


# Phases of the Recreation & Tourism Experience



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Ed Krumpke

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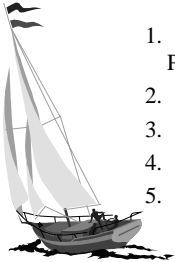
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# 5 Phases of the Recreation & Tourism Experience



1. Anticipation / Planning
2. Travel to
3. Participation
4. Travel back
5. Recollection



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# Anticipation / Planning

- Hundreds of Magazines, Guide Books, Map Sales
- Multiple Goals
- VFR (visiting friends & relatives)
- Destinations & Deferred Decisions
- Direct vs Indirect routes
- Cars, Planes & Trains...

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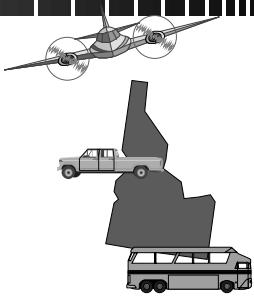
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### Travel to

- Travel Mode
- Travel Route
  - Direct?
  - Indirect?
- Support facilities?
- Food & Lodging?
- 9,400,000 nonresident vehicle travel parties visited IDAHO in 1993
- \$1.34 billion spent in ID.



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### Travel can be part of the recreation experience



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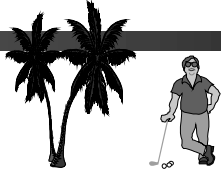
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### Participation



- Seek opportunities to participate in desired recreation
- Seek opportunities to participate in desired setting:

Physical  
Social  
Management
- Satisfaction results if expectations are met.

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## Travel back

- Direct or Indirect?
- Multiple Goals?
- Same route or new route?
- Facilities needed? (pack it in, pack it out, laundry, food...)
- Pick up new information on the way?




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## Recollection

- Imperfect recall  
(We are selective!)  
"Heighten the good"  
"Down-play the bad"
- Souvenirs & gifts
- Maps, books, brochures take on a life of their own
- Assumed expertise!
- Start planning the next trip . . .



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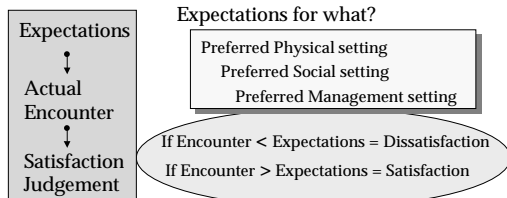
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## Satisfaction & Quality

- Visitors make judgements about satisfaction & quality.
- Satisfaction -- the degree to which expectations were met or exceeded.



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## Two-Factor Theory of Satisfaction

- Attributes can be “Satisfiers” and “Dissatisfiers”

- “Satisfiers” = positive attributes that add to our experience  
(Beautiful scenery, big fish, great surf, friendly staff, new experiences ...)

- “Dissatisfiers” = attributes that detract if present, but don’t necessarily add to satisfaction if absent  
(Sunburn, dirty restrooms, bad weather, biting insects, injuries, nasty people ...)



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## Satisfaction & Quality

- People don’t always seek to optimize recreation satisfaction (multiple goals).
- “Satisfice” -- the degree to which expectations just suffice (decisions often are constraint driven)
- Quality -- long term judgement about the degree to which expectations were met or exceeded, and unanticipated benefits were experienced.



“I can’t define quality, but I know it when I see it.”

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## Our memories affect the planning of the next trip.



1. Anticipation / Planning
2. Travel to
3. Participation
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5. Recollection

**Management has a role to play in each of these.**

Remoteness & unique resource qualities accentuate importance of the five phases.




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