campsites were satisfied with their visit (94%) with 25% of respondents scoring the sites 10/10. The sites combined had a mean score of 8.43/10.

Frequency of comments



* Satisfied respondents are those who gave a score of 6 to 9 out of 10
 ** Dissatisfied are those who gave the score 1 to 5 out of 10

Figure 2

Recommendations

- Marketing**
 - Ensure marketing communicates correct information towards popularity of the sites and the quality of facilities provided
 - Include more information and photographs on the website similar to commercial campgrounds
- Booking system**
 - Allow visitors to select sites next to friends and family at time of booking
 - Investigate differential pricing strategies for site selection on favorable spots
- Management**
 - Monitor management over Christmas and New Years celebrations to ensure safety of visitors.
 - Ensure showers and bathroom facilities are constantly cleaned and repaired
 - Improve the survey instrument by revising personal characteristics questions.



Alexandra Gadd, 300291034
 Supervisors: Michael Harbrow (DOC), Adam Weaver and Karen Smith (VUW). School of Management.

Understanding the drivers of dissatisfaction among visitors to Department of Conservation Campgrounds

gaddalex@myvuw.ac.nz

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