Phases of the Recreation & Tourism Experience

RRT 287
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5 Phases of the Recreation & Tourism Experience

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

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...
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.

Travel can be part of the recreation experience

Participation

- Seek opportunities to participate in desired recreation
- Seek opportunities to participate in desired setting:
  - Physical
  - Social
  - Management
- Satisfaction results if expectations are met.
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?

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...

Satisfaction & Quality

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

<table>
<thead>
<tr>
<th>Expectations</th>
<th>Actual Encounter</th>
<th>Satisfaction</th>
<th>Judgement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expected</td>
<td>Preferred Physical setting</td>
<td>Preferred Social setting</td>
<td>Preferred Management setting</td>
</tr>
</tbody>
</table>

If Encounter < Expectations = Dissatisfaction
If Encounter > Expectations = Satisfaction
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 ...)

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.”

Our memories affect the planning of the next trip.

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Management has a role to play in each of these.

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