Measuring Leisure Motives

Why Measure Motivation?
- Recall (ROS - Rec. Opportunity Spectrum)
- Natural resource managers provide opportunities for visitors to engage in
  - Preferred Activities, in
  - Preferred Settings
    - A) Environmental - grassy areas, mountains, lakes . . .
    - B) Social - few people lots of people
    - C) Managerial - low to high restrictions, to achieve . . .
- Desired Experiences
  (These are what motivate people to participate!)

Understanding Motivations
- Understanding “your” recreation motivation.
  - Think of a favorite recreation activity.
  - What motivates you to do this? (list them).
  - Tabulate & summarize
- How do managers figure out why people visit their area?
  - Is it possible to do this?

Methods to Measure Motivations
- Quantitative - Surveys (numerical measurements)
- Qualitative - Interviews (verbal, descriptive)
- Other: Observations? (quantitative counts &/or qualitative)
  - SWAG?
  - Staff Stories?
  - Media accounts?
  - Historic records?

Quantitative - Survey Research
- On-site (short-term recall)
- Exit Survey (short-term recall)
- Mail (long-term recall)
- Telephone (long-term recall)
- Internet (long-term recall)

Limitations?
Recreation Preference Scale

Psychological Reasons

(Domains)

(Scales/Scale items—a series of short questions w/fixed answers)

- Risk Taking - to take risk, - tempt danger
- Social - be w/friends, - my group
- Nature - scenery, - nature exp's
- Learning - learn new things, exploration
- Escape - tranquility, - privacy

Question 2: Your Motivations for Visiting Wildernesses

The following are feelings or experiences that people sometimes seek in wilderness. For each, please indicate how important they are to you when on a wilderness trip. Please consider all wilderness trips, not just this trip.

How important is this to your wilderness experience?

<table>
<thead>
<tr>
<th>How important is this to your wilderness experience?</th>
<th>Not at all Important</th>
<th>Extremely Important</th>
</tr>
</thead>
<tbody>
<tr>
<td>A sense of freedom</td>
<td>7 6 5 4 3 2 1</td>
<td>1 2 3 4 5 6 7</td>
</tr>
<tr>
<td>To think about who I am</td>
<td>7 6 5 4 3 2 1</td>
<td>1 2 3 4 5 6 7</td>
</tr>
<tr>
<td>A sense of challenge</td>
<td>7 6 5 4 3 2 1</td>
<td>1 2 3 4 5 6 7</td>
</tr>
<tr>
<td>A sense of remoteness</td>
<td>7 6 5 4 3 2 1</td>
<td>1 2 3 4 5 6 7</td>
</tr>
<tr>
<td>A sense of being away from the modern world</td>
<td>7 6 5 4 3 2 1</td>
<td>1 2 3 4 5 6 7</td>
</tr>
<tr>
<td>A feeling of not being impacted by people</td>
<td>7 6 5 4 3 2 1</td>
<td>1 2 3 4 5 6 7</td>
</tr>
<tr>
<td>To be away from crowds of people</td>
<td>7 6 5 4 3 2 1</td>
<td>1 2 3 4 5 6 7</td>
</tr>
<tr>
<td>A sense of freedom</td>
<td>7 6 5 4 3 2 1</td>
<td>1 2 3 4 5 6 7</td>
</tr>
<tr>
<td>A sense of being away from the modern world</td>
<td>7 6 5 4 3 2 1</td>
<td>1 2 3 4 5 6 7</td>
</tr>
<tr>
<td>To be near others who could help me</td>
<td>7 6 5 4 3 2 1</td>
<td>1 2 3 4 5 6 7</td>
</tr>
<tr>
<td>To develop personal, spiritual values</td>
<td>7 6 5 4 3 2 1</td>
<td>1 2 3 4 5 6 7</td>
</tr>
</tbody>
</table>

Multiple Motivations & Variability


Qualitative - Interviews

- On-site (now)
- Post-hoc (after)
- Telephone (later)

Qualitative — Group Measures

- Focus group (later)
- Open house (later)
- Panel of experts (later)
- Articles, letters ...
- Observation (now)

Wilderness Visitors...

<table>
<thead>
<tr>
<th>Positive Feelings</th>
<th>Day</th>
<th>Overnight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Good, Nice, Enjoy</td>
<td>52</td>
<td>76</td>
</tr>
<tr>
<td>Peace, calm, relax</td>
<td>49</td>
<td>83</td>
</tr>
<tr>
<td>Freedom</td>
<td>8</td>
<td>15</td>
</tr>
<tr>
<td>Awe</td>
<td>13</td>
<td>20</td>
</tr>
<tr>
<td>Sentimental</td>
<td>3</td>
<td>8</td>
</tr>
<tr>
<td>Rejuvenated</td>
<td>14</td>
<td>16</td>
</tr>
<tr>
<td>Inspiring</td>
<td>9</td>
<td>14</td>
</tr>
<tr>
<td>Achievement</td>
<td>4</td>
<td>7</td>
</tr>
<tr>
<td>Novelty</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>Privacy</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Humility</td>
<td>5</td>
<td>11</td>
</tr>
<tr>
<td>Perspective on life</td>
<td>24</td>
<td>30</td>
</tr>
</tbody>
</table>

"Just being in the outdoors. Smelling the fresh air, the sun glittering on the ripple in the lake. Just being out here. It’s not where I come to rejuvenate, but it is rejuvenating." (Pete Lake, Alpine Lake Wilderness, WA)
Recreation Motivations - Management Implications

- Monitor the kind of experience people are getting
- Assess relative importance of different kinds of experiences
- Monitor whether management actions are having desired effects
- Monitor trends or changes in clientele
- Help provide a spectrum of opportunities