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# A Qualitative Exploration of the Baviaanskloof Tourism Experience, South-Africa

*Exploring the cognitive – affective nature of tourists' experiences and the role of  
environmental value orientation in their importance*

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During my fieldwork in the Baviaanskloof, tourists frequently asked me how a Dutch student ends up doing research in one of the most remote and relatively unknown places in South Africa. Thanks to the organisation of EarthCollective and their collaboration with the Wageningen University this opportunity was brought to me once I attended a presentation at the University where Matthew Zylstra explained about the great work he and his team are accomplishing in the Baviaanskloof. It happened that times in the farming community of the Baviaanskloof were/are changing and that research on the subject of tourism may be a welcome contribution to support ecological objectives in finding alternative ways to comply with socio-economic needs. So I took my chance to gain valuable working experience as a tourism researcher while at the same time, experiencing the country I always wanted to visit. Indeed, I hope that the results of this study will give a valuable contribution to this beautiful place and its wonderful people that I have become so attached to.

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## SUMMARY

The Baviaanskloof in South Africa is a special place to visit. It has all the resources to provide the main motives for visiting South Africa namely: wildlife, scenic beauty, warm hospitality, culture, heritage, history and above all this area comprises a unique biodiversity hotspot. Because of its beauty and biodiversity, which has global importance, the Baviaanskloof was listed by the IUCN as a World Heritage Site back in 2004 in order to conserve its natural and cultural richness.

Although the Baviaanskloof is still somewhat an undiscovered place for tourist to visit, tourism already accounts for an important income generating activity for the local rural livelihoods. Due to increasing pressures on environmental resources and declining returns in agricultural investments, these rural livelihoods are increasingly dependent on tourism. However, despite the growing economic significance of tourism to the Baviaanskloof and its' surrounding regions, there has been little empirical research into tourists' perceptions and experiences in this particular area which is at the forefront of changes focussing on further tourism development, change of land use in rural areas and restoration of degraded landscapes.

In order to inform the development of appropriate tourism measurements, this study aims to provide an insight into the subjective Baviaanskloof experience of visitors interpreted by reference to the perceptual and attitudinal context within which the experience is structured and given meaning. This has been accomplished by evaluating the importance of a variety of Baviaanskloof features represented by photographs. Photographs were shown to interviewees with the purpose to elicit or trigger people's interpretations and associated feelings towards a pre-selected set of environmental features of the Baviaanskloof. These were referred to as the cognitive and affective dimensions of interviewees' perception of the experience. In addition links were made to tourists' values and beliefs about the environment. Given that tourists display different behavioural patterns, it is important for a nature area to anticipate on the environmental consequences of tourism. Consideration should therefore be given in attracting a type of tourist who endorse values and beliefs that are more respectful to nature. By means of the New Environmental Paradigm Scale items, developed by Dunlap and van Liere, interviewees' ecological worldview orientation has been determined. Based on the individual average scores combined with an analysis of interviewees similarities and differences in their experience, it became evident that the ecological worldview orientations of interviewees differed as well as the dominant or subordinate role that perceptual dimensions play within the individual tourism experience.

The Baviaanskloof tourism experience was found to be related to a variety of environmental features and associated meanings. Specifically, a positive experience of the Baviaanskloof was strongly supported by:

- Pristine natural landscapes associated with their naturalness, uniqueness, aesthetic quality, functionality and subsequent affections of novelty, isolation and nostalgia.

- Particular natural features and attractions associated with their naturalness, uniqueness, functionality and subsequent affections of stimulation, novelty and isolation.
- Nature based activities associated with their naturalness, functionality and subsequent affections of stimulation, hedonics and isolation.
- Leopard conservation project associated with a strong beliefs about balance.

Furthermore, it was found that tourists are not homogeneous and are likely to be searching for different types of experiences from the Baviaanskloof environment. This has been illustrated by the identification of the dominating perceptual dimensions interviewees associated with these features that were perceived to contribute most importantly to a positive experience. It demonstrates how the centrality of the cognitive and affective components of the experience varies and dominated the views of interviewees visiting the area. It reflected interviewees ecological worldview orientation in the way the Baviaanskloof is experienced.

- Ecocentrics referred to an experience that was themed as a nature lovers experience. It characterized the emphasis on naturalness with reference to values and beliefs about the integrity and intrinsic value of nature, generating a deep appreciation for the natural environment as well as affective components of isolation and stimulation.
- Among the weak ecocentric orientated interviewees, aesthetic quality and hedonism appeared to be of particular importance in discriminating between different environmental features to positively contribute to the experience. Combined with a strong appreciation for naturalness in terms of the landscapes and more specific natural features, the focus of their experiences were themed as the sublime nature experience.
- Although the number of interviewees who endorsed a more anthropocentric worldview orientation were limited, the outcomes of the analysis demonstrated obvious differences in the way environmental features are given meaning. The interviewees in this group endorsed a more utilitarian point of view, translated by their focus on the perceptual quality of hedonism.

Based on this information, appropriate measures can be taken; enhancing worthwhile nature-based tourism experiences and conserving the tourism resource base meanwhile, ensuring a sustainable alternative tourism income, supporting socio-economic needs in the course to nature conservation and ecosystem restoration.

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# 1 INTRODUCTION

## 1.1 BACKGROUND

Tourism is a complex phenomenon which encompasses social, cultural, political and economical processes occurring through the interaction of tourists with a place, with the attributes of that place and the people found there (Ryan, 1997). As such, in its very essence, tourism is intimately grounded within the experience places. Increased free time and driven by the need of people to be away from their usual habitat and interact with other people and places (Gunn, 2002), made the tourism industry one the fastest growing business sectors in the world. It contributes to the income and employment generation in society, as well as to the enrichment of many related industries.

Within the last two decades the tourism market has been rapidly changing. Due to changes in environmental attitudes, the development of environmental education and influences of the mass media resulted in an increasing interest in nature and the environment and led to the pursuit of ecotourism (Eagles & Higgins, 1998). Since the early 1990s, Ecotourism has been growing 20% - 34% annually and in 2004 ecotourism / nature tourism was growing globally 3 times faster than the tourism industry as a whole. This in contrast with the market for 'Sun-sand-and-sea' mass-tourism which has been matured were its growth is projected to remain flat (TIES, 2006:2).

Were in the past tourism development strategies focussed on tourism as an important source for economic growth and employment, now an increasing niche within tourism focuses on an alternative tourism approach taking in to account the implications with regard to the environment and the impact on the social and cultural aspects of the destination. The rising interest of (eco)tourists in nature is thus perceived as being a major opportunity for developing countries to benefit both the (local) economy and the conservation of ecosystems (Ellenberg; Vorlaufer in Gossling, 2006). However, as stated by Gossling (2006), the increasing the tourism demand for nature-based products may cause in parallel with the demand, increased pressures on natural resources, both directly and indirectly, locally and globally. Therefore, appropriate tourism development strategies are essential for a tourism destination in finding a proper balance between the benefits of tourism development and conservation of its resource base.

However, to accomplish this and ensuring tourism to provide a sustainable source of income, one should also take the subjective views of its visitors into account in what constitutes a quality experience. Hence, the implementation of different management tools like education, the creation of routes and trails but also changes in the landscape for restoration and conservational purposes are likely to influence the tourists' perception of the area. To avoid impacting the tourism experience negatively and to provide appropriate type of experiences that suit a positive interaction between tourism and the environment, one has to anticipate on what psychological and physical qualities may be perceived by different visitors as contributing to a positive experience.

## 1.2 THE CONTEXT OF THIS STUDY

This study focuses on the Baviaanskloof environment, located in the Eastern Cape Province, South Africa and has been conducted in collaboration with PRESENCE (Participatory Restoration of Ecosystem Services and Natural Capital, Eastern Cape) and EarthCollective.

The Baviaanskloof is part of the Cape Floralistic Region which covers large parts of the Western and Eastern Cape provinces. The Cape Floralistic Region is one of world's 34 biodiversity hotspots (Boshoff, 2005). This area is dominated by fynbos and subtropical thicket vegetation which covers an exceptional variety of plant and animal species. Because of its beauty and biodiversity, which has global importance, the Baviaanskloof was listed by the IUCN as a World Heritage Site back in 2004 in order to conserve its natural and cultural richness. At the same time the majority of the subtropical thicket ecosystem in the western Baviaanskloof, like large areas of the Eastern Cape Province, has been degraded by overgrazing (Eastcare, Zylstra). This has resulted in the loss (indigenous) plant species and imbalanced the functioning of ecosystems in the area which consequently leads to issues like erosion and water shortage. According to Mills et al. (2005) thicket doesn't easily regenerate once degraded. Economic and social issues need to be solved to be able to stop degradation of the ecosystem or desertification will be a fact (Kerley et al., 1995). In response, different national programmes have been developed to restore the valuable and globally significant biomes to meet both socio-economic needs and ecological objectives (EarthCollective, 2007).

The aim of EarthCollective South Africa is to facilitate research to restore degraded landscape for the benefit of local communities, working with partners in South Africa. EarthCollective has proposed PRESENCE as a way to facilitate collaboration between 'North-South' partners to deliver additional research and technical expertise needed to effectively restore degraded landscapes and support poverty alleviation and livelihoods (EarthCollective, 2007). Previous research in the Baviaanskloof has primarily focussed on addressing critical knowledge gaps in ecosystem restoration within the broader framework of the Subtropical Thicket Rehabilitation Project (STRP) to support its' objectives to test the feasibility of using specific thicket species to trade carbon under the Clean Development Mechanism (Powel et al. 2006). From the investigations into socio-economic needs for restoration, it became evident that one of the main functions of the thicket ecosystem in the western Baviaanskloof can be ascribed to the economic significance of tourism and recreation for the rural livelihoods in the area (Noirtin, 2008). As such, rehabilitation of the thicket ecosystem doesn't only create opportunities to the carbon economy, the biodiversity also accounts as a source for tourism development which already provides an important alternative income generating activity in the area next to farming. It has also been claimed that tourism is perceived as an important incentive for local inhabitants to commit to restoration activities. As a result, tourism has become another discipline to be added to contribute to the objectives of conservation and rehabilitation to meet both socio-economic needs and ecological objectives.

### 1.3 PROBLEM EXPLORATION

The Baviaanskloof is already a favourite place to visit for domestic travellers and has great potential in multiple ways. It has all the resources to provide the main motives for visiting South Africa namely: wildlife, scenic beauty, warm hospitality, culture, heritage and history (Baviaans Local Municipality, 2008). Furthermore, the Baviaanskloof is unique for its exceptional biodiversity of flora with over 1000 plant species recorded, including at least 52 Red Data Book and 20 endemic plant species, as well as for the variety of fauna found in the area. The area comprises a cluster of state owned protected land in terms of the Baviaanskloof Nature Reserve and privately owned and communal land, located in the western part of the Baviaanskloof. In both areas the landowners, in the form of the Eastern Cape Parks Board (ECPB) and private landowners, are committed to tourism activities.

Approximately ten years ago one of the first farmers in the western Baviaanskloof started to accommodate tourists on his farm. From that time, the land use within the western Baviaanskloof slowly started to change towards tourism. The area was once important for the cultivation of vegetable seeds and goat farming, now the land is primarily used for agriculture and stock farming. Nowadays rural livelihoods in the Baviaanskloof valley are experiencing increasing pressures on environmental resources. Together with the rising production costs and increasing competition from the global market makes farming less viable. Local farmers realize that the area is not a suitable environment for intensive commercial farming anymore. Instead, tourism is perceived to become the most important income generating activity for the future were farming will be done on a more small scale and self sustaining manner. Tourism already generates an important additional source of income next to farming. Half of the farmers depend for more than 50% of their income on tourism; other farmers incorporate tourism more as a side business. Due to the existing human activity in this area, tourism has little impact on the environment. This implies that tourism, as a less resource demanding activity, enables the rural livelihoods to comply with conservation and restoration objectives.

Plans from the local Baviaans municipality and the ECPB encourage nature-based tourism development in the Baviaanskloof as an important source to comply with socio economic needs and encourage conservation of biodiversity. However, ecotourism development in the Baviaanskloof is still in its beginning phase and requires further development of tourism infrastructure, marketing and communication efforts and management. Recent market research focussing on the larger Baviaanskloof Mega Reserve by the ECPB and the Baviaans region by the Baviaans municipality, have been primarily directed at developing a broad profile of the target markets. However, despite the growing economic significance of tourism to the Baviaanskloof and its' surrounding regions, there has been little empirical research into tourists' perceptions and experiences in this particular area which is at the forefront of changes focussing on further tourism development, change of land use in rural areas and restoration of degraded landscapes. Looking through the "glasses" of the individual tourist should create a better understanding of the tourism's relationship with the Baviaanskloof environment.

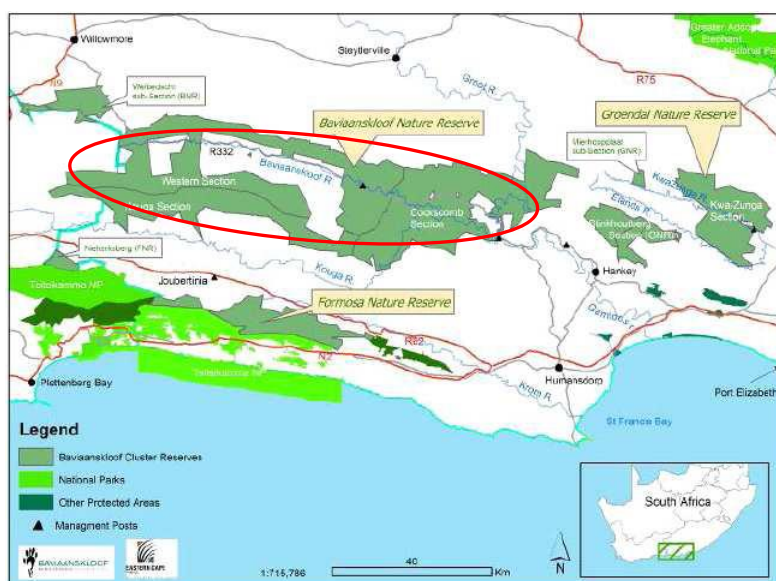
Based on this information, appropriate measures can be taken; enhancing worthwhile nature-based tourism experiences and conserving the tourism resource base meanwhile, ensuring a sustainable tourism income supporting socio-economic needs in ecosystem restoration.

#### 1.4 RESEARCH OBJECTIVE

Following the prevailing ambition to encourage tourism developments in the Baviaanskloof as an important driver for improving the socio-economic ecological needs in this area, this study aims to give insights in the tourism relationship with the various aspects that comprises the Baviaanskloof environment by an in-depth exploration of tourists' perception of their experience in this particular environment. More specifically, the objective of this study is to provide an insight into the Baviaanskloof experience of visitors interpreted by reference to the perceptual and attitudinal context within which the experience is structured and given meaning. This has been accomplished by evaluating the importance of a variety of features which comprises the Baviaanskloof environment and assessing the meaning visitors attach to these aspects; herewith links are made to tourists' values and beliefs about the environment. The outcome of this assessment informs the development of appropriate tourism measurements that correspond with the needs of tourists visiting the area and ensuring sustainable tourism development in the area.

#### 1.5 RESEARCH AREA

The Baviaanskloof, or valley of baboons, is a 75 km long valley situated between the east-western running mountain ranges of the Kouga mountains and the Baviaanskloof mountains. Geographically, the Baviaanskloof lies in the western part of the Eastern Cape Province close to the Western Cape Province's border and metropolis, Port Elizabeth. The Baviaanskloof area can generally be separated in two parts; the Baviaanskloof Nature Reserve and the privately and community owned land located in the western part of the Baviaanskloof. The Baviaanskloof Nature Reserve, comprises a 184 385 ha



**Map 1:** Research area marked by red circle; the dark green area marks the Baviaanskloof Nature Reserve, the white area within the privately owned valley

state owned protected area, managed by the Eastern Cape Parks Board and encompasses the third largest protected area in South Africa (Boshoff, 2005). The nature reserve area is accessible via the public road that crosses the Baviaanskloof from the east till the western entrance. The western part of the Baviaanskloof comprises the privately and community owned Baviaanskloof valley which is surrounded by the nature reserve (see map 1). Landowners in the western

Baviaanskloof can basically be divided into three different social groups, private landowners living in the western Baviaanskloof (mostly farmers), private landowners who don't live in the area and bought the land for (tourism) investment and communal owned land by coloured communities.

### 1.5.1 TOURISM IN THE BAVIAANSKLOOF

Although the Eastern Cape is not a main player in the total South African tourism industry, it is one of the favourite regions when it comes to the domestic holiday, leisure and recreation market (Baviaans Local Municipality, 2008). The Eastern Cape is its own largest market source for tourism and recreation. This also counts for the Baviaanskloof as it mainly attracts domestic tourists (86,2%) of which most come from the surrounding cities like George, Knysna and Port Elizabeth. The high seasons are the summer holiday period from December till mid January and during the Eastern holiday in April. The average duration of stay is 2 nights, mainly during the weekend.

The Baviaanskloof is still a relatively undiscovered destination and is currently positioned as a drive through destination for short holidays, or en-route attraction for tourist travelling to a destination outside the Baviaanskloof. Different from South Africa's main attraction "The Big Five", the Baviaanskloof distinguishes itself with nature-based and heritage tourism activities, which reflects and showcases the strengths of the area. The natural environment captures not only an exceptional diverse flora and fauna; it is the broader scope of all different features of the environment that together makes the Baviaanskloof an attractive and unique place to visit. The following quote from a national travel magazine perhaps best describes the area from a tourism perspective:

**Box 1:** *"Baviaanskloof has many faces. Despite being called a "kloof" it has two mountain passes. As you inch along the sheer edge when passing an approaching car, you call out in a progressively higher voice. Then there are the walks and the waterfalls, the hartebeest and kudu and baboons and bird life; and best of all, people. Friendly, outgoing, tough and hardworking. So proud of their place and so eager to share its beauties with you. The whole trip through Baviaans can easily be done in a day, but it is well worth taking your time and doing some exploring, walking, climbing and getting to know the locals. We hardly saw another car and at many campsites we were the only ones there. See the incredible mountains that have been folded into almost gentle undulations by the liquid force of magma and earthquakes so many millions years ago."* (Source, 'WEG' August 2005)

As stated in the above box, the Baviaanskloof has many faces. This refers not only to the variety of features and activities but can also be related to the different landscapes found in the area. The most remarkable differences in landscapes can be identified, by comparing the nature reserve with the Baviaanskloof valley. This doesn't only refer to the obviously openness of the landscape on flat valley floor, but also to the land cover in degraded areas and the presence of human interference in the landscape. However, this area also represents many of cultural, historical and social features of the Baviaanskloof. Furthermore, the Baviaanskloof valley has become the centre of tourism in the Baviaanskloof as most of the accommodations (70%) and facilities can be found in this area. In the nature reserve, the ECPB currently only provides campsite facilities on three different locations.

Three different local stakeholders(groups) have direct interest and influence on the Baviaanskloof tourism product, namely the Baviaans municipality, the private and communal landowners in the Baviaanskloof valley and the Eastern Cape Parks. They all play a different but essential role in the establishment of tourism in the area. The private landowners cover an important facilitating role but also with regard to the social and cultural aspects, the inhabitants of the Baviaanskloof are essential to the tourism product. Although they have a strong desire for ecological rehabilitation and conservation, their main interest in tourism is economic benefit to sustain their livelihoods. The Baviaans Municipality assigned the role of developing the Baviaans tourism industry and become “the preferred destination for nature-based tourism experience in the Eastern Cape province showcasing the diversity of cultures for the benefit of all the people living and working in the area” (Baviaans Local Municipality, 2008). They want to accomplish this by putting effort in the marketing of the area, encouraging and assisting stakeholders and product owners to work together and by promoting the development of nature-based products. Considering the increasing budget (500% in 3 years) the Municipality assigned to the tourism department indicates the priority given to tourism and the perceived potential to increase economic benefits for the region. The primary purpose of the Eastern Cape Parks, responsible for the management of the Baviaanskloof nature reserve is “the conservation of the unique biodiversity, landscapes and natural resources of the Baviaanskloof region by promoting sustainable use of the biodiversity and heritage features” (Strategic Management Plan, 2007). By sustainable use they mean the provision of appropriate tourism infrastructure, facilities and service. More specifically, they stated that tourism development should focus on “the development of a world class nature-based tourism destination that is economically sustainable and optimizes benefits to local communities and the nation within agreed limits of acceptable change” (Tourism Planning Report, 2007). This indicates that all local stakeholders somehow rely on each other and are all benefitted by a sustainable and successful nature-based tourism product in the Baviaanskloof. However, considering the variety of offer that recurs in the tourism elements of the Baviaanskloof, it makes common sense that the Baviaanskloof attracts a wide range of types of eco-tourist who are likely to have different interests in the Baviaanskloof environment. Therefore, in order push the future development of tourism in the right direction common effort and a comprehensive approach is required to establish a quality tourism product attracting the kind of tourism to the area which is appreciative to the Baviaanskloof environment.

## 1.6 THESIS OUTLINE

This thesis comprises eight chapters. The current chapter introduced the study. Through this outline a short introduction will be given on the chapters that will follow.

Chapter 2 gives the theoretical background of this research. Each concept discussed in this study is based upon existing scientific research and will be discussed accordingly. The approach on the concept tourism experience will be introduced as well as the definitions and analytic tools.

Chapter 3 will give an overview of the research questions designed for this study

Chapter 4 provides an insight in the methodology followed by methods used for data collection in Chapter 5. This chapter has been divided by two phases. Phase one includes a preliminary research of

which the results will shortly be presented. Phase two introduces the methods used for the primary data collection.

Chapter 6 includes the first part of the results of this study and provides an insight in how well the environmental features of the Baviaanskloof are perceived to comply with a positive experience and why.

Chapter 7 includes the second part of the results and presents the outcomes of the NEP measurement combined with an analysis of types of experiences.

The final chapter, chapter 8 gives the conclusion and discussion of this study followed by a discussion of the limitations. At last recommendations will be given with reference to current developments in the area.



This chapter will identify and explain the concepts which are of specific interest to this study and should provide a basis for the exploration of visitors' experiences of the Baviaanskloof environment.

### **2.1 INTRODUCTION**

The driving forces behind tourism demand can be perceived from a psychological perspective and finds an important basis in the experience of places. Generally, people visit a tourism destination that comprises certain social and physical attributes which are perceived to comply with their psychological motivations such as escape, relaxation, social interaction or knowledge (Baloglu & McCleary, 1999a ; Kim, Lee & Klenosky, 2003 in San Martin & Roderiguez del Bosque, 2008). Ryan (1997) stated that 'tourism is essentially about the experience that the tourist has within a place and with the attributes of that place and the people found there' (p.18). Therefore, for any tourism destination it is important to understand what constitutes its tourism base by means of investigating tourists experiences. The first paragraph of this chapter will first give an introduction of the components involved in the experience. The tourist experience can be approached from a wide range of disciplines, like anthropology, geography, sociology, psychology etc. This study focuses on the on-site tourism experiences of people visiting the Baviaanskloof destination and how the various features of this specific environment are perceived to contribute to a positive experience. Since it is about experiencing objects of the external world, the experience in this study is understood as essentially perceptual and highly individualistic. This approach focuses on an evaluation of the environment through individual perceptual processes. It is the outcome in terms of cognitive and affective subjective responses towards the objects or stimuli of the environment that is understood as the underlying dimensions of the experience. This will be further explained in paragraph 2.2.1. The subsequent paragraphs will then explain the factors that are of specific interest in this study.

### **2.2 THE TOURIST EXPERIENCE**

The tourist experience is a complex and multi dimensional phenomenon which includes a complex combination of internal and external factors that shape the feelings and attitude of tourists towards their visit (Page & Dowling, 2002 in Chan & Baum, 2007). The external factors can be referred to as the physical and social characteristics that includes the destination environment and provides the sources of stimulation that the tourist wishes to experience. Every place or tourism destination has a unique composition of attractions depending on the local context and resources of the environment and therefore the experience may differ. In an urban environment for example we experience different objects and themes than in a natural wilderness environment. However, it is not only the destination and its specific characteristics that shape the experience, people can differ in how they interpret and feel about the same environment. In other words, tourists' experiences are not just constructed through the environment around them but the landscape itself embodies meaning. This emphasis refers to an orientation of what (Zube, Sell, & Taylor, 1982) call 'the experience of the human-

landscape interaction' which suggest that both the landscape and the meaning of that landscape to people, influences the experience.

### 2.2.1 THE CONSTRUCTION OF MEANING(FULL EXPERIENCES)

The construction of the subjective meaning can be illustrated by the underlying perceptual process through which people make sense of the sensed objects of the external world. As stated by Chhetri et al. (2004), 'tourist experiences are initially generated via a process of perceiving and recognizing a variety of sensory information obtained within an environment' (p. 34). Jacobs (2006) explains that the brain is the centre of the experience where mental concepts are employed to create perceptions out of sensations. Experiences are highly subjective and destination specific which can vary according to the type of environment and the personal history and traits that person evaluates and interprets the environment from. It refers to a perceptual approach of experiences where the environment is considered as an external stimulus to which individuals respond (Jacobs, 2006). Experiencing features or object of the environment is thus a cognitive construct which may elicit different types of emotional responses to different people either pleasant or unpleasant. As such, tourists' experiences that evolve during the interaction with the destination can be defined as "the subjective mental state felt by participants" (Otto & Ritchie, 1996, p. 166). This is where tourists construct meaning. Tourists may therefore value the different features and objects of the physical and social environment as a more or less important or meaningful components of a positive experience.

According to Azjen (2001) and Eagly & Chaiken (1998) two components of cognition and affect underlie peoples' evaluations towards the objects investigated, in this case the various features of the Baviaanskloof environment. Also in tourism experience research the concepts of cognition and affection has been identified as significant determinants to understand visitors' perception of a quality experience (Ross & Iso-Ahola, 1991). Cognition refers to people's knowledge and beliefs about the characteristics of the tourism destination and enables people to establish associations between the object it refers to and attributes they ascribe to that object (Eagly & Chaiken, 1998). The affective component of the experience has been shown to consist of subjective, emotional and highly personal responses to various aspects of the destination environment (Otto & Ritchie, 1996). In line with this approach, the tourist experience should be considered as a multi-dimensional phenomenon that includes not only beliefs and knowledge about the destinations' attributes (cognitive), but also the individual feelings (affective) that are transmitted by the perceived attributes of the environment. As such, this study explores the tourist experience as a function of the individual perceptual evaluative process to explain the experiential value of the various features of the Baviaanskloof environment to the extent to which they contribute to a positive experience.

In addition, perception and thus the experience, is conditioned by individuals' internal factors and depend on the stimulus characteristics (Hawkins, Best & Coney, as cited in San Martin & Roderiguez del Bosque, 2008). Both factors are of interest to this study for two different reasons. First of all, in order to be able to select a salient set environmental features and landscapes, an understanding is

needed of those landscape properties and environmental features that might influence tourists' perception and thus their evaluative response towards the features investigated. Secondly, this study recognizes that tourist experiences are highly subjective and cannot be perceived as one homogeneous type of ecotourism experience. In addition, tourists interest in the environment from an experiential point of view may vary between different people. Considering the fact that the Baviaanskloof comprises a natural area, the way tourists individual values and beliefs about the environment are reflected in their experiences are of specific interest to this study. The following paragraph will go deeper into the theoretical constructs with regard to the environmental properties and environmental values and beliefs.

### 2.3 THE ROLE OF INDIVIDUAL AND ENVIRONMENTAL FACTORS

According to previous theoretical work, perception is generally integrated by activities of exposure, attention and interpretation of the external stimuli that contain the destinations environment. Initially, environmental psychology has focused strongly on the evolutionary theories to explain landscape preferences (Kaplan & Kaplan, 1983). These general evolutionary based preferences do not take in to account the individual factors involved in perception but focussed on commonalities in preferences. Indeed, recent research found empirical evidence that individual differences like socio-demographic variables, individual values and personal involvement do exist (Van den Berg & Koole, 2006). As such, perception depend on the stimulus characteristics and the individual's personal factors (Hawkins et al., in San Martin & Roderiguez del Bosque, 2008). Based on these assumptions, much is determined by the characteristics of the external stimuli being examined, in this study context the various features of the environment. To measure the destination environment as transmitting the subjective interpretations of tourists' experiences in the destinations environment, one need to operationally define what is to be measured. Considering the exploration of experiences within the specific context of the Baviaanskloof environment preliminary research should be conducted in order to develop a case specific sampling frame of environmental features. This method has been adapted from other tourism research into tourist experiences (Fairweather & Swaffield, 2002). With regard to the individual's personal factors there could be numerous aspects of the persons background involved in tourist experiences like past experiences, knowledge, expectations, motivations, the socio-cultural context of the participant as well as value and belief system (Larsen, 2007; Zube, Sell, & Taylor, 1982). This study will only focus on one aspect of these personal factors namely people's values and beliefs and more specifically people's values and beliefs about the natural environment. This aspect will be discussed in the paragraph below.

#### 2.3.1 ENVIRONMENTAL VALUES AND BELIEFS

According to previous research, it is likely that attitudes of tourists towards the environment will be reflected in their behaviour (Kaiser, Wolfing, & Fuhrer, 1999; Bright, Manfredo, Fishbein, & Bath, 1993). For managers who seek to promote or foster ecotourism to be environmentally and economically sustainable, a market with dedicated love and positive attitudes towards the natural environment should thus be stimulated by offering worthwhile experiences.

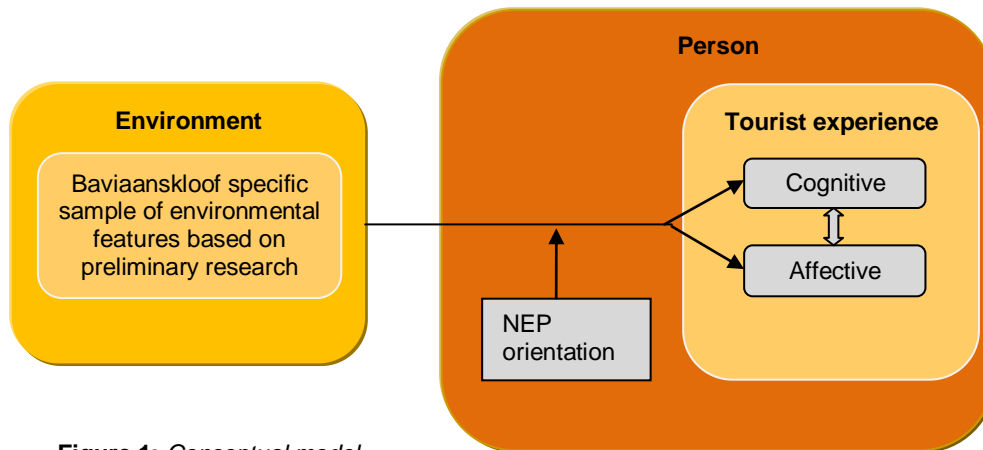
Considering attitudes, personal values and worldviews as conditioning personal factors of perception (Larsen, 2007), environmental attitudes may be an important discriminating factor in explaining the variety of tourists' experiences of the Baviaanskloof environment. Based on these assumptions, it would therefore be interesting for the destination to know how tourist experiences vary accordingly their environmental attitude.

The New Environmental Paradigm (NEP) developed by Dunlap and Van Liere (1978) has proven to be a valid tool to measure people's environmental attitudes or so called environmental "world view". The central thesis of their theory is that since the rise of environmentalism in the 1970s, the fundamental views about nature and humans' relationship within most Western societies have been changing from an anthropocentric worldview toward an ecological worldview, one that is more respectful to nature. It combines a range of ecological values with common beliefs about nature and the environment to determine whether people hold a more anthropocentric or ecocentric worldview orientation.

Considering that people's values and beliefs are just like values and beliefs about the environment highly personal and therefore may direct and structure tourists' perceptions of the Baviaanskloof environment. Studies in tourism often examined the linkages between NEP in relation to a wide range of factors. Tourists' ecological worldview orientation was found to be closely related to site-specific preferences and motivational factors (Uysal & Jurowski, 1994). As such, people with an ecological worldview orientation may evaluate and interpret the features of the environment differently than people who hold a more anthropocentric view. The purpose of this research is not to find significant relationships between people's experiences and their ecological world view orientation, however providing a better insight in the way tourists' personal values and beliefs about the environment are reflected in their experience is of specific interest to this study. Furthermore, the environmental attitudes measured by the NEP scale items can be seen as general attitudes which are less changeable over time. Therefore, identification and segmentation of eco-tourists has been argued to be more effective from the perspective of their environmental attitudes and are closely related to their motivations of visiting a nature area (Luo & Deng, 2008).

## 2.4 CONCEPTUAL MODEL

Based on the literature as discussed in the previous paragraphs a conceptual model has been designed as presented in figure 1. It gives an overview of the main concepts that will be used in this research. The arrows in between illustrate how they are related. This paragraph will further clarify the conceptual model.



**Figure 1:** *Conceptual model*

The environment can be understood as the external stimulus factors towards the individual responds. They contain all the physical and social aspects of the destination environment. Preliminary research will identify a salient set of environmental features that will be used to elicit visitors' subjective responses.

The environmental values and beliefs are measured by the New Environmental Paradigm Scale (Dunlap, Van Liere, Mertig, & Jones, 2000). Social psychologists see these general beliefs as influencing a wide range of beliefs and attitudes concerning more specific issues (Stern, Dietz, & Guagnano, 1995). Visitors' environmental worldview orientation could possibly reveal visitors' underlying motives for their appreciation of the natural environment.

Due to the individual perceptual process that enable one to construct meaning of the sensed objects of the external world, one type of scene or object may elicit different types of responses to different people. As such, this study emphasizes that the way visitors experience the environment is highly subjective and influenced by the individual interpretations and feelings associated with the various features that contains the Baviaanskloof environment. Therefore the importance of the various objects to their experience may vary between people. The evaluative responses that people assign to express their meaning can be understood as having cognitive and affective components and reveal the underlying dimensions of visitors' experiences of the Baviaanskloof.

- RQ1: What features of the Baviaanskloof environment are relevant to tourists' experiences and how well do they contribute?
- RQ2: Which cognitive meanings do visitors of the Baviaanskloof assign to the various features of the environment?
- RQ3: Which affective meanings do visitors of the Baviaanskloof assign to the various features of the environment?
- RQ4: How are tourists' ecological worldview orientations reflected in the different ways in which they experience the Baviaanskloof environment?

Followed by the theoretical concepts and the research questions as discussed in the previous chapters, this chapter will further elaborate on the research approach adapted for this study and the methods that were used to collect data for this study.

#### **4.1 RESEARCH APPROACH**

The approach adopted for this study was to focus on an in-depth and interpretative understanding of visitors' experiences of the Baviaanskloof. Although the main aspects of this study utilised a qualitative methodology, a quantitative methodology was included to combine the advantage of making valid measurement of tourists' environmental worldview orientations. Still, the scope of this study is not to present findings representative to a wider population but to understand the different ways in which individual tourists experience and perceive various aspects of the environment around them.

Qualitative research gained more and more recognition in tourism studies over the past decade (Westwood, 2007). Qualitative researchers study things in their natural setting, attempting to make sense of, or interpret phenomena in terms of the meanings people bring to them. It refers to an underlying approach of this study that was phenomenographic in nature (Ryan, 2000 in Ryan & Cave, 2005). Qualitative research was perceived to enable the researcher to interpret the experience at a deeper level and capture the complexity of tourists' experiences. Instead, quantitative research shaped by statistical laws of probability and assumptions about data sets, would impose limitations to this concern. Interviewing based on photo selection was considered to suit best within these methodological considerations. The motives for using photo's in this study will be further discussed in the following paragraph.

#### **4.2 PHOTO-BASED INTERVIEWING**

This study uses a type of interviewing where photographs are shown to interviewees with the purpose to elicit or trigger people's interpretations and associated feelings towards a set of environmental features of the Baviaanskloof combined with interview questions. Westwood (2007) underlines the usefulness of projective techniques as providing stimuli where the respondent determines its meaning or interpretation. The stimuli can vary from word sorting, visual text but also photographs. Kaplan and Kaplan (1989), point out that the use of photographic material provides a highly effective way to identify salient perceptual categories. As demonstrated by earlier research into landscape experiences, respondents appear to correctly interpret photographs, presented to them as indicators of the 'real' landscape and make their evaluation on that basis (Shafer & Brush, 1997; Zube & Pitt, 1981; Coeterier, 1983, in Fairweather & Swaffield, 2002). Based on these assumptions, the environmental features investigated in this research are represented by means of using photographs. Furthermore, it should be noted that photographs increase the ease of administration (Kaplan & Kaplan, 1989). Obviously, it is not possible to convey the total experience of smell, sound and other

sensory qualities. However, the interviewees were conducted while people were in the area during their vacation, which may partly compensate these limitations.

The literature also emphasizes the more psychological advantages of using photographs. Westwood (2007) stated: 'by avoiding the barriers and constraints of direct questioning, projective techniques enable participants to express themselves more openly and intuitively, thus giving insights to personal and idiosyncratic attitudes, motives and behaviours' (p.297). However, using photographs doesn't only have the potential to overcome the psychological boundaries of interviewing but also stimulates a greater cognitive elaboration (Edell and Staelin, 1983). This implies that use photographs can be a valuable contribution for gaining a deeper insight in people-centred research. For this reason the use of photographs has been more widely supported and encouraged by numerous authors in tourism research (Garrod, 2008; Cederholm, 2004; Markwell, 1997). For the purpose of this study, photographs representing a broad array of environmental characteristics of the Baviaanskloof were used to reveal the evaluative responses tourists associate to the object/activity etc it refers to.

Furthermore, it was preferred as it fits in the holiday spirit wherein this research took place. Considering the time consuming requirements (in most cases around 45 minutes) it has a great advantage if the method is perceived as playful and enjoyable by the participants, whereas an unexciting exercise might not be stimulating people's willingness to participate or involvement and engagement in the completion of the interview (Westwood, 2007).

## 5 DATA COLLECTION

This study is based on and uses data, coming from a range of secondary (theoretical, existing) and primary (data) sources. The theoretical base for this study was developed by means of a literature review, making use of scientific resources concerning professional and academic journals, books and thesis reports amongst others. Secondary to this literature review where sources like governmental reports and existing personal information, obtained from a preceding tourism research conducted in the same research area. The primary data sources for the research were gathered during a field work period, occurring in two phases: a preparatory phase and the actual research phase. The preparatory phase included preliminary interviews with visitors of the Baviaanskloof to identify a valid sample of environmental features relevant to the Baviaanskloof tourism experience. This chapter will first present the results of these interviewees in paragraph 5.1. For the gathering of the primary data, multiple methods were used to create an understanding about the concepts this study focuses on. Therefore, the methods will be discussed accordingly under paragraph 5.2.

### 5.1 PHASE 1: IDENTIFICATION OF ENVIRONMENTAL FEATURES

This paragraph presents the results of the preliminary research and aims to identify a relevant set of environmental features that served as a basis to further explore tourists' experiences within the primary stage of this study. The selection was guided by the results of preliminary interviewees and an



existing survey which indicated the most popular attractions from a visitors perspective. In addition, the literature was consulted to identify the generic variables in landscape categorization and guided the selection of a variety of distinctive landscape settings. The outcomes will be presented accordingly and concludes with a final sample of 27 photographs.

### 5.1.1 A VISITORS PERSPECTIVE

The semi structured interviews were conducted with five visitors who stayed at one of the campsites of the Baviaanskloof nature reserve. Questions focussed on their motive to visit the Baviaanskloof and to reflex on the aspects they found most attractive/ appealing etc. Guided by the outcomes of preliminary interviews with tourists and an existing survey research, a range of environmental features can be identified relevant to the tourism experience. The central theme that recurred through the interviews was the natural environment. Interviewees characterized the Baviaanskloof as a wilderness area offering untouched and un commercialized natural beauty. It is shapes the context of the experience from which interviewees referred to more specific features of the environment that were relevant to their experience, namely: landscapes, particular characteristics or attractions that can be found in the Baviaanskloof as well as activities. With respect to the landscape interviewees referred to three important variables: wilderness scenery, specific landscape features (rivers) and the variety of landform and relief. Like one of the interviewees stated:

*It is the variety of landscape that makes this place special. In the reserve there are the mountains but there is also the valley area which offers a nice open landscape but it is isolated by the mountains that enclose the area.*

Interviewees also mentioned how their experience of the environment evolved through different ways of interacting with the environment like camping, hiking, participation in recreational activities such as swimming and fishing as well as doing the 4x4 route. By doing so the interviewees referred to particular attractive features of the environment they experienced in the area, namely the wildlife, birds, plant species and rock formations. The outcomes of an existing survey confirms this but also suggests to include less obvious aspects, namely cultural and historical features which currently remain slightly underemphasized but do appear to be attractive to visitors of the Baviaanskloof.

Finally two differing and more contextual factors appeared to be relevant to visitors experiences of the Baviaanskloof. First, interviewees mentioned the social environment as an important aspect of the experience, where the friendliness and hospitality of the local inhabitants contributed to a special social atmosphere. Like one of the interviewees stated:

*It's a place of getting away, you get away from everything. We don't really mix with the local people, but they are very friendly and hospitable. They enjoy life, no politics. People in towns are very racial, here everyone is the same... There is no crime, you can just leave your tent for the day and everything will still be there.*

Secondly, interviewees emphasized the importance of the availability of information. Although it is perceived as not being sufficient, the results from the survey also confirm that visitors of the Baviaanskloof are very eager to learn about a variety of subjects like wildlife, geology and history.

The results of the preliminary interviews as described here, initially indicate four sampling frames which appeared to be representative components of visitors experiences of the Baviaanskloof:

- Landscape settings (scenery, variety and specific features)
- Specific features and attractions (flora & fauna, geologic features and cultural & historical aspects)
- Activities (hiking, 4x4 driving, recreational activities)
- Other (social environment and information)

### 5.1.2 SELECTION OF RELEVANT LANDSCAPE CHARACTERISTICS

Although the landscapes were mentioned as an important physical feature of the Baviaanskloof environment, no specific landscape settings could be determined from the interviews. Therefore the literature was used to guide the further selection of salient landscape settings.

As discussed in paragraph 2.3 the characteristics of the physical environment influence people's perceptions of the experience. For example, natural landscapes are generally preferred over scenes that consists buildings. Therefore studies of landscape perception has been consulted to define a relevant set of landscapes. In these studies four brought dimensions of the physical landscape emerge which are applicable to the study area: landform and relief, presence of water, landscape cover with regard to vegetation and land use (Purcell, Lamb, Mainardi, & Falchero, 1994; Palmer, 1997).

The first dimension, *landform and relief*, is divided into four main classes of landscapes: open spacious landscapes with little relief, open spacious rugged mountain views (middle relief), semi-open landscapes with high relief and closed landscapes with high relief.

The second dimension refers to another physical characteristic that is used to determine the environment, *presence of water*. Although water may be scarce through certain periods of time, the Baviaanskloof is an important water catchment area and throughout the year one can find crystal clear streams coming from the mountains as well as larger rivers.

The third landscape dimension include *landscape cover and vegetation*. In the Baviaanskloof three major types of vegetation can be distinguished: high forest type of vegetation, middle high thicket vegetation and low fynbos vegetation. Furthermore a difference can be made in density or cover. In the nature reserve for example, most landscapes are densely covered with either thicket or fynbos. In the valley one can find mid till highly degraded landscapes with little vegetation cover.

Finally, *land use* could determine the environment and is applicable to this specific area considering the deviation in the nature reserve area and the privately owned farming area. Therefore landscapes have been included of the valley area whit farming fields and human involvement including the road.

All these aspects have proven to influence peoples evaluation of the environment in previous research, either negative or positive (Purcell and Lamb, in Purcell et al., 1994, Van den Berg & Koole, 2006, Kaplan & Kaplan, 1989). Based on the dimensions as mentioned above, the following 10 landscapes have been selected representative to the diversity of landscapes found in the research area.



### 5.1.3 FINAL SET OF ENVIRONMENTAL FEATURES

Combing the results of the preliminary research and the literature, a final set of environmental features have been selected, represented by 27 photographs. Three additional photographs were included in this sample representing conservation because this study has a special interest in tourists attitudes towards nature conservation and what meaning these projects have for tourists visiting the

Baviaanskloof. These projects were the thicket rehabilitation project, the Leopard project and a recently initiated voluntary restoration programme. Box 1 presents the complete sample of stimulus which created the basis for the initial research phase.

**Landscapes**

1. Valley view, farm lands, gravel road and surrounding mountains
2. Pristine mountain view with U turn of river, sand beds and mountains on the background (Rooihoek)
3. Pristine mountain scenery, different heights and unspoiled vegetation cover
4. Dry valley floor, open view with mountains aside
5. Mountain ranges with dense vegetation cover
6. Top of mountain ranges, short vegetation (fynbos), wide view (Bergplaats)
7. Degraded mountain with very little vegetation
8. Pristine river landscape, water and close surrounding of mountains
9. Forest with water stream, very dense and high vegetation
10. Small mountain gap, enclosed by steep rugged rock formations with plants and trees aside

**Particular features & attractions**

11. Wildlife, Kudu and Hartebeest
12. Mountain with very obvious geologic characteristics in the form of a wave
13. Birdlife
14. Different types of plant species
15. Bushman paintings
16. Modern farm fields with irrigation and ostriches
17. Local community with donkey car and crops

**Activities**

18. Mountain landscape with gravel road and 4x4 vehicle on the foreground
19. Camp with tent and 4x4 vehicle surrounded by bushes
20. Sign on farm advertising adventures activities
21. Hiking activity on steep mountain
22. Water hole with children playing in the water

**Other**

23. Local information centre, old characteristic building with people in the front
24. Sign about the thicket rehabilitation project at research plots in nature reserve
25. Local communities planting in the mountains with volunteers
26. Leopard friendly farm sign
27. Local farmer interacting with tourist, hospitality

**Box 1:** sample of environmental features, representative to the Baviaanskloof tourist experience

## 5.2 PHASE 2: PRIMARY RESEARCH

Within the primary stage of this research, 35 photo-based interviewees has been conducted in order to create an insight in how visitors experience the Baviaanskloof environment. This paragraph presents the methods used to collect the primary data basis for this research. Table 1 presents an overview of the identified concepts as described in chapter two, how they are operationally defined in this research and how they are measured. The following paragraphs will further explain each method according to each concept. Finally an impression will be given about the interviewees that participated in this research with respect to their socio-demographic characteristics.

Concept	Definition	Operationally defined by	Method
The environment	Stimulus characteristics that trigger tourists' experiences	Set of 27 photographs, identified by preliminary interviews	
The person	Personal values and beliefs discriminating individuals' views on the natural environment	NEP scale of Dunlap and Van Liere	Additional questionnaire
The tourist experience	Cognitive and affective associations with environmental features	Interviewees verbal expressions associated with presented photographs	Photo-based interviewing Semantic 'importance scale'

**Table 1:** Overview of the used concepts, its operational definition and measure

### 5.2.1 THE ENVIRONMENT

As stated in chapter two, photographs were used to represent the Baviaanskloof environment and eliciting responses. The set of environmental features relevant to the tourism experience has been identified and described in paragraph 5.1.3. To limit the influence on the perception of the interviewee, the selected photographs all had the same weather circumstances and where possible, are taken from the typical tourist viewpoints and locations. In total, a set of 27 photographs were selected. A complete overview of the corresponding photographs used can be found in appendix I.

### 5.2.2 THE PERSON

The personal factor investigated in this research focussed on interviewees ecological worldview orientation based on the statements that include the New Environmental Paradigm Scale designed by Dunlap & Van Liere. Originally this scale measured three facets of balance of nature, limits of growth and antianthropocentrism. As a respond on different comments of researchers and the growing salience of ecological problems facing the modern world, a revised instrument has been developed (Dunlap, Van Liere, Mertig, & Jones, 2000). This instrument includes 15 items or attitudinal series of questions on five facets of an ecological worldview: 1) the reality of limits of growth, 2) antianthropocentrism, 3) the fragility of nature's balance, 4) rejection of exemptionalism and 5) the possibility of an eco-crisis. A longitudinal research conducted the United States confirms the validity of the New Environmental Paradigm Scale and suggest that the items can be treated as an internally consistent summated rating scale (Dunlap, Van Liere, Mertig, & Jones, 2000).

Eight items of the scale confirmed by agreement, indicates a pro-ecological view combined with seven items confirmed by disagreement. The items are measured on a five point Likert-scale were participants indicate whether they 'strongly agree', 'agree', 'mildly agree', are 'unsure', 'mildly disagree' or 'strongly disagree' with the statements. To be able to measure people's individual average scores, the seven anthropocentric statements were rotated. Thus, an high average score could be interpreted as endorsement of a pro-ecological worldview orientation.

The NEP scale has been included in an additional questionnaire. Interviewees were asked to fill out this questionnaire after the photo-based interview.

### 5.2.3 THE TOURIST EXPERIENCE

In order to create an in-depth understanding of tourists' experiences in the Baviaanskloof interviewees verbal expressions associated with the selected set of environmental features were recorded (in accordance with the interviewee). To understand the significance of these expressions to their experience as well as the role that the particular features play in that experience, interviewees were asked to place the photographs on a semantic 'importance-scale'. The two main aspects of the data collection with regard to tourists' experiences will be discussed below in terms of the photo sorting activity and the interviews.

#### *Photograph sorting*

In order to determine the centrality and importance of the various environmental features (represented in photographs) and the associated qualifications to their experience, an importance scale has been designed. The participants of this research were asked to evaluate each photograph on a 9-point semantic scale of -4 -3 -2 -1 0 1 2 3 4 in terms of how well they positively contributed to their experience. -4 was not important at all, 0 neutral and 4 as very important. This scale was adapted from the Q-method (Fairweather & Swaffield, 2002). However, different from the normal distribution that is originally used in this method, the participants in this research were free to elicit the photographs on any score as many as they wanted. It was believed that the forcing the participants to put a certain number in each pile would create a wrong reflection of the things people perceive as for example 'very important'.

As the research proceeded, it appeared that participants placed many photographs in the same scores. However, to be able to specify better what aspects matters the most to the participants they were asked after the sorting to pick 6 photographs to summarize which ones represented the most important aspects of their experience. Then they were instructed to put the absolute favourite in value +4, two that are little less important than the first one in value +3 and three photographs that represented then the most important aspects in value +2.

#### *Interviews*

During and after the sorting exercise, the participants were encouraged to explain their thoughts about what was represented, stimulated by the interpretation of the photograph. It was underlined that they should be evaluated in a tourism context, as such taking the standpoint of a tourist just. In other words: what it meant for them personally as a tourist visiting the Baviaanskloof. The interviewer anticipated on how the conversation evolved, leaded by the thoughts of the interviewee. If necessary, questions were formulated to stimulate their evaluation of the photographs:

- What does the photo represents for you?
- Why do you prefer this photograph above the other?
- What does it reminds you of: do you have any stories about experiences this photo reminds you of?
- What makes the representation more or less important for you as a visitor to the Baviaanskloof?

### 5.2.3 INTERVIEWEES

The number of data collected for this research was based on the occurrence of 'redundancy' with respect to the obtained information (Guba, in Jennings, 2001). Redundancy means that the sample in an interview based study is something that should be determined toward the end of the research and one should stop when what needs to be known has been found out. In this study, 35 interviews emerged to provide sufficient information as to this point the data input didn't show remarkable differences from the information that already had been obtained. The interviews were recorded in accordance with the interviewee.

The collection of data has been conducted during the Eastern holiday period in 2009 in the Baviaanskloof area, both in the Baviaanskloof nature reserve as well as in the western Baviaanskloof farming area. On approval of the tourism entrepreneurs of various accommodations and the Eastern Cape Park, tourists were approached to participate in this research. None of the approached tourists refused to participate. All interviewees were interviewed in the Baviaanskloof during their stay at their accommodation. Various accommodations in the area were visited varying from campsites till guesthouses and lodges. The majority of the interviewees were 31 – 40 years of age (40%), 28.6% 41 – 50 years, 20% 51 – 72 years and 8.7% of the interviewees were 18 – 30 years of age. The interviews were dominated by a majority of male participants (70.6%) and included ten female interviewees (29.4%). All interviewees who participated in this study were South African. The level of education of the people who were interviewed was high with 47.1% having an university diploma, 20.6% college, 17.6% secondary school and 14.7% had a professional qualification.

### 5.3 ANALYSIS

Considering the dynamic context of this research, taking in to account the complex underlying dimensions of tourism experience, a phenomenographic analysis has been employed. This has been recommended by several authors, amongst others: Ryan (2000 in Ryan & Cave, 2005) and (Zube, Sell, & Taylor, 1982).

Initially the audio taped interviews were re-listened and transcribed verbatim into individual textural descriptions. After a series of multiple readings of the transcripts, a common sense of the meanings and essences of the experiences was established and subsequently described in individual textural descriptions (Moustakas, 1994). Then, all expressions of the different interviewees were sorted under each corresponding photograph. The next step in the analysis was to identify the underlying perceptual dimensions of tourists' experiences expressed by the interviewees. It was assumed that tourist experiences are essentially individualistic, but as stated by Ryan & Cave (2005) 'it is nevertheless possible to discern consensual realities that broadly embrace these dimensions' (p.145). Again, the expressions per photograph were read multiple times which allowed interpretative themes and categories to 'emerge' from the data (Miles & Huberman, 1994). More specifically, similar expressions were marked in different colours which indicated a reoccurring theme or pattern. Based on the actual words expressed by the interviewees, corresponding associations with regard to each photograph were compressed into one single 'group' statement which covered the same loading. Key

words from the original expressions in this loading were re-used and written in italic to underline the essence of each statement. These statements were further coded into cognitive and affective directed themes to indicate the underlying perceptual dimensions applicable to the Baviaanskloof tourism experience. Both group statements and their accompanying themes were checked against the complete record of transcripts. Significant quotes expressed in the interviewees were assigned to each code to illustrate its validity. The analysis has been confirmed by a co-researcher independently to increase a correct interpretation of interviewees expressions.

In order to study the interviewees similarities and differences combined with their score on the NEP scale items, the identified themes were compared across the individual textural descriptions and the expressions in the transcripts that were evaluated as highly important. It provided an insight in the dominating perceptual dimensions of the interviewee's experiences. The identified dominating dimensions were displayed in a table in order to illustrate the differences and similarities between interviewees with differing scores on the NEP scale items.



This chapter presents the primary results of this study and aims to understand the nature of tourists' experiences in the Baviaanskloof, South Africa. The complete outcomes of the analysis are included in appendix II which presents the combined results of both the mean ratings per photograph with corresponding statements people expressed in the interviews and how these are further categorized into different perceptual dimensions. This chapter will present the most important and noteworthy results essential to address the key research questions as formulated in chapter 3. In the present paragraphs it will be discussed how well particular features of the Baviaanskloof positively contribute to tourists' experiences followed by an analysis of interviewees' interpretations and associated feelings to understand how these features contribute either positively or negatively to the experience of tourists.

### 6.1 WHAT FEATURES OF THE BAVIAANSKLOOF HAVE VALUE

From the sorting exercise an evaluation can be made of the different environmental features and how well they are positively associated with tourists' experiences of the Baviaanskloof. This was done by means of average 'importance' ratings. The photographs, representing a broad array of environmental features were measured on a nine point scale where +4 was the most important, 0 no opinion and -4 the least important. The mean ratings, as presented in table 2, show that different environmental features are positively associated with interviewees' experiences of the Baviaanskloof and refer to one or more aspects of the four main feature groups, namely: landscapes, specific features of the environment, activities as well as conservation.

#### *Landscapes*

Comparing the ten selected landscapes, especially the pristine wilderness type of landscapes as in photographs 2, 8, 9 and 10 appear to be perceived as highly compatible with a positive experience of the Baviaanskloof since they were all rated on an average of 2.8 or above. Instead, degraded landscapes as presented in photographs 4 and 7 were rated as incompatible with tourists' experiences (respectively  $M = 0$  and  $M = -0.3$ ). However, these degraded landscapes were still perceived as contributing slightly more positive than the valley view in photograph 1 ( $M = -0.8$ ) which shows obvious human artefacts as farm fields and a gravel road.

#### *Specific features and attractions*

The same kind of evaluation resonates in the evaluation of more specific features of the environment. Specific natural features of the Baviaanskloof are all rated above  $M = 2$ . Especially the birdlife and wildlife appear to be important features to contribute to the experience positively since they receive a respectively average rating of 2.8 and 2.9. More specific farming activities that can be found in the valley area, as represented in photograph 16 were rated again as incompatible to a positive experience of the Baviaanskloof and receives a similar average rating ( $M = -0.7$ ) as the farm landscape in photograph 1. Social and historical aspects appear to play a subordinate role to a

positive experience which can be illustrated by the relative low average rating of photograph 17 showing a local community ( $M = 0.5$ ) and photograph 15 showing bushman paintings ( $M = 1.4$ ).

Photo no.	Photograph content	Mean*	S.D.
<b>Landscapes</b>			
1	Valley view, farm lands, gravel road and surrounding mountains	-0.8	2
2	Pristine mountain view with U turn of river, sand beds and mountains on the background (Rooihoek)	2.8	1.75
3	Pristine mountain scenery, different heights and unspoiled vegetation cover	2.3	2
4	Dry valley floor, open view with mountains aside	0.1	2.51
5	Mountain ranges with dense vegetation cover	1.9	2
6	Top of mountain ranges, short vegetation (fynbos), wide view (Bergplaats)	2.3	1.72
7	Degraded mountain with very little vegetation	-0.3	2
8	Pristine river landscape, water and close surrounding of mountains	3.1	1.47
9	Forest with water stream, very dense and high vegetation	2.8	2
10	Small mountain gap, enclosed by steep rugged rock formations with plants and trees aside	3.1	1.03
<b>Particular features &amp; attractions</b>			
11	Wildlife, Kudu and Hartebeest	2.9	1
12	Mountain with very obvious geologic characteristics in the form of a wave	2.4	1.73
13	Birdlife	2.8	2
14	Different types of plant species	2.1	1.57
15	Bushman paintings	1.4	3
16	Modern farm fields with irrigation and ostriches	-0.7	2.01
17	Local community with donkey car and crops	0.5	2
<b>Activities</b>			
18	Mountain landscape with gravel road and 4x4 vehicle on the foreground	2.9	1.62
19	Camp with tent and 4x4 vehicle surrounded by bushes	2.0	2
20	Water hole with children playing in the water	1.3	3
21	Sign on farm advertising adventures activities	1.1	3
22	Hiking activity on steep mountain	2.4	1.4
<b>Other</b>			
23	Local information centre, old characteristic building with people in the front	1.1	2.37
24	Sign about the thicket rehabilitation project at research plots in nature reserve	1.7	2.17
25	Local communities planting in the mountains with volunteers	1.1	2
26	Leopard friendly farm sign	2.9	1.56
27	Local farmer interacting with tourist, hospitality	1.2	2

**Table 2:** Mean ratings of photo-evaluation, indicating how well different features are positively associated with experiences

\* Mean ratings are measured on a 9-point scale, +4= very important, 0= neutral, -4= not at all important

### Activities

Although human artefacts or activities were previously perceived as incompatible to a positive experience, a mountain landscape with human activity in terms of a gravel road and a 4x4 car is perceived as one of the most important aspects of the experience ( $M = 2.9$ ). However, it should be considered that due to the remoteness of the area, the journey to get through the Baviaanskloof proclaims a dominant share in the experience. Once at the destination, interviewees associated less 'consuming' type of activities as in photograph 22 more positively ( $M = 2.4$ ) than the consuming type of activities like motorized adventures in photograph 21 ( $M = 1.1$ ). What is noticeable is that these motorized activities may very specific as well as recreational activities like swimming, considering the relative high standard deviation for photographs 15, 20 and 21 which indicates a high variance in these ratings.

### Conservation

Also when it comes to conservation, interviewees positively associated the diverse conservation projects with their experience of the Baviaanskloof. Especially photograph 26, showing a 'leopard

friendly farm' sign to inform visitors about farmers participation in leopard protection receives a relative high average score of 2.9.

## 6.2 WHY ARE THEY SO VALUED

The next step of the analysis aimed to reveal the nature of tourists' experiences by analysing interviewees' expressions with regard to the various photographs in the interviews. As a result of the analysis, the various expressions were further aggregated into cognitive and affective directed themes to indicate the underlying perceptual dimensions. They show how the various features of the Baviaanskloof are given meaning and why they play a more or less important role in the constitution of a positive experience. Based on the interviews, six cognitive and six affective underlying perceptual dimensions can be identified and the features that are positively associated with each perceptual dimension. They are presented in table 3 below.

<b>Cognitive dimensions</b>	<b>Positive associations</b>	<b>Affective dimensions</b>	<b>Positive associations</b>
<b>Naturalness</b> Having grown naturally, untouched, absence of human influence, being un-commercialized, functioning whole (ecosystem), functioning of each (plant / animal species) within.	Landscapes 2, 3, 5, 8, 9 Flora & Fauna Camping Activities	<b>Stimulation</b> Interest in, learn, curiosity	Biodiversity Geology Birdlife Hiking Information centre
<b>Uniqueness</b> Specialty, different from, something you don't usually see/ haven't seen before	Landscapes 5, 6, 2 Flora Geology 4x4 drive Local community	<b>Novelty</b> Experiencing something new / different things, escape from everyday stimuli, feeling the special atmosphere	Landscapes 5, 6, 2 Geology Flora Local community Information centre Leopard project
<b>Aesthetic quality</b> Beauty, scenery, structure, composition, variety / distinctiveness	Landscapes 2, 3, 4, 6, 8, 9,10 Geology	<b>Interactive</b> Interacting with, meeting (local) people, get involved with local processes	Local community Restoration activity Hosts
<b>Functionality</b> Utilitarian values, possibilities to fur fill needs	Landscapes 2, 8, 10 Wildlife Bushman painting Recreation Information centre	<b>Hedonic</b> Enjoyment, excitement, memorable experiences, having fun	4x4 drive Activities
<b>Spaciousness</b> Providing the setting to meditate, no distraction from other people, remoteness	Landscapes 2, 8	<b>Isolation</b> Peace, quietness, tranquillity, calmness, no other people, relaxation, being in nature	Landscapes 2, 8 Birdlife Camping Nature swim
<b>Balance</b> Concern about a sustainable human – environmental relationship, conservation	Thicket project Restoration activity Leopard project	<b>Nostalgia</b> Memories of past experiences, good times, thinking about the past, stories	Landscape 6, 7 Bushman painting

**Table 3:** Perceptual dimensions describing the Baviaanskloof experience, positively associated with various environmental features

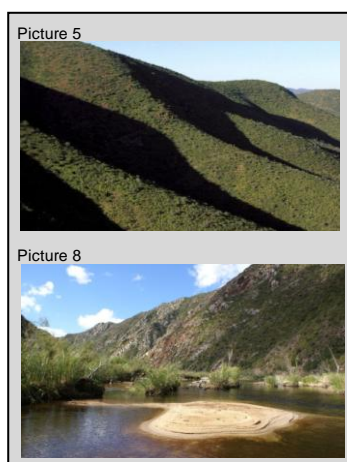
Tourists' perceptions of naturalness, uniqueness, aesthetic quality, functionality, spaciousness and balance appeared to be the key qualifications for a positive experience of the Baviaanskloof. These qualifications are based on particular beliefs people associate with the different features of the environment. Furthermore, six affective dimensions can be identified from the verbal expressions, namely: stimulation, novelty, interactive, hedonic, isolation and nostalgia. These dimensions correspond well with the domains of service experience that were identified by Otto and Ritchie (1996). They represent the emotional directed expressions interviewees associated with the different features of the environment. However, since cognitive and affective elements of the experience are intimately intertwined, affective dimensions usually closely relate to cognitive dimensions. As such, each of the identified cognitive dimensions will be discussed below were within each, links will be made towards the involved affective dimensions.

### 6.2.1 NATURALNESS

First of all, naturalness was mentioned by most of the interviewees, arising from their beliefs about the absence of human influence, the functioning of the ecosystem as a whole, the well being of particular aspects within that ecosystem like plants and animals and for things being un-commercialized. Naturalness is not a lone standing concept, instead interviewees often mentioned naturalness in combination with various other cognitive and affective dimensions like, aesthetic quality, isolation, uniqueness and stimulation. As such, naturalness can be understood as the central dimension which gives rise to other beliefs and feelings which will be discussed separately in the subsequent paragraphs. The central position of naturalness within interviewees' experiences can also be derived from the wide range of features that were associated with naturalness, namely: various natural landscapes as well as specific characteristics, activities and tourism infrastructure. How interviewees expressed meaning to naturalness in association with the these features will be discussed accordingly.

#### *Naturalness in relation to landscapes and natural characteristics*

Photographs 5, 8 and 9 including natural landscapes revealed their compassion for 'real' nature and shows how peoples' environmental awareness complements that experience. The natural



characteristics in these landscapes like the vegetation and the water were perceived as untouched, healthy and unpolluted. For example one of the interviewees rated landscape five, showing dense indigenous thicket vegetation, on +4 commenting: "This is beautiful. It is wild, you don't see any development: it is nature" (Int. 21). Someone else rated landscape 8 with +4 while she noted "This is a beautiful landscape, but it is also that you know it is clean water and not polluted" (Int. 15). Furthermore, interviewees' awareness of nature also made them appreciate landscapes that were perceived as being able to sustain life for everything that includes the ecosystem like wildlife, plants etc. As one of the interviewees stated "Green mountains is a positive thing of the Baviaanskloof. There where the landscape is green there is life and animals"



(Int.31). Especially water appeared to be perceived as important condition of life as it was mentioned by the majority of the interviewees. As such, a recurring statement that many interviewees expressed while evaluating photograph 8 and 9 including a natural landscape with water was: “where there is water, there is life” or “Water is very important. It is important for our country. It is nice, it means life”.

Naturalness was also positively associated with the animal life, the birdlife and plant species. The flora and fauna were perceived as the things being part of ecological wholes, it represented nature for them or being important aspects of the ecosystem functioning and were therefore highly appreciated. As noted by one of the interviewees who wasn't particularly interested in birds, but gave a +4 rating for appreciating natural life: “I am not a bird watcher. But I wouldn't say it is not important, it is part of life” (Int. 12). Another interviewee noted “Birds like the Protea (plant specie) is part of the ecosystem, you cannot do without” (Int. 15). Or with regard to the animal life one of the interviewees mentioned: “Kudu and Hartebeest, it means that there is an healthy ecosystem” (Int. 34). These interviewees and others who expressed similar statements rated these specific natural aspects of the Baviaanskloof for this reason with +3 or above. Furthermore interviewees explained that the number and the variety of wildlife is important and although it is nice to see them; the specialty about it is the opportunity to see them in their natural habitat and that they behave naturally, taking into account that one might not necessarily see them. It makes the experience of wildlife in the Baviaanskloof more ‘real’. Like interviewee 30 explained:

*Wildlife is great. We just went to the Addo Elephant Park (national park), where we also have seen wildlife. But to see wildlife here it just seems to be normal and it has to be like that. In Addo the animals are used to the traffic that goes through. Here we have seen a view Kudu's where we were camping, but they just ran away when they saw us. That is great!*

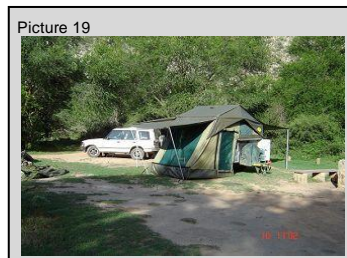
Or as interviewee 17 noted:

*For us this whole area is delightful, beautiful. It is majestic, all inspiring and all of this is wonderful with or without seeing animals. If we see animals, we are more happy because we like to see them. But we love the wilderness and just seeing Africa as it is.*

#### *Naturalness in relation to activities and the tourism infrastructure*

Finally, interviewees' perception of naturalness appeared to not only be associated with the natural environment of the Baviaanskloof but also with activities and the way information is provided. Interviewees expressed in the interviews how these features positively contribute to their experience through their beliefs of things being un-commercialized. This refers to the appreciation of the current tourism infrastructure for still being primitive and everything within conveying a local or authentic spirit. This can be illustrated by the statements interviewees expressed in association with photograph 19, 20, 22, 23 including activities like camping, swimming, hiking and a local information centre.

First, camping, swimming and hiking comprises a strong affective component of what was labeled as



isolation in the sense that it established a positive feeling of 'being in nature'. Beliefs about the natural nature of these features appeared to be a prerequisite for the majority of the interviewees enabling them to sense more specific aspects of nature by hearing, feeling, smelling and seeing. With regard to camping an interviewee, for example, explained that instead of "distancing yourself in some luxurious accommodation", camping provides the opportunity "to be closer to nature: you are more experiencing it, really feeling it" (Int. 28). Others also mentioned more specifically towards camping that facilities and the number of other tourists on campsites should stay limited in order to preserve its naturalness as an interviewee explained: "the primitive kind of tourism is Baviaans. I like the quietness of this place, you can hear the birds

and the animals. Beautiful" (Int 15). Although camping may not be the preferred type stay for all interviewees, naturalness and the feeling of being in nature also recurs in the way interviewees reflect on activities like swimming or hiking. Interviewees repeatedly mentioned the importance of swimming in nature whereas interviewees liked swimming "but we like to do it more uncivilized" (Int. 11) or like someone else stated: "It is nice for young and older people to swim in a river, as close to nature as possible" (Int. 30). Also with regard to hiking or walking, similar expressions dominate and underlines the importance physical interaction and a close sensation of nature to establish a positive experience. This can be illustrated by the following statement "With walking you see more, you can feel the plants, smell the different trees which is quite important as well" (Int. 32). Secondly, interviewees considered the local information centre not only as functional, it was also appreciated for experiencing the local social atmosphere in an un-commercialized setting. It explains the way interviewees like to interact and that experiencing "something of the local flavor" and getting informed by locals make things "live" and was repeatedly evaluated as contributing to the experience positively (+2).

From the above findings it became evident that interviewees' perception of naturalness appeared to be a key determinant for a positive experience for most interviewees and resonates in their appreciation for natural landscapes and specific natural features as well as the natural and un-commercialized way in which activities and the tourism infrastructure evolves.

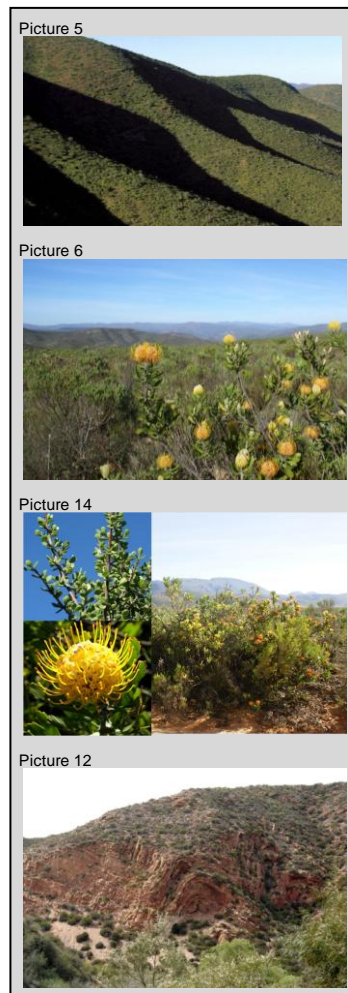
### 6.2.2 UNIQUENESS

A second perceptual dimension that revealed from the interviews was uniqueness which refers to interviewees' beliefs about exceptionality and speciality. Uniqueness appeared to be intimately intertwined with the affective dimension of novelty and is sometimes supported by feelings of nostalgia. The usual living environment, previous experiences and knowledge were used as a referential framework to interpret specific features of the environment as being unique and often generates positive novel feelings of escape. For example photographs that were associated with

farming like photograph 1 and 16 didn't contribute to the experience in a positive way because this is what one is familiar with. Like one of the interviewees (Int. 5) explained:

*Farming areas and activities is what you see all over the country. We come here to see something new and what is specific to this area like the scenery you see once in a lifetime, the flora and fauna is different and rock formations. Otherwise I could have save petrol and spend my time closer to home.*

This statement illustrates how beliefs about uniqueness appear to be strongly intertwined with the affective component labelled as novelty. Novelty explains the desire for new experiences; seeing different things, doing things differently from everyday life but also comprises admiration for specific features of the environment. Interviewees expressed their admiration for specific features especially in association with the vegetation and geology found in the area and demonstrates an important cognitive precondition to understand and being aware of the unique characteristics of these features. For example different interviewees positively evaluated landscapes 5 and 6, covered with two types of pristine vegetation, as well as photograph 14, showing specific plant species while mentioning the exceptional biodiversity of plant species that can be found in the Baviaanskloof. Like one on of the



interviewees positively evaluated plant species in photograph 14 with +3, commenting that: "The thicket vegetation is a plant kingdom on its own. It is very special with a great variety of species" (Int. 18). Another interviewee stated while recognising the type of vegetation in landscape 6: "Fynbos is a unique vegetation that you don't see anywhere else in the world" (Int. 33). Also seeing vegetation which is interpreted as "indigenous" and "characteristic to the area" and in a pristine and healthy condition as in photograph 5 and 6, showing dense thicket and fynbos vegetation, appeared to positively contribute in the way vegetation is experienced. Like one of the interviewees expressed with regard to photograph 5: "Wow, we don't often see it so dense!" (Int. 11). Finally the vegetation was experienced as something special because of a different associated feeling, nostalgia. View interviewees expressed how the vegetation reminds them of good memories and how the national flower (the Protea) that grows in the area is positively associated with feelings of identification with their country, South Africa.

Novelty and tourists perception of uniqueness was also strongly associated with another characteristic feature of the Baviaanskloof, its geologic formations (photograph 12). Many interviewees expressed how this feature importantly contributes to the distinctiveness of the area and was called as being "special", "unique" and "typical". Like one of the interviewees noted: "I love the rock formation. This is what makes the whole area special, this mountain effect" (Int. 2). However, it is not only because you don't see them in many other places, it also tells visitors the unique story about how this mountain region was formed. Like one interviewee

explained: “This is typical for the Cape Floral Mountains and shows the pressures that happened millions of years ago. I found that very interesting” (Int. 32).

Finally, based on the statements interviewees expressed with regard to photograph 17 showing local people from the communities and photograph 18 showing a 4x4 vehicle driving through the mountains it became evident how these features are also associated with connotations of uniqueness and are



Picture 17



Picture 18

perceived to contribute to the special atmosphere of the Baviaanskloof. Several interviewees mentioned that they found it special to see the different and somewhat primitive lifestyle of the local communities and how it, together with their friendliness, establishes a special social atmosphere far from what one is used to in their everyday society. Like an interviewee (Int. 22) noted:

*The people here are smiling and are happy people, has got to be there. We stopped for a cool drink and we saw two little boys playing with a car made of wire, it is stunning. For me this country is so special and so unique and the special people...*

What should also be noted is that some interviewees explained how the inaccessibility of the area positively contributes to the overall uniqueness of experiencing the Baviaanskloof. While interviewees reflected on photograph 18 showing a 4x4 vehicle driving through the mountains, they mentioned that the effort involved to get there makes the place more unique to visit and conveys a feeling of “going to lost places” and “see places where people can’t normally get”.

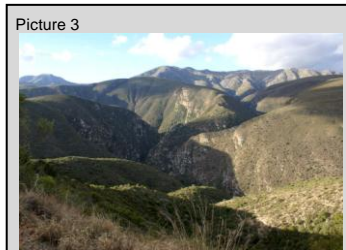
In sum, interviewees’ perception of uniqueness tend to generate positive feelings of novelty and nostalgia in association with a variety of features. In addition, interviewees’ cognitive background in terms of previous experiences and knowledge appears to play an important conditional role for features to be recognized as being unique and results in positive feelings of novelty in two ways. First, uniqueness accompanies feelings of escape / being away from everyday life associated with the social environment, landscapes and four wheel driving. Second, the understanding and awareness about unique aspects of the environment accompanies feelings of admiration, associated with biodiversity in terms of the variety of plant species, and specialty associated with geological features of the Baviaanskloof.

### 6.2.3 AESTHETIC QUALITY

The perceptual dimension of aesthetic quality refers to interviewees’ expressions of facial attraction assigned to a variety of landscapes. Aesthetic quality appears to play an important role in interviewees’ landscape experiences since the majority of the interviewees positively evaluated one or more landscapes associated with a their conception of ‘beauty’. More specifically, interviewees mentioned facial attractiveness of landscapes by its diversity, distinctive features, colours and texture associated with a variety landscapes, namely: 2, 3, 4, 6, 8, 9, 10. Like an interviewee positively



evaluated landscape 3 with +3 due to the visual attractiveness of the lines and shapes of the mountain scenery: “The mountains, that is great. They are so beautiful to see. I love the way of the valleys, the rock formations; very nice” (Int. 30) Instead, photograph 1 showing a valley view with human artifacts and the degraded area in photograph 7 don't seem correspond well with these aesthetic criteria. Like one of the interviewees mentioned: “We prefer the mountains and the beauty of the cliffs and the heights. The beginning and the end are most beautiful. The area in between is not so nice, it is where



the farming area is” (Int. 25). However, aesthetic quality doesn't only include textual landscape characteristics, tourists' perception of naturalness seems to be closely intertwined with qualifications for aesthetic beauty in terms of diversity, natural features and colours. As such, these photographs (and especially 8, 9 and 10) that represented landscapes with a broad array of unspoiled natural features were highly positively evaluated by their associations with seeing beautiful nature sceneries. At the same time, the expressions of interviewees indicate that this is also how tourists feature the Baviaanskloof and that farming areas and degraded landscapes don't correspond with their expectations. Like different interviewees repeatedly mentioned with regard to landscapes 8, 9 or 10: “That is a nice scenery. That is what you want to see” (Int. 31) and “Beautiful scenery, that is why we are here: scenery of the Baviaans” (Int. 12). Instead, the same person noted with regard to photograph 4: “This is similar to the Karroo, but this is not how I feature the Baviaans. If I show pictures to friends at home I show them the other sceneries” (Int. 12). For this reason this person rated photograph 8 with +4 and photograph 4 with 0. However for some interviewees landscape 4 still contributes slightly positive. Interviewees mentioned the dryness or the issue of overgrazing but in a way, that was found difficult to explain, this landscape was still nice to see. In this sense naturalness is overruled by the aesthetic qualities of the composition of the landscape, like an interviewee noted: “I don't know if it is overgrazed. That is not important, it is nice” (Int. 14) and someone else: “This is a dry landscape. It could damage when the rain comes down, but nice: nice mountains around” (Int. 30). Both interviewees therefore evaluated photograph 4 slightly more positive on +1.

In short, aesthetic quality appears to be an important component of positive landscape experiences to most interviewees and refers to the facial attractiveness of various, and pre-dominantly, natural landscapes. As such, aesthetic quality is closely related to naturalness considering interviewees preference for untouched and pristine nature scenes.

#### 6.2.4 FUNCTIONALITY

From the interviews another perceptual dimension directed a positive experience of the Baviaanskloof namely functionality. Functionality refers to the conditional elements provided by the destination to comply with tourists needs in the form of natural attractions, activities to participate in and opportunities to learn and interact. The features that are positively associated with this dimension are wildlife, recreational activities, geology, birdlife, bushmen paintings and hospitality, evaluated by its functionality on three affective levels: hedonic, stimulation and interaction.

A positive experience of the Baviaanskloof was strongly supported by wildlife not only because of its associations with naturalness, but also with functionality. Functional in the sense that the value of wildlife concentrated on ones' desire to see wildlife and fulfill their hedonic affective needs for excitement and pleasure. Interviewees for example expressed that wildlife is "what I love to see", "nice to watch" and "always fun to see". Similar functional-hedonic expressions were associated with recreational activities offered in the Baviaanskloof and more specifically, swimming. View interviewees



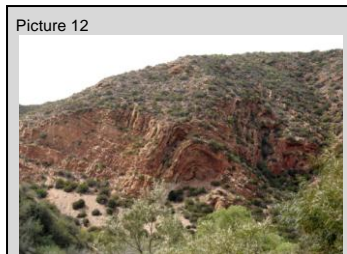
noted that recreational activities generally increases the enjoyment of their stay but is not of major importance to everyone. However, for others the offer of recreational activities appeared to be one of the most important aspects that contribute to a positive Baviaanskloof experience and explains the high variance in the ratings as noted in the previous paragraph. Especially families with younger children evaluated recreational activities with +4 and noted that "it makes it worth for everyone" and can be illustrated by the following statement: "Family activities are important and why I am here. It is good for the kids that they enjoy themselves besides the tv at home. You can sit down and read, have time for yourself here. Excellent" (Int. 12). Others showed a particular interest in "what to see" and "what to do" where the broader natural environment or landscapes generally served as the background of their active experiences. However, these landscapes (especially 10) that were perceived to be suitable to do activities in, more positively contributed to the experience.

People's need to understand and learn about the area became evident from the responses with regard to photograph 23 showing a local information centre. It was believed that information and learning about the specific aspects of the area increases their awareness which is a prerequisite for a more enjoyable and meaningful experience. Like one of the interviewees (Int. 18) stated:

*With the information and books we read before we know what we are looking for. The more information you have the more appreciation you will get out of the experience. It is enriching, you can point things out, it makes the experience so much more meaningful.*

Geologic features, the birdlife as well as bushmen paintings play a dominant stimulating role, providing aspects that triggers their curiosity. Especially the geological characteristics of the area raised questions in many people's mind: "I am wondering what causes these formations" (Int. 31), or like

interviewee noted “This is very very nice to see the different forms of the rock. I am interested to know how many million years this is old and how it was formed” (Int. 30). Also when it comes to the birdlife interviewees stated that they “want to know what they have seen”. Like someone with a bird book mentioned “The more you know about them the more you appreciate” (Int. 33). Furthermore the Bushman paintings were appreciated because of interviewees interest in history and the way people



Picture 12



Picture 13



Picture 15

used live. However, the information available still seems to be a point of attention. Many interviewees mentioned that they found it difficult to obtain information about the area and as a consequence have the feeling that they missed a lot of the Baviaanskloof experience. Like interviewee 28 explained:

*One should be able to get info about the mountains because what is quite noticeable is the differing types of geological areas that you see while you drive through. Would be nice if we could buy info booklets and about the different biomes. You see the changes, but you don't know which one it is.*

Others mentioned their interest in guided walking trails enabling one to learn more and visit nature areas or attractions like the bushman paintings in a responsible and controlled manner instead of keeping everything “locked-up” for its fragility.

Finally, photograph 27 was associated with the functional-affective dimension of interaction between interviewees and hosts

which generally positively contributed to the experience. All interviewees mentioned the friendliness of their host and how well they are threaded, however half of the interviewees valued this aspect of the experience of minor importance. Like one interviewee noted: “Hospitality is good, but not that important. I come here to get away from people” (Int.17). Others mentioned hospitality to be extremely compatible to a positive experience and sometimes leads to the intention to repeat the experience. As someone else stated: “They make you feel welcome. It is obviously their business, but they are just so friendly that you want to come back” (Int. 1). These diverse statements correspond with the deviations in ratings with regard to photograph 27 as presented in paragraph 6.1.

As such, functionality explains another approach interviewees used to evaluate the way in which a large variety of environmental features, representing three different sample frames (particular features & attractions, recreational activities and other: information and hospitality), are perceived to positively contribute to their experience. Functionality was referred to as being able to comply with affective needs which can again be translated into three different dimensions hedonism, stimulation and (social) interaction.

### 6.2.5 SPACIOUSNESS

From the interviewees another perceptual dimension, supporting a positive experience of landscapes,



can be identified by interviewees' expressions about spaciousness. Especially landscapes 2 and 8 were repeatedly positively associated with spaciousness and closely relates to the affective directed sense of isolation. For these qualifications these landscapes were often highly appreciated by rating them with +3 or above. With spaciousness interviewees mentioned the composition of the landscape with regard to specific aspects of the landscape like the mountains and the rivers and how this setting embraced a sense of isolation and an important spiritual value to distress and "come to yourself". The sense of isolation can be recognized by interviewees statements about the feeling of loneliness, peace, quietness and tranquility. Like the following

interviewee reflected on his experience in the area by noting how the mountain setting in landscape 2 transmits peacefulness and provides an environment for meditation. "This place is very very nice. It is peaceful. The mountains are so unbelievable when the sun rises and in the evening when the sun goes down. You can find yourself there again" (Int. 30). As such, landscape 2 was evaluated with +3. Other interviewees also mentioned the water in landscape 8 and how this setting conveys "tranquility", "peacefulness" and "quietness". Like interviewees 15 and 21 respectively explained: "Water gives the calmness, the sound of the running water", "I need water to bring me back to tranquility. It is peaceful". Both interviewees rated these landscapes as highly important with +4.

In sum, interviewees' perception of spaciousness was specifically associated with landscapes, similar as with two previously identified dimensions, namely: naturalness and aesthetic quality but positively contributes in a distinctive way. This can be explained by the different aspects in the landscapes interviewees refer to as well as the affective dimension of isolation appear to have a slightly different meaning within the context of spaciousness than within the context of naturalness. Isolation in relation to naturalness was previously mentioned as being close to nature, in addition, spaciousness refers to a more spiritual and meditating feelings of isolation but both have the same positive effect on people to relax and come to oneself.

### 6.2.6 BALANCE

Based on the interviews, a final important underlying perceptual dimension can be identified namely, balance. Balance refers to interviewees' beliefs about nature conservation and the fragility of nature on the one hand and the ability of the area to support social-economic needs of local livelihoods on the other hand. It appeared that most interviewees take one of these considerations in to account while visiting the area which reflects their concern and compassion with nature and the local inhabitants.

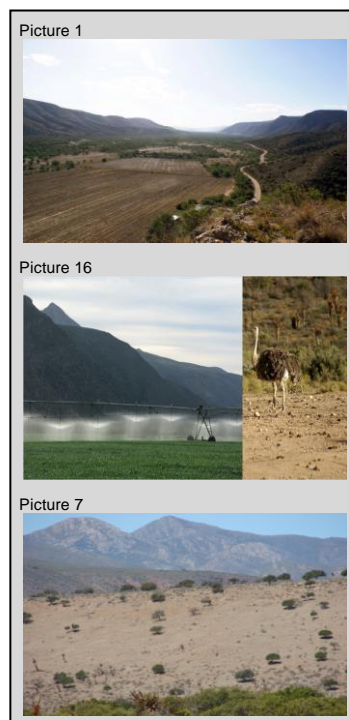
### *Sustain local social-economic needs*

First, the perception of balance emerged from interviewees' expressions of support and sympathy with the local inhabitants. Although the social aspect is merely perceived as a matter of secondary importance, many interviewees emphasized their compassion for a 'healthy' social-economic environment and mentioned tourism as an important source to contribute. As such, interviewees stated how they wish for local communities to become more involved in tourism and at the same time should be encouraged to take care of and live in harmony with the natural environment. This can be illustrated by the statement interviewee 4 expressed in association with photograph 25, showing a planting activity with locals and tourist volunteers:

*I think that is important for the local people, it is a motivation for them to keep the area in good condition and not litter. It encourages... In a passive way I would like to contribute. I don't want to be busy with that, but it is important. If they sell their honey or so I will buy it.*

Different interviewees associated multiple benefits with this activity like "job creation", increasing environmental awareness amongst local people and tourists, and the contribution to nature and was thus perceived to positively contribute to the experience till the extent of +2 till +4. In addition, more inner directed affective 'interactive' benefits are ascribed to the support and interaction with local people. Interviewees explained how it gives one a "good feeling" and an opportunity for pleasant interaction. Like for example interviewee 30 explained how his experience of interacting with local people resulted in a positive experience (+4):

*We have seen a lot of local people. They make you smile. They have the loveliest comments, they are very friendly. We also went to Vero's restaurant. It was nice to see this young girl is innovative to start her own business in the middle of nowhere. She was also very friendly. Being able to contribute to that gives a good feeling.*



Interviewees' perception of balance in the form of sympathy also sometimes shapes interviewees' interpretations of photograph 1 and 16, representing farming. Although these photographs were usually negatively associated with people's criteria for naturalness, uniqueness or aesthetic quality. However, some interviewees also expressed their beliefs about the importance of farming to support the local livelihoods "to make a living" and therefore understand the necessity of different land uses in the area. It doesn't mean that photographs 1 and 16 are then automatically positively associated with their experience, still these beliefs do seem to shade their judgments about farming. For example an interviewee rated photograph 16 as neutral while he explained "It is nice to see people are still farming here. Farming is important as the wilderness area is as well. Don't waste all the land into wilderness area" (Int. 1). Or like others who also

rated photograph 1 and 16 with zero while they associated more specifically their sympathy with the local livelihoods. Like interviewee noted: “I don’t like to see massive farm productions, that is not why I come here. But I understand. It is part of the area: there must be farming, people must live here and maintain the area” (Int. 6).

### *Conservation of the fragile natural environment*

Secondly, different interviewees repeatedly associated pristine natural landscapes like in photograph 3, 8 and 9 with their beliefs about conservation. Interviewees emphasized their appreciation for nature through their expressions of significance to preserve these landscapes from human influences and keeping the environment in a healthy ecological state. Like interviewee 20 for example positively evaluated photograph 8 with +3 because of his admiration for healthy natural landscapes: “This landscape shows an ecosystem and you can see how important it is to keep it clean and preserve it as a wilderness area”. Landscape 4 and especially 7 was found to be the contrary to good ecology and was deemed unethical, immoral or the result of inadequate ecological sophistication. As such, landscape 7 didn’t contribute in a positive way to most interviewees experiences which can be illustrated by the following statement: “It is scary because of the lack of vegetation. That is what we don’t want to see. It shows lack of conservation, degradation and human interference in a wrong way” (Int. 3). Someone else noted with regard to landscape 4: “It looks mishandled and overgrazed because there is no vegetation. If it was a dry river bed I could understand the emptiness, but is not so... -3” (Int. 21).

Finally, interviewees’ associations of conservation with their experiences also can be confirmed by the



evaluation of photographs 24, 25 and 26 which represented the different conservation projects and initiatives in the Baviaanskloof. Generally, the large majority of the interviewees evaluated all three photographs with positive ratings. Some interviewees for example expressed with regard to the thicket rehabilitation project that it indicates that the destination shares the same values and appreciation for nature as they do, it shows people that the destination “cares”. Interviewee 30 for example stated:

*Anything with nature conservation gets my approval, because it is that people care. It is important for me as a visitor to see that they are doing this because I want my grand children to have this beautiful earth to live on.*

The existence of conservation projects seems to convey a spirit of balance between nature and human needs which sometimes even has positive effects on the image of the Baviaanskloof. Especially the Leopard conservation project appeared to complement interviewees attitude towards farming as it corresponds with interviewees beliefs about balance. Like interviewee stated:

*This is really really important. Many farmers do that I saw. That is really nice to see because I don't like seeing they kill / take out the natural animals because places are now being farmed. It means a positive contribution. The kloof need to be protected.*

Seeing farmers cooperating in the Leopard conservation project are then sometimes no longer seen as a threat for the natural environment; the main purpose of their visit. Like an interviewee noted: "It is nice to see that farmers can farm with leopards. If they can do that then I have no problem that they are still farming" (Int. 1).

From the above it became evident that interviewees do not only emphasize the environmental features in pursuit of a positive tourism experience, instead interviewees perception of balance indicates that people do consider the well being of the destination they are visiting from an social-economical as well as ecological point of view. Interviewees sympathy for the local inhabitants and appreciation of the natural environment generated a supportive attitude towards initiatives to involve local communities with the local tourism product as well as towards conservation projects.

Thus far, the results in this section of the report has described the individual cognitive and affective perceptual dimensions. The final part of the results will further explore how the centrality of these dimensions varies between different interviewees and how they can be further translated into different types of experiences. Herein with links will be made towards interviewees ecological worldview orientations. However, to understand how interviewees ecological orientations are reflected in the way the environment is the experienced, this chapter will first give an indication whether interviewees endorse either ecological or anthropocentric values and beliefs.

### 7.1 ECOLOGICAL WORLDVIEW ORIENTATIONS

Based on the New Environmental Paradigm (NEP) Scale, developed by Dunlap and Van Liere (Dunlap & Van Liere, 1998; Dunlap et al.,2000) an evaluation was made whether interviewees endorsed an anthropocentric or ecological worldview orientation, one that is more respectful of nature. Of the 35 interviewees, 33 completed the NEP statements in the additional questionnaire. Considering the low response set of 33, a factor analysis didn't contribute in the analysis to define salient dimensions within the NEP items. The scale consisting a set of 15 items was therefore treated as measuring a single construct of endorsement of an ecological worldview (Dunlap, Van Liere, Mertig, & Jones, 2000). Table 4 presents the overall percentage distributions and average score for interviewees to each of the NEP 15 items. The average score was determined on a 5-point scale were 5 indicated pro-NEP beliefs (agreement with the eight odd-numbered items and disagreement with the seven even-numbered items) and 1 indicated anthropocentric beliefs (disagreement with the eight odd-numbered items and agreement with the seven even-numbered items). Generally it could be noticed that interviewees tend to endorse pro-ecological beliefs. First of all, the items that measures the world-view of the "new ecological paradigm" (odd-numbered statements) show that most interviewees consistently agree with the pro-NEP statements. This was especially true for the facets of the ecological view with regard to interviewees beliefs about the fragility of natures balance (items 3, 8, 13) and the possibility of an ecocrisis (items 5, 10, 15). However, a deviation in interviewees ecological beliefs appeared to emerge when it comes to two other facets of interviewees environmental beliefs: anthropocentrism and exemptionalism. More than 30% of the interviewees were unsure or agreed on statements 2 ("Humans have the right to modify the natural environment to suit their needs") and 12 ("Humans were meant to rule over the rest of nature") on anthropocentrism. More than 40% of the interviewees were unsure or agreed on statement 4 ("Human ingenuity will ensure that we do not make the earth unlivable" ) and 14 ("Humans will eventually learn enough about how nature works to be able to control it") on exemptionalism. Combined with a high agreement (more than 80 % of the interviewees) with statement 6 ("The earth has plenty of natural resources if we just learn how to develop them") indicates that there may be nuances in the extent to which interviewees endorse pro-ecological beliefs especially when it comes to beliefs about humans over nature.



Statements	SD <sup>a</sup>	MD	U	MA	SA	(M) <sup>b*</sup>
1. We are approaching the limit of the number of people the earth can support	6.1%	6.1%	3.0%	42.4%	42.4%	4.1
2. <i>Humans have the right to modify the natural environment to suit their needs</i>	18.2	48.5	3.0	27.3	3.0	3.6
3. When humans interfere with nature it often produces disastrous consequences	.0	6.1	3.0	51.5	39.4	4.2
4. <i>Human ingenuity will ensure that we do NOT make the earth unlivable</i>	.0	36.4	15.2	42.4	6.1	2.9
5. Humans are severely abusing the environment	.0	3.0	.0	60.6	36.4	4.3
6. <i>The earth has plenty of natural resources if we just learn how to develop them.</i>	.0	15.2	3.0	48.5	33.3	2.1
7. Plants and animals have as much right as humans to exist	.0	6.1	.0	39.4	54.5	4.4
8. The balance of nature is strong enough to cope with the impacts of modern industrial nations	27.3	57.6	.0	12.1	3.0	3.9
9. Despite our special abilities humans are still subject to the laws of nature	.0	6.1	.0	63.6	30.3	4.2
10. The so-called "ecological crisis" facing humankind has been greatly exaggerated	27.3	45.5	9.1	15.2	3.0	3.8
11. The earth is like a spaceship with very limited room and resources	3.0	15.2	.0	57.6	24.2	3.8
12. <i>Humans were meant to rule over the rest of nature</i>	24.2	33.3	9.1	27.3	6.1	3.5
13. The balance of nature is very delicate and easily to upset	.0	3.0	6.1	51.5	39.4	4.3
14. <i>Humans will eventually learn enough about how nature works to be able to control it</i>	15.2	39.4	9.1	36.4	.0	3.3
15. If things continue on their present course, we will soon experience a major ecological catastrophe	.0	6.1	.0	45.5	48.5	4.4

**Table 4:** Percentage distributions of interviewees on the New Ecological Paradigm Scale.

<sup>a</sup> SD=Strongly Disagree, MD= Mildly Disagree, U= Unsure, MA= Mildly Agree, SA= Strongly Agree

<sup>b</sup> Agreement with the eight odd numbered items and disagreement with the seven even numbered items indicated pro-NEP responses and received the highest score= 5, anthropocentric= 1 \*N= 33

A further investigation of interviewees individual average scores on the NEP Scale confirms this and suggests that three types of worldview orientations can be discerned, namely: ecocentric, weak-ecocentric and anthropocentric. As stated before, the large majority of the interviewees tend to endorse pro-ecological beliefs as many interviewees scored on an average above 3 (table 4). However, a nuance can be found in weak-ecological world view orientations (scores between 3 and 3.9) and more stronger ecological worldview orientations (scores of 4 and above). The majority of the interviewees (17) endorsed pro-ecological beliefs and fourteen interviewees endorsed weak-ecological beliefs. Only view (2) interviewees scored relatively low on the NEP Scale (<3) which indicated an anthropocentric worldview orientation.

Ecological worldview	Average individual score	N
Ecocentric	>3.9	17
Weak ecocentric	3 – 3.9	14
Anthropocentric	<3	2

**Table 5:** Number of interviewees per value group

## 7.2 EVALUATING EXPERIENCES FROM INTERVIEWEES' ECOLOGICAL WORLDVIEW ORIENTATIONS

From the analysis of the NEP Scale items, combined with a multiple reading of the interview transcripts and interviewees explanations while selecting the six features that most importantly contributed to a positive experience, it became evident that the ecological worldview orientations of interviewees differed as well as the dominant or subordinate role that perceptual dimensions play within the individual tourism experience. Although no significant correlations can be obtained from this qualitative research, a utilitarian or intrinsic focus of interviewees' expressions towards the environment was noticeable which indicated that a further exploration of interviewees' experiences from their ecological or anthropocentric worldview orientation might be a useful point of departure. As such, it characterized the way in which interviewees structure the various features of the environment as contributing till a certain extent positively or negatively to their experience. It became evident that both ecocentrics, weak-ecocentrics and anthropocentrics expressed appreciation for the natural environment, but their motives for this interest differed since varying perceptual dimensions dominated the experience in each group. This has been illustrated in table 6 and demonstrates the extent to which the twelve cognitive and affective dimensions play a dominating role in the experience for these interviewees. For example, among the ecocentrics the majority of the interviewees expressed a particular appreciation for the environment because of its naturalness, sense of isolation and interest in a more conscious experience of the environment in terms of stimulation. Weak ecocentrics also emphasized naturalness but in most cases combined with a particular appreciation for the aesthetic quality of nature scenes. The limited number of interviewees restraint the analysis of interviewees experiences within the anthropocentric group. Still, there is an obvious difference noticeable since these interviewees strongly emphasized utilitarian motives of their interaction with the environment.

Dimensions		Anthropo-centric (n=2)	Weak eco-centric (n=14)	Ecocentric (n=17)
Cognitive	Naturalness	.0%	64.3%	82.4%
	Uniqueness	.0	21.4	23.5
	Aesthetic quality	.0	64.3	52.9
	Functionality	100	42.9	11.8
	Spaciousness	.0	14.3	17.6
	Balance	.0	42.9	41.2
Affective	Stimulation	.0	14.3	58.8
	Novelty	50	28.6	47.1
	Interactive	100	28.6	23.2
	Hedonic	100	35.7	11.8
	Isolation	.0	42.6	76.5
	Nostalgia	.0	.0	29.4

**Table 6:** *predominating dimensions of interviewees' experiences within each value group*

As a result 3 types of experiences could be discerned which indicated the focus of their interaction with the environment, namely: pleasure and enjoyment, a sublime nature experience and a nature lovers experience. These will be discussed below. Herein with, links will be made towards interviewees associations of conservation projects with a positive experience and the meaning of balance.

### 7.2.1 THE BAVIAANSKLOOF, AS A SETTING FOR PLEASURE AND ENJOYMENT

For some interviewees the importance of experiencing pleasure and enjoyment appeared to be slightly more important than being in a pristine wilderness environment in terms of contributing most importantly to a positive experience. Those interviewees emphasized beliefs about human over nature and tended to judge the various features of the Baviaanskloof environment from a more utilitarian point of view. As presented in table 7, the main focus of a positive experience was to comply with hedonic needs for pleasure and enjoyment. Participation in recreational activities and four wheel driving was perceived as the most important source to establish an enjoyable experience and was therefore judged on basis of its functional-hedonic qualities. Their expressions with regard to the various nature landscapes and natural features indicated that the natural environment in fact contributed to their overall experience but fulfilled a more contextual and subordinate role. This can be illustrated by the following statement of interviewee 13:

*We like to do the roads. We are bikers, I like to drive at off roads. All the passes we drive, that is the thing that attracts us to the area. We like to drive in pristine, lonely conditions. The nature as well, but it comes with it.*

In addition, these landscapes that were perceived to contain functional-hedonic aspects, more positively contributed to their experience. For example the river in landscape 2 was associated with its functionality to accommodate recreational activities. As Interviewee 33 commented:

*The river is important. If there is no river there are no things to do like fishing, paddling, swimming etc. It is so hot that it is nice to cool down. Rivers are the main reason to go here.*

The emphasis on the hedonic dimension of their experience also appears to direct their perception of degraded landscapes shown in photographs 4 and 7. From their comments it appeared that not the intrinsic value of the quality of nature dominated their judgments, instead again these interviewees rather considered the hedonic qualities of the environment were in one case the landscapes were perceived as “not being fun” and in the other case was perceived as accommodating an adventures dessert driving experience.

Finally the interactive dimension of the experience appeared to play a dominant role in terms of being with the family. Again the recreational activities and camping together with a nuance of escape were perceived to importantly contribute to the experience, wherein relationships with family and friends can be further strengthened. The environment served to provide a safe, healthy and distressing context.

Anthropo-centric		Hedonic	Functionality	Interactive	Novelty	Naturalness	Uniqueness	Aesthetic	Spaciousness	Balance	Stimulation	Isolation	Nostalgia
NEP score													
Int. 13	2.3	* <sup>a</sup>	x	x	x								
Int. 33	2.9	*	x	x									
Total (n)=2		2	2	1	1								
%		100	100	100	50								

**Table 7:** Predominant dimensions within anthropocentric orientated experiences

<sup>a</sup> Focus of qualification for environmental features to contribute to a positive experience

### 7.2.2 THE BAVIAANSKLOOF, A SUBLIME NATURE EXPERIENCE

Interviewees weak-ecological worldview orientation can be characterized by the emphasis of interviewees beliefs about the fragility of nature and the possibility of an eco-crisis but beliefs about anthropocentrism and exemptionalism put an important nuance on their pro-ecological beliefs. As such, the scores on the NEP Scales were still slightly weak and varied from 3 till 3.8. A similar mix of ecological and anthropocentric values can be recognized from interviewees interpretations and associations of the features that most importantly contributed to their experience from where the overreaching theme of the sublime nature experience emerged. Table 8 presents the perceptual dimensions which has been identified as playing a central or dominating role for individuals who endorsed a weak ecological worldview orientation, to contribute to a positive experience of the Baviaanskloof.

Weak eco-centric		Naturalness	Aesthetic	Isolation	Functionality	Balance	Hedonic	Novelty	Interactive	Uniqueness	Stimulation	Spaciousness	Nostalgia
NEP score													
Int. 3	3.7	x	x	x				x		x	* <sub>a</sub>		
Int. 12	3.3		*		x			x	x	x			
Int. 8	3.4	x	*	x					x			x	
Int. 1	3.1	x	*	x					x				
Int. 5	3.7		x		x			*		x			
Int. 30	3.5	*	x	x		x			x			x	
Int. 25	3.5		*					x					
Int. 21	3.8	x	x	x		*					x		
Int. 34	3.4	x			x	x	*						
Int. 10	3.8	x			x		*						
Int. 9	3.5				x	x	*						
Int. 16	3.8				x	x	*						
Int. 14	3.7	x	x	x			*						
Int. 24	3.7	x				*							
Total (n)=14		9	9	6	6	6	5	4	4	3	2	2	0
%		64.3	64.3	42.9	42.9	42.9	35.7	28.6	28.6	21.4	14.3	14.3	0

**Table 8:** Predominant dimensions within weak-ecological orientated experiences

<sub>a</sub> Focus of qualification for environmental features to contribute to a positive experience

The sublime nature experience can be characterized by three dominating dimensions: naturalness, aesthetic quality and isolation. It incorporates an appreciation of nature for being untouched and un-commercialized which generates positive associations of experiencing beautiful landscapes combined with feelings of awe, peace and quietness. This perspective shows a weak-anthropocentric orientated appreciation of nature as sublime, providing natural and wild landscapes which are aesthetically pleasing and provide opportunities to escape from the stress of everyday life. The following statement of interviewee 8 who summarized the way she positively experienced the Baviaanskloof illustrates this:

*The Baviaanskloof shouldn't be commercialized. I really enjoyed the environment and see things from the car. The natural scenery is really beautiful. It is completely different from where we come from. We*

*want to relax and don't do too much activities. We come here because of the remoteness of the area, we like the lonely feeling of this place.*

The photographs that were most importantly associated with connotations of aesthetic quality show mainly nature scenes with varying combinations and compositions of natural elements (vegetation, water, mountains) in the photographs. As such, the diversity, structure, composition and the presence of specific natural features was often used as a criterion to judge the aesthetic quality of natural environments. Some interviewees mainly commented on their appreciation for the picturesque and emphasized landscapes as looking like a painting. Not surprisingly, distinctive scenes showing the opposite of natural beauty, that is human interference, lack of vegetation and diversity, contributed for this reason relatively less positive or negative to peoples experience. In addition, the aesthetic was in most cases combined with positive feelings of isolation. Especially those landscapes (2, 8 and 9) that include water and are enclosed by mountains or dense vegetation tend to generate feelings peace, quietness and tranquility and serves as a place for relaxation and meditation. However, sometimes dry and open landscapes, and especially 4, were also associated with positive feelings of isolation and generates feelings of loneliness. Just as importantly, interviewees perceived their type of stay as providing the opportunity to adapt to a primitive kind of life style enabling one to sense nature which helps people to escape the stress of the city life and recharge the batteries.

Others emphasized a more active interaction with nature like hiking and were driven by the hedonic nature of the activity and/or watching specific features of nature like birds, animals and plants. Amongst others were for example birdwatchers who explained their specific interest in birds and how they felt excited to see birds they haven't seen before.

With regard to balance and the various conservation projects, interviewees expressed similar weak-anthropocentric values. With balance some interviewees explicitly expressed the importance of the area having economical functions to support local livelihoods. As such, seeing farming activity in the area was accepted as being part of the experience. Interviewees expressions with regard to conservation projects indicate a positive attitude towards conservation in general but sometimes with functional motives. For example, several interviewees explained the need for conservation for the reason to keep the landscapes untouched to preserve its beauty, to keep the area un-commercialized to preserve its sense of isolation or to protect the sublime nature experience for future generations. As interviewee 5 mentioned: "Conservation of the place I visit is important because our children must be able to enjoy what we enjoyed". However, most interviewees in this group perceived conservation as not necessarily contributing to the experience as they were not particularly interested and rather see the results than being intergraded in the experience.

### 7.2.3 THE BAVIAANSKLOOF, A NATURE LOVERS EXPERIENCE

The final group of seventeen interviewees endorsed relatively strong pro-ecological beliefs indicated by an average score of 4 and above. This score resulted from interviewees' responses of disagreement with anthropocentric statements and agreement with ecological statements. From the interviews it became evident that similar perceptual dimensions dominated the experience as mentioned under the sublime nature experience. However, comments of the ecocentric orientated interviewees show that naturalness also dominates as under the weak-ecological orientated group, but sometimes in a distinctive way. As presented in table 9 below it is not only the sense of isolation and the pleasure of experiencing beautiful landscapes, in addition the natural environment sometimes also serves an important stimulating factor. Here the focus is not only related to sublime feelings but is complemented by a deep appreciation of nature and gratitude of quality and integrity of the ecosystem which was therefore themed as a nature lovers experience. Not surprisingly, these landscapes (4 and 7) that were perceived as impacted and the opposite of good ecology, negatively contributed to the experience. Interviewees expressed their affection for ecological wholes with regard to the various biomes and biodiversity that can be found in the area but also with regard to more specific natural features. These two ecological orientated perspectives on nature triggered interviewees curiosity to learn more about nature that was perceived as something really special (novelty) but also encourages to explore nature in order to experience the more specific features of the ecological wholes which consequently tend to generate positive feelings of being in nature (isolation). For these interviewees the nature of their experiences were merely based on mental interaction with the environment where information played a central role to understand the specialty and uniqueness about the area which makes the experience "much more meaningful".

Interviewees' deep appreciation of the natural environment can also be recognized from their importance ratings with regard to conservation projects. The ecological orientated group of interviewees appeared to associate conservation most positively to their experience as within this group conservation received the highest ratings. Conservation was perceived to conserve the qualities of the environment in terms of its naturalness and preserve the environment, and so the quality of their experience, from being impacted for human and commercial purposes. Furthermore, interviewees explained that a proper balance should be found where the importance of economical functions of the area cannot be denied but should be intergraded with conservation objectives. Likewise, initiatives to involve tourism with restoration and conservation was much supported just as the leopard project where interviewees expressed their appreciation for farmers to farm within the natural constraints.

Ecocentric		Naturalness	Isolation	Stimulation	Aesthetic	Novelty	Balance	Interactive	Nostalgia	Uniqueness	Spaciousness	Functionality	Hedonic
NEP score													
Int. 23	4	x	* <sub>a</sub>								x		x
Int. 4	4		*	x			x		x			x	x
Int. 29	4.5	x	*		x						x		
Int. 17	4	*		x	x						x		
Int. 11	4.4	*	x	x	x	x		x				x	
Int. 18	4.1	x		*	x	x		x	x	x			
Int. 15	4.2	x	*		x	x	x		x				
Int. 22	4.2		x	*	x		x	x	x				
Int. 7	4.2		*	x			x				x		
Int. 20	4	*		x		x					x		
Int. 32	4	*	x	x			x		x				
Int. 28	4	*	x	x		x		x					
Int. 6	4.4	x	*			x	x						
Int. 26	4.5	x	x			*	x				x		
Int. 35	4	*		x	x								
Int. 31	4	*	x		x	x							
Int. 19	4.1	x	*		x								
Total (n)= 17		14	13	10	9	8	7	4	5	4	3	2	2
		% 82.4	76.5	58.8	52.9	47.1	41.2	23.2	29.4	23.5	17.6	11.8	11.8

**Table 9:** Predominant dimensions within ecological orientated experiences

<sub>a</sub> Focus of qualification for environmental features to contribute to a positive experience

## SUB-CONCLUSION

The above findings suggest that tourists are not homogeneous and are likely to be searching for different types of experiences from the Baviaanskloof environment. This has been illustrated by the identification of the dominating perceptual dimensions interviewees associated with these features that were perceived to contribute most importantly to a positive experience. It demonstrates how the centrality of the cognitive and affective components of the experience varies and dominated the views of interviewees visiting the area. This has been summarized in the table 10.

Dimensions		Anthropo-centric (n=2)	Weak eco-centric (n=14)	Ecocentric (n=17)
Cognitive	Naturalness	.0%	7.1%	41.2%
	Uniqueness	.0	.0	.0
	Aesthetic quality	.0	28.6	.0
	Functionality	.0	.0	.0
	Spaciousness	.0	.0	.0
	Balance	.0	14.3	.0
Affective	Stimulation	.0	7.1	11.8
	Novelty	.0	7.1	5.9
	Interactive	.0	.0	.0
	Hedonic	100	35.7	.0
	Isolation	.0	.0	41.2
	Nostalgia	.0	.0	.0
Total		100%	100%	100%

**Table 10:** Perceptual dimensions central to interviewees' experiences within each value group

As such, interviewees expressed their appreciation for the natural environment, but their motives for this interest differed. It reflected interviewees' ecological worldview orientation in the way the Baviaanskloof is experienced. Ecocentrics referred to an experience that was themed as a nature lovers experience. It characterized the emphasis on naturalness with reference to values and beliefs about the integrity and intrinsic value of nature, generating a deep appreciation for the natural environment as well as affective components of isolation and stimulation. Among the weak ecocentric orientated interviewees, aesthetic quality and hedonism appeared to be of particular importance in discriminating between different environmental features to positively contribute to the experience. Combined with a strong appreciation for naturalness in terms of the landscapes and more specific natural features, the focus of their experiences were themed as the sublime nature experience. Although the number of interviewees who endorsed a more anthropocentric worldview orientation were limited, the outcomes of the analysis demonstrated obvious differences in the way environmental features are given meaning. The interviewees in this group endorsed a more utilitarian point of view, translated by their focus on the perceptual quality of hedonism. Finally it should be noted that the boundaries of the identified experiences are not fixed but are a reflection of the attitudes that different tourists may possess with regard to the Baviaanskloof environment.



This study aimed to provide an insight into visitors' experiences of the Baviaanskloof, South Africa. It clarifies what features of the Baviaanskloof environment are associated with a positive tourism experience as well as the meaning that those features have for people visiting the area. In addition, visitors' ecological worldview orientations were evaluated to understand the variations of visitors' experiences with regard to a more anthropocentric or ecocentric focus of their interaction with the environment. In this manner, the research helps to guide management measurements with regard to conservation, enhancement or development of features that are perceived to be compatible with a positive Baviaanskloof tourism experience whilst minimizing or improving those features that are perceived to oppose a positive experience. This chapter will discuss and conclude on the results of this study, aiming to answer the research questions which has been designed to explore visitors' experiences of the Baviaanskloof on three levels: (1) the environment; (2) the multi-dimensional nature Baviaanskloof tourism experiences; and (3) experiences & ecological worldview orientation.

### 8.1 THE ENVIRONMENT

First of all, with regard to the environment, the results show that the Baviaanskloof tourism experience was found to be associated with a variety of environmental features. More specifically, it became evident that visitors interpret the Baviaanskloof tourism experience predominantly in association with:

- Natural landscapes: showing pristine nature, distinctive features, vegetation and absence of human influences.
- Particular natural features and activities in terms of: flora and fauna, geological features, and 'non-consuming activities'.
- Conservation: especially with respect to wildlife in terms of leopard conservation project.

Social and cultural aspects of the experiences appeared to play a subjective role in the constitution of positive experiences. However considering the little opportunities for tourists to interact with the local communities and poor advertisement of cultural and historical features of the Baviaanskloof, the destination currently provides little basis for tourists to develop such affection. For most interviewees the natural environment clearly plays a central role in their experiences and had a significant role in the construction of positive experiences. This, in contrast with landscapes that showed lack of vegetation or degradation issues and human interference as they were evaluated as less contributing or even negatively contributing aspects of the experience.

These results suggest that Baviaanskloof experiences are produced by the integration of a combination of environmental features. If the purpose is to improve and secure satisfying tourism experiences in the Baviaanskloof environment, the management of this ecotourism site may consider to conserve natural landscapes in combination with responsible nature based activities where people can experience also the more specific natural features of the environment. Furthermore, the emphasis of conservation projects in the tourism experience may be a successful combination. However, this study suggest that the perception and evaluation of tourists' experiences is more complex than a simple distinction between environmental features that positively contribute and those that oppose a

positive experience of the environment. It required a better understanding of the nature of tourists' experiences by assessing people's cognitive and affective directed response that underlie the evaluative reflections with regard to the various features of the environment.

## 8.2 THE MULTIDIMENSIONAL NATURE OF BAVIAANSKLOOF TOURISM EXPERIENCES

Much of the traditional research in environmental psychology primarily focussed on the functional and visual components of landscape settings and their effects on people's preferences (Kaplan & Kaplan, 1989; Schroeder & Daniel, 1981 in Fredrickson & Anderson, 1999). Research employed numerical scales rating overall preference, scenic beauty, attractiveness or simply liking which limited the analysis to capture more in-depth the affective and cognitive criteria individuals assign to particular landscapes and other objects of the external world.

From the analysis of the verbal expressions interviewees associated with the various features of the Baviaanskloof environment, this study demonstrated that tourists employ a multiplicity of cognitive and affective perceptual constructs in describing their experiences. Six cognitive directed and six affective directed perceptual themes appeared to be significant discriminating criteria to discern between features that positively contributed to their experience and features that less or negatively contributed to their experience. By means of an combined analysis of the importance ratings, the dominating role of these perceptual criteria could be determined and described the essence of the Baviaanskloof tourism experience. The cognitive directed dimensions associated with the various features of the environment were themed as naturalness, uniqueness, aesthetic quality, functionality, spaciousness and balance. They refer to the meaning that the features have from a touristic point of view and are based on visitor's knowledge and beliefs. The affective component of the experience has been shown to comprise the subjective, emotional and highly personal responses to the various features of the Baviaanskloof environment. They were themed as stimulation, novelty, interactive hedonic, isolation and nostalgia. Features that were rated as contributing to visitors' experiences (as mentioned in the previous paragraph) were likewise associated with positive profiles of cognitive and affective dimensions of the tourism experience.

Naturalness appeared to be positioned at the core of interviewees' experiences. It refers to people's knowledge and awareness about nature, simplistic observations of the absence of human artefacts as well as comparisons with the commercialized modern world. A wide range of environmental features in terms of: landscapes, flora and fauna, accommodations, activities as well as the social atmosphere were perceived to comply with their experience through positive associations of naturalness. It highlights the continuing importance of experiencing untouched nature in an un-commercialized setting, as a primary attraction of the Baviaanskloof environment. With respect to naturalness and landscapes it is important to note that the interference of human artefacts in landscapes are most negatively associated with visitors' experiences. This can be illustrated by comparing farmlands with degraded lands, were dry and degraded landscapes showing no obvious human activity still contributed slightly more than farmlands showing commercial farming activities. The explanation lies in

the fact that degraded lands sometimes still elicit weak associations of naturalness because of beliefs of having grown naturally (like view interviewees recognised photograph 4 as another biome of the Baviaanskloof) and have other experiential values like spaciousness and aesthetic quality. Landscapes that were positively associated with naturalness show an appreciation of experiencing untouched and healthy ecological environments. More specifically, interviewees mentioned observed dominance of vegetation, presence of water as well as the absence of human artefacts. With respect to interviewees experiences of landscapes associated with connotations naturalness appeared to be an important precondition for experiencing a sense of isolation of being in nature, aesthetic attractive landscapes, unique landscapes that evoke feelings of novelty as well as providing an affective setting for more functional elements of the experience. Also with regard to the specific natural features and attractions that contain the Baviaanskloof environment, similar perceptual dimensions dominated interviewees positive associations. From the expressions with regard to activities it became evident that interviewees positively associated interaction with nature and in a way that corresponds with their criteria for naturalness. Swimming in nature, hiking and camping generates positive feelings of isolation and provides an opportunity to learn (stimulation) and experiencing a different environment (escape) and its features. Furthermore the nature of the activity itself and being able to observe the environment more closely, comprises strong hedonic affections.

This illustrates that the centrality of naturalness not corresponds with the wide range of features that are positively associated with naturalness, the centrality of naturalness to Baviaanskloof experience can also be demonstrated by the interrelatedness and complementing role of naturalness with other dimensions. Naturalness should therefore be the focal point in tourism development strategies in the Baviaanskloof environment in order to sustain and improve a quality experience of tourists visiting the area in multiple ways. In addition, this study underlines the significance of providing information which was identified as an important source to complement other aspects of the experience like uniqueness and novelty. Many interviewees expressed that they were interested to learn (stimulation) about a range of features of the Baviaanskloof environment and especially: geology, plants, birds and the uniqueness of the ecosystem. However, interviewees mentioned that they had the feeling that they missed a lot of the experience by lack of information in the area. Again, one should consider that this should be established within the framework of naturalness were for example large information signs along the road would not fit into the experience.

Although the social and cultural aspects were positively associated with pleasant interaction with local inhabitants and feelings of novelty by experiencing the special and authentic atmosphere, most interviewees rated these aspects as of secondary importance to their experience, in contrast to the natural features as mentioned before. This may not be a coincidence as the Baviaanskloof currently provides little opportunities for interaction with the local communities. New initiatives like the voluntary restoration activity could possibly stimulate the emphasis and appreciation on more social and cultural aspects of the environment by integrating different ingredients of a positive experience as exploring nature and learning in one activity. In addition, conservation generally contributed to positive associations of interviewees concern with the local inhabitants and deep appreciation for the well

being of the natural environment driven by their (cognitive) beliefs about balance. Similar expressions recurred but in a negative sense in association with degraded landscapes which demonstrated that the environment is not only judged on basis of its ability to comply with their experiential needs, in fact the perceived integrity, ecological state and sustainability appeared to refer to a more outer directed dimension of peoples associations with a quality landscape experience. As such, rehabilitation of degraded landscapes also has an important tourism value to contribute to wide range of positive landscape experiences. Furthermore, it was found that conservation and especially with respect to wildlife, has another interesting positive effect, namely on interviewees attitudes with respect to farming. With exception of one, all interviewees rated the leopard conservation project as compatible with a positive experience of the Baviaanskloof combined with connotations of balance as well as stimulation and novelty. Therefore, combining conservation with the tourism product may significantly contribute to visitors' Baviaanskloof tourism experience on different levels.

### 8.3 EXPERIENCES & ECOLOGICAL WORLDVIEW ORIENTATIONS

What is more, the refinement of the predominant cognitive and affective components within individuals' experiences showed how peoples' environmental worldview orientation can be translated towards a different focus of their experience of the environment. The distinctions between the predominating dimensions expressed by ecocentric, weak ecocentric and anthropocentric orientated interviewees suggest that visitors with a different environmental concern seek for different types of experiences. Three types of experiences could be discerned which characterized interviewees underlying motives for their appreciation for the natural environment, namely: the Baviaanskloof as a nature lovers experience, a sublime nature experience and providing a setting for pleasure and enjoyment. It demonstrated a gradation of interviewees interest in the natural environment, starting from a deep appreciation for the natural environment with an emphasis on naturalness with reference to values and beliefs about the integrity and intrinsic value of nature; till an appreciation for naturalness in terms of providing natural landscapes which are aesthetically pleasing and provide opportunities to escape from the stress of everyday en involve in hedonically pleasing nature based activities; to one of providing the setting to indulge in hedonic recreational and adventures activities.

Considering the qualitative nature of this study, it prevents any attempts to correlate environmental attitudes and visitors' motivations and preferences. This study suggests such relationships and can be confirmed by many recent qualitative research that empirically showed that there is a relation between environmental attitude and nature based tourism motivations and preferences (Luo & Deng, 2008; Uysal & Jurowski, 1994; Dunlap et al., 2000). Furthermore, this study showed that direction of people's affection for the environment, constructed through a unique composition of cognitive and affective dimensions individuals ascribe to the various features around them, varies between visitors who endorse a more or less ecological worldview orientation. This approach has been noted by Uysal & Jurowski (1994) as revealing more than examining the strength of the relationship between site specific preferences and pro-NEP attitudes. As such, this study provides a basis for and suggest further qualitative research to substantiate the explanatory power of the different perceptual dimensions identified in this study.

Theoretically, this study emphasize the tourism experience as a complex and multidimensional phenomenon influenced by highly subjective meanings through which individuals are affected. As such, labelling tourists' experiences as universal categories as suggested by the earlier work of MacCannell (1976), Cohen (1979) and Urry (1990) doesn't enable one to grasp the essence of the phenomenon. Instead, this study supports a more flexible approach of the conceptualization of the tourist like suggested by Williams (2004), who emphasized the need to move beyond these typologies towards different approaches suggesting other modes of analysis that may better account for the range and diversity of contemporary alternative tourism experiences like with ecotourism. Future applications of the type of research as presented in this study might eventually help to create a more complete understanding of these complex phenomena underling the tourism experience.

#### 8.4 LIMITATIONS

The qualitative nature of this study also implies some methodological limitations. First of all, it should be noted that this study reflects on the experiences of visitors with a South African nationality focusing on the specific context of the Baviaanskloof environment. The perceptual dimensions identified in this study and the way they are structured into different types of experiences cannot simply be applied to other nature based tourism destinations and international visitors of the Baviaanskloof. Different physical contexts as well as visitors socio-demographic background may lead to different experiences. For example, recent research has found empirical evidence that individual differences with regard to socio-demographic variables exist in preference for different type of nature scenes (Van den Berg & Koole, 2006). As such, international visitors may be affected through different interpretations and feelings they associated with the various objects that contains the environment. Although the content of the different perceptual dimensions may differ, the themes itself may be applicable for other nature destinations and cultures.

Secondly, the limited number of interviewees restraint the analysis of interviewees experiences within the anthropocentric group. However, considering the destination as a nature destination it may be obvious that this destination generally attracts more ecological orientated interviewees. Despite this limitation this study demonstrated that indeed significant differences can be found within the focus of individuals expression on their experiences.

## RECOMMENDATIONS

Reflecting on the contemporary situation and developments in the area with regard to conservation and tourism, this study informs the local stakeholders and tourism management in the Baviaanskloof on following five subjects.

### *Naturalness as the general objective of tourism measurements*

First, the identified perceptual dimensions can be used to guide the further development of the Baviaanskloof tourism product. In order to sustain and enhance a positive experience of visitors to the Baviaanskloof and consequently the social-economic needs of the local inhabitants, it became evident that one should consider the direction of conservation and tourism infrastructure measurements as well as the carrying capacity of the number of tourists in this area. From a tourists' experiential perspective this study showed that naturalness and the natural environment played a significant role in enhancing positive associations that importantly contributed to a positive experience. Preservation and rehabilitation efforts aiming to conserve the ecological significance of this area correspond with positive associations of experiencing aesthetically pleasing natural scenes as well as people's concern about the quality and intrinsic value of nature. However, opportunities for establishing such experiences should not be taken out of consideration. For example, the 'driving through' tourist may be satisfied with watching the beautiful nature scenes from the car combined with a relative short duration of stay in the Baviaanskloof. In addition, many interviewees in this study associated the natural environment as generating a range of positive feelings like escape, experiencing different things (collectively themed as novelty) and peace, tranquillity, relaxation and being in nature (collectively themed as isolation) but were interaction with the environment performs an important pre-requisite to evoke these feelings. This study therefore underlines the importance of conservation and tourism management to put effort in improving the accessibility to various natural landscapes which has already been identified as having limited impact on the environment as well as providing nature based activities, taking into account visitors' criteria for naturalness towards the tourism infrastructure, learning about the specialty of ecological wholes and specific natural features and/or integrating hedonic elements.

In addition, considering the strong interrelatedness of conservation and tourism in this area it may be helpful to understand more specifically visitors' values, beliefs and value orientations towards the different nature conservation approaches in order to prevent conflicts on local nature conservation management. Buijs (2009) suggest that an investigation of lay people's images of nature can be used as a salient and multidimensional approach to establish such an understanding.

### *Education and information*

This study underlines the importance of providing information in the area and the development of education programmes. The need for information has been expressed by many interviewees who mentioned that a more conscious experience of the environment is intimately related to a greater appreciation of the environment. This can be confirmed by existing research of Kimmel, 1999 and

Kyle, Bricker, Graefe, & Wickham, 2004. Simultaneously, this research suggests that it will enhance the experience of especially those people endorse pro-ecological values and beliefs. However, what might be even more important is that experiential environmental learning combined with increased knowledge and a greater appreciation of the natural environment should lead to “the changing of attitudes to those that are more environmentally and ecologically sound” (Orams, 1997, p. 298). As such, combining the nature experience with an effective education programme may have multiple benefits for both tourists experiences and tourism wildlife management.

#### *Limits of growth*

Considering the growing number of tourists that visit the Baviaanskloof every year and objectives to become the most favoured tourism destination in the region, it is important note that development in terms of quantity may have negative influences on the contemporary tourism experience. The identified affection for the absence of other people (isolation), human influences in the landscape (naturalness), and the un-commercialized setting (naturalness) are clear indicators for expecting issues if the number of tourists will keep growing. In order to create a better understanding of social carrying capacity more specifically, this study suggest to investigate visitor perceptions of the acceptability of current visitor numbers and limits of growth.

#### *Marketing*

This study also informs the marketing strategy to attract tourists to the area. From this perspective one should consider that tourists are likely to choose a destination or environment because they expect it will be appropriate for the type of experience they are searching for. This means that the way the environment of the Baviaanskloof is advertised carries implications for the direction of future tourism developments. For example, if the extraordinary biodiversity and the status of world heritage site are emphasized in marketing efforts, the possibility to attract nature lovers were the focus of their experiences centres on a deep appreciation and care for the natural environment, might limit the subsequent impact of tourism on the environment is heightened. In addition Lin, Morais, Kerstetter, & Hou (2007) suggest that for natural destinations it are especially the cognitive attributes through which tourists are affected while considering the destination choice.

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APPENDIX I PHOTOGRAPHS









Pict. no.	Picture content	Mean	S.D.	Group statements	N	Cognitive dimensions	Affective dimensions	Quotes
1	Valley view, farm lands, gravel road and surrounding mountains	-0.8	2	This landscape <i>doesn't add to the uniqueness</i> of the Baviaanskloof, <i>it's not the reason for visiting</i> this area	9	Uniqueness	Novelty	<u>Uniqueness</u> : "I don't want to see farming, I see it all the time. That is not why we came here." <u>Naturalness</u> : "I don't want to see farming in the Baviaanskloof, it doesn't belong here. In the Gamtoos, yes. Human intervention must not be visible here." <u>Balance</u> : "This is part of the area. It must be there, there must be farming. People must live here and maintain the area."
				Commercial farming <i>doesn't suit</i> in a <i>nature area</i>	4	Naturalness		
				Farming is important to <i>support local livelihoods</i> in socio-economic needs	6	Balance		
				This landscape is <i>boring and flat</i>	1	Aesthetic quality	Hedonic	
				This landscape is <i>not so nice</i>	1			
2	Pristine mountain view with U turn of river, sand beds and mountains on the background (Rooihoek)	2.8	1.75	This landscape is <i>unique</i> by its <i>extraordinary river shape</i> , something one <i>hasn't seen before</i>	3	Uniqueness	Novelty	<u>Naturalness</u> : "I like the natural character of this place. No nothing, just nature: untouched and not developed." <u>Aesthetic quality</u> : "I like the green, the rivers and water. I also like the mountains, flat landscapes is not the reason why I am here." <u>Functionality</u> : "The river is important. If there is no river there are no things to do like fishing, paddling, swimming etc. If it is hot it is nice to cool down." <u>Spaciousness</u> : "This place is very very nice. It is peaceful. The mountains are so unbelievable when the sun rises and in the evening when the sun goes down. You can find yourself there again."
				This landscape offers <i>pristine and untouched nature</i>	6	Naturalness		
				This landscape comprises nice <i>distinctive features</i>	6	Aesthetic quality		
				This landscape provides <i>scenic beauty</i>	8			
				This area provides water for <i>recreational activities</i>	3	Functionality	Hedonic	
				This area provides a <i>beach to lay down</i>	1			
				This landscape comprises a <i>sense of loneliness</i>	2			
				This place offers <i>peace and quietness</i>	3			
				This mountain landscape comprises a <i>sense of space</i>	1	Spaciousness	Isolation	
				This place provides an environment to <i>find yourself again</i>	1			
3	Pristine mountain scenery, different heights and unspoiled vegetation cover	2.3	2	This area should be <i>preserved</i> from human influences	1	Balance		<u>Naturalness</u> : "It is quite green, it is nice. I remember that kind of view and the different biomes you get through while you travel through you see the changes from the top to the bottom." <u>Aesthetic quality</u> : "I love the mountains and the deep kloofs in-between them" <u>Balance</u> : "It must stay as it is, no development. Don't take the nature away."
				This landscape comprises <i>pristine vegetation</i>	1			
				The variety in altitude of the landscape accompanies <i>different biomes</i>	2	Naturalness		
				This landscape offers <i>pristine and untouched nature</i>	3			
				This landscape provides the scene for <i>adventures activities</i>	1	Functionality		
				This landscape is <i>difficult to explore</i> or interact with	2			
				This landscape provides <i>scenic beauty</i>	5			
				This landscape has a <i>nice mountain structure of depths and heights</i>	6	Aesthetic quality		
				This landscape comprises <i>nice green mountains</i>	2			
				There is <i>nothing special</i> about this landscape, mountains can be seen in many <i>other places</i>	1	Uniqueness		
This area should be <i>preserved</i> from human influences	3	Balance						
This is a <i>peaceful place</i>	1	Spaciousness	Isolation					

				This landscape accommodates a <i>sense of loneliness</i>	2						
4	Dry valley floor, open view with mountains aside	0.1	2.51	This landscapes is <i>lacks water and vegetation</i>	4	Naturalness		<p><u>Naturalness:</u> “There is an absence of nice scenery in this area, there is no water. I was a bit disappointed about that.”</p>			
				This landscape is contradictory, <i>beautiful but sad, spectacular dessert like but man-made</i>	3						
				This Karoo (savannah) like landscape represents another / <i>the variety of biome(s)</i> in the Baviaanskloof	1						
				This landscape is more dry which is just <i>part of the western Baviaanskloof</i>	1						
				This landscape is scary / sad and <i>doesn’t provide a basis for natural life</i>	2						
				This landscape shows <i>negative impact of human</i> on the natural environment	3	Balance			<p><u>Balance:</u> “To me this is overgrazing, erosion, commercialized farming. It is going to take forever to restore it. It doesn’t contribute to the experience in a positive way.”</p>		
				This landscape represents <i>overgrazing, erosion and commercialized farming</i>	2						
				This eroded area need to be <i>rehabilitated</i> with vegetation	1						
				This <i>crisp Karoo</i> (savannah) like landscape is <i>appealing</i>	2	Aesthetic quality				<p><u>Aesthetic quality:</u> “I like the clean crisp Karoo area”</p>	
				This landscape is dry or might be overgrazed, but <i>nice</i>	2						
				This landscapes offers <i>nice scenery</i>	1						
				This landscape includes a <i>dry riverbed</i> but <i>nice surrounding mountains</i>	1						
				This is a <i>barren</i> and <i>dry</i> landscape which <i>doesn’t appeal</i>	4	Spaciousness					
This <i>dry</i> landscape accommodates a <i>sense of loneliness</i>	1										
This landscape is <i>nice</i> and <i>reminds of home</i>	1	Nostalgia									
5	Mountain ranges with dense vegetation cover	1.9	2	This landscape shows <i>thicket vegetation</i> which is <i>characteristic</i> to this area	3	Uniqueness	Novelty	<p><u>Uniqueness:</u> “wow, we don’t often see it so dense.”</p> <p><u>Naturalness:</u> “Green mountains. It is a positive thing of the Baviaanskloof: where the landscape is green there is animal life.” “These mountain ranges are very bushy with spekboom vegetation. It is good for the birds, I think there are around 300 bird species here.”</p>			
				These mountain ranges are <i>green and healthy</i> which is <i>rare</i> to see	2						
				This landscape comprises <i>green hills</i> and <i>nice dense vegetation</i>	4	Naturalness					
				This landscape is <i>wild</i> and includes <i>untouched nature</i>	4						
				These <i>green mountains sustain life</i> for animals	3						
				This landscape provides <i>beautiful mountain scenery</i>	3	Aesthetic quality					
				This landscape is <i>not distinctive</i> and basically the same as landscape 4 and 7	2						



				This mountain landscape comprises a <i>sense space</i>	1	Spaciousness	Isolation	
				This mountain landscape comprises a <i>sense of loneliness</i>	1			
				This landscape is nice but is difficult to do <i>activities</i> in	1			
6	Top of mountain ranges, short vegetation (fynbos), wide view (Bergplaats)	2.3	1.72	This landscape includes fynbos vegetation which is <i>unique</i> as one <i>won't find it elsewhere</i> in the world	2	Uniqueness	Novelty	<p><u>Naturalness</u>: "There is lots of greenery in this landscape which hasn't been spoiled."</p> <p><u>Aesthetic quality</u>: "The fynbos and the Proteas are very pretty to see..."</p>
				This landscape includes a <i>different types of vegetation</i> which represents the <i>nice variety</i> found in the area	2			
				This landscape includes <i>untouched nature</i>	2	Naturalness		
				This landscape includes <i>indigenous</i> fynbos vegetation	2	Functionality	Hedonic	
				This landscape provides <i>possibilities to do activities</i> in	2			
				This landscape provides <i>beautiful scenery</i>	2	Aesthetic quality		
				This landscape comprises <i>beautiful plant species</i>	4			
				This landscape comprises <i>unappealing fynbos vegetation</i>	2			
				This landscape includes the Protea, which is an important <i>symbol that represents our country</i>	2	Uniqueness	Nostalgia	
The vegetation type found in this landscape <i>reminds of South Africa</i>	1							
This vegetation <i>means a lot</i> due to <i>familiarly as found at place of residence</i>	2							
7	Degraded mountain with very little vegetation	-0.3	2	This is an <i>unappealing barren, dry</i> landscape	6	Aesthetic quality	<p><u>Aesthetic quality</u>: "This is a bare peace of dune. It doesn't appeal to me."</p> <p><u>Balance</u>: "That is what we don't want to see. It shows lack of conservation, degradation and human interference in a wrong way."</p> <p><u>Nostalgia</u>: "It is not necessarily nature, but a dessert can be nice too. We travelled to the Kalahari with our motorbikes which was a great experience, so this is also beautiful for us."</p>	
				This landscape is dry but offers <i>nice scenery</i>	1			
				This landscape <i>lacks distinctive features</i>	1			
				This landscape lacks vegetation due to <i>overgrazing / human impact</i> and gives rise to <i>negative feelings</i>	10	Balance		
				This landscape gives rise to <i>sad</i> feelings due to its <i>impotency to support animal life</i> and difficulty to <i>restore</i>	1			
				This landscape showcases <i>rain issues</i> in this area and therefore lacks vegetation	3			
				This landscape provides a nice environment for <i>adventures driving activities</i>	1	Functionality		Hedonic
				This landscape is dry and reminds of <i>nice dessert tourism experiences</i>	2	Nostalgia		
This landscape is <i>nice</i> and <i>reminds of home</i>	2							
8	Pristine river landscape, water and	3.1	1.47	This landscape represents what you would expect of	3	Aesthetic		

	close surrounding of mountains			this area, <i>beautiful nature</i>		quality		<u>Aesthetic quality:</u> "It is the water that is so beautiful and how it goes into the mountains"  <u>Functionality:</u> "We like to swim in the rivers." "This is where I want to sit, walk around and relax."  <u>Naturalness:</u> "That is beautiful. The water and the rivers are unpolluted and unspoiled here." "Water is very important and important for our country. It is nice, water is life."  <u>Spaciousness:</u> "I love the outdoors, the quietness, the peace and tranquillity." "Water gives you calmness with the sound of running water."
				This landscape provides <i>beautiful nature scenery</i> to see	5			
				This <i>pristine</i> landscape shows an <i>ecosystem</i> that should be <i>preserved</i> and kept <i>clean</i> and <i>untouched</i>	3	Balance		
				This landscape provides opportunities for <i>recreational activities</i> (swimming) in nature	6	Functionality	Isolation	
				This landscape comprises a <i>beautiful river</i> where the water is <i>pure, unpolluted</i> and <i>fresh to drink</i>	4	Naturalness		
				This landscape includes <i>untouched nature</i>	3			
				This landscape provides <i>water</i> which is an important condition for <i>natural life</i>	4			
				This landscape at the bottom of the area represents <i>another ecosystem</i> providing different conditions for <i>different plants</i> and <i>animals</i> which is <i>interesting</i> to see	1		Stimulation	
				This <i>landscape with water</i> comprises a sense of <i>peace, quietness</i> and <i>tranquility</i>	5	Spaciousness	Isolation	
				The <i>water</i> in this landscape brings <i>calmness</i> and <i>relaxes</i>	3			
This landscape comprises loneliness where there are <i>no other people</i> and one can <i>feel free</i>	1							
9	Forest with water stream, very dense and high vegetation	2.8	2	This pristine landscape shows an ecosystem that should be <i>preserved</i> and kept <i>clean</i> and <i>untouched</i>	3	Balance		<u>Naturalness:</u> "This is a healthy kind of stream. It shows you that the vegetation around is also healthy."  <u>Aesthetic quality:</u> "This is a beautiful stream with nice dense vegetation. This is what it should look like, lovely."
				This landscape comprises a <i>beautiful</i> stream where the water is <i>pure, unpolluted</i> and <i>fresh to drink</i>	3			
				This landscape is nice and provides water which is an <i>important condition for natural life</i>	6	Naturalness		
				This landscape includes <i>untouched nature</i>	4			
				This landscape is <i>attractive</i> to do <i>activities</i> in	2			
				This stream <i>reminds</i> of the place where to stop for <i>refreshment</i> during trip	1	Functionality		
				This landscape is appealing due to the <i>greenness</i> and the presence of <i>water</i>	3	Aesthetic quality		
				This landscape represents what you would <i>expect</i> of this area, <i>beautiful nature</i>	2			
				This landscape provides <i>beautiful nature scenery</i> to see	4			
				This <i>landscape with water</i> comprises a sense of <i>peace</i> and <i>tranquility</i>	2	Spaciousness	Isolation	
This landscape comprises loneliness where there are <i>no other people</i> and one can <i>feel free</i>	1							

10	Small mountain gap, enclosed by steep rugged rock formations with plants and trees aside	3.1	1.03	This landscape comprises <i>beautiful distinctive features</i> of rocks and high cliffs	3	Aesthetic quality	Functional	Hedonic	<u>Functional:</u> "This is really beautiful to go explore the valleys"
				This landscape provides <i>beautiful</i> nature scenery to see	4				
				This landscape provides a beautiful natural environment to have an <i>amazing exploratory or hiking experience</i>	7				
				This landscape comprises a feeling of <i>being in nature</i>	1				
11	Wildlife, Kudu and Hartebeest	2.9	1	Wildlife <i>doesn't</i> make the area <i>unique</i> , you can see wildlife in other places	2	Uniqueness	Novelty	<u>Naturalness:</u> "Wildlife, great. We just went to Addo Elephant Park where we also have seen wildlife, but to see wildlife here it just seems to be normal and it has to be like that. In Addo the animals are used to the traffic that goes through. Here we have seen view Kudu's where we were camping, but they just ran away when they saw us. That is great!"	
				The wildlife comprises one of the things that one <i>doesn't normally sees</i>	1				
				This area is <i>unique</i> as it is one of the scarce places where you can find Leopards	1				
				Although it is hard to see Leopards, the <i>feeling that they are around</i> makes it already <i>special</i>	1				
				The wildlife in this area is still <i>real</i> , it <i>behaves naturally</i> and are <i>not used to human</i> like in other nature parks	3	Naturalness	Hedonic		
				The <i>number</i> of wildlife is important and something <i>special</i> , the more the better	5				
				The wildlife is important as it represents <i>nature</i> and <i>wilderness</i>	2				
				In this area one can find a nice <i>variety</i> of wildlife	1				
				The existence of <i>wildlife means</i> that the ecosystem is <i>healthy</i>	2				
				Seeing wildlife is <i>not essential</i> , it is a <i>bonus</i> as you are in nature and not in a zoo	3				
The wildlife comprises an <i>important aspect</i> of the area which is <i>great to see</i>	12	Functionality		<u>Hedonic:</u> "This is great to see. Wildlife, always fun to see them." <u>Functional:</u> "What to do an what to see is important."					
12	Mountain with very obvious geologic characteristics in the form of a wave	2.4	1.73	The rock formations in this area are <i>beautiful</i> to see	6	Aesthetic quality	Novelty	<u>Uniqueness:</u> "I love the rock formation. This is what makes the whole area special, this mountain effect"	
				Imagining the <i>forces</i> needed to shape the rocks is something <i>very impressing</i>	3				
				The rock formations and the way this mountain area was formed adds to the <i>uniqueness / specialty</i> of this area	3	Uniqueness			
				The geology of this area is <i>interesting to learn</i> more about	7	Functional			Stimulation
				The geology is a feature of this area that <i>doesn't interest</i>	2				

13	Birdlife	2.8	2	The variety of bird life is <i>interesting and enjoyable to identify or learn</i> about the existing species in the area	6	Functional	Stimulation	<p><u>Functional</u>: “The birding is pretty good here, we tic the birds from the list what we have seen.”</p> <p><u>Naturalness</u>: “Birds like the Protea (plant specie) is part of the ecosystem, you cannot do without</p> <p><u>Isolation</u>: “My knowledge about birds it not that good, but it is nice to hear them and see them. I am really glad that they are in the area. If you are quite, you can hear them. That is what nature is all about.”</p>
				The birdlife is a nice feature of the area but <i>doesn’t interest</i>	3			
				The <i>number</i> and the <i>variety</i> of birds in this area is <i>good</i>	2	Naturalness		
				The birdlife is <i>part of nature</i> and important for a <i>functioning ecosystem</i>	4			
				Seeing <i>endangered bird species</i> and birds <i>different from what one normally sees</i> is <i>nice and interesting</i>	2	Uniqueness	Novelty	
				Hearing and seeing the birds is nice and comprises a feeling of <i>being in nature</i>	7		Isolation	
14	Different types of plant species	2.1	1.57	The vegetation found in the area is <i>indigenous</i>	1	Naturalness		<p><u>Naturalness</u>: Plants are very important, it is all part of nature.”</p> <p><u>Aesthetic quality</u>: “The plant species are beautiful see.”</p> <p><u>Uniqueness</u>: “The thicket vegetation is a plant kingdom on its own. It is very special with a great variety of species”</p>
				The plant species are an important aspect of <i>nature</i>	7			
				The different plant species are important to <i>sustain life</i> for the animals living in the area	1			
				The plant species are <i>beautiful</i> to see	3	Aesthetic quality		
				The area comprises a <i>special</i> and interesting <i>variety</i> of plant species	4	Uniqueness	Novelty	
				The plant species found in this area are <i>different</i> from what one normally sees	3			
				The plant species are <i>interesting to learn</i> more about	3	Functionality	Stimulation	
15	Bushman paintings on rock	1.4	3	Bushman paintings are very special and should be <i>protected</i>	5	Balance	<p><u>Uniqueness</u>: “Rock art is important. If we are on a holiday we want to visit bushman paintings, but many times they are ruined. That is heritage and it takes you back to what it was all about.”</p>	
				Bushman paintings are nice to <i>see something of our history /cultural heritage</i>	4	Uniqueness		Nostalgia
				Bushman paintings are very <i>valuable</i> to this area as they are <i>unique</i> and cannot be found in other places	2			
				Bushman paintings are a feature of this area which are of <i>no specific interest</i>	3	Functionality		Stimulation
				Bushman paintings are very <i>interesting to learn</i> about history and how people used to live	2			
				Bushman paintings are <i>under-exposed</i> due to <i>accessibility and lack of information</i>	3			
16	Modern farm fields with irrigation and ostriches	-0.7	2.01	Farm production <i>doesn’t</i> make the area <i>unique</i> , as you can see farming all over SA	4	Uniqueness	Novelty	<p><u>Uniqueness</u>: “I don’t want to see farming, I see it all the time. We come here to see nature, animals, plant life etc.”</p>
				Farming activity <i>spoils / impacts</i> the naturalness of this area	3	Naturalness		

				Farming activity is in <i>conflict</i> with the <i>nature image</i> of the area	6			<p><b>Naturalness:</b> “Farming activity spoils the area. In Patensie it is lovely, but this is the Baviaanskloof. You leave Patensie and now go into wilderness. The fact that there is wilderness is appealing.”</p> <p><b>Balance:</b> “I don’t like to see massive farm productions, that is not why I come here, but I understand. This is part of the area. It must be there, there must be farming. People must live here and maintain the area.”</p>
				Farming is important to <i>support local livelihoods</i> in socio-economic needs	6	Balance		
				The contribution of farm <i>production</i> from this area is important for <i>export</i> and to sustain our <i>needs</i>	3			
				Farming activity is <i>nice to watch</i>	2	Aesthetic quality		
				Farming in this particular, challenging environment is <i>interesting to learn</i> more about	2		Stimulation	
17	Local community with donkey car and crops	0.5	2	Local people could <i>provide interesting tourism activities</i> like donkey car rides	2	Functional	Hedonic	<p><b>Interactive:</b> “We have seen a lot of these guys. They make you smile. They have the loveliest comments, they are very friendly.”</p> <p><b>Balance:</b> “These are the locals. It is important that the communities are involved and to see that they can make a living and are happy. It would be good if I can contribute as a tourist.”</p>
				The local people in this area have an interesting <i>way of life</i> and <i>culture</i> which is nice to <i>learn</i> more about	2		Stimulation	
				The local people in this area have a different way of life and culture which makes it <i>unique</i> and <i>away from everyday life</i>	4	Uniqueness	Novelty	
				The local people in this area are <i>friendly</i> and contribute to a <i>pleasant social environment</i>	6	Functionality	Interactive	
				Local people living in the area are of <i>minor importance</i> to the experience	4			
				<i>Supporting local people</i> through involvement in tourism gives a <i>good feeling</i>	4	Balance		
				The area provides <i>little opportunities</i> for local people to <i>benefit</i> from tourism	2			
18	Mountain landscape with gravel road and 4x4 vehicle on the foreground	2.9	1.62	4x4 enables one to <i>go to unique and lonely places</i> one cannot normally get	4	Uniqueness	Novelty	<p><b>Naturalness:</b> “The part that we drove, the only invasion was the road we were driving, the rest is exactly as it has always been, there is nothing there.”</p> <p><b>Hedonic:</b> “4x4 is nice, it feels like you are going on some kind of adventure. You also take time to take in the scenery because you have to go slower.”</p>
				While driving through this environment one doesn’t want to see <i>other vehicles or people</i>	3	Naturalness	Isolation	
				The route through this area is unique as, except from the road itself, there was <i>no human interference</i>	1			
				The condition of the road makes the effort too big and underlines the <i>driving instead of experiencing nature</i>	2	Aesthetic quality	Hedonic	
				From the road one can experience <i>pristine and beautiful scenery</i>	6			
				The road provides a nice <i>adventures driving</i> experience	5			
				19	Camp with tent and 4x4 vehicle surrounded by bushes	2.0	2	
Camping is too <i>uncomfortable</i>	2							

				Camping <i>impacts the natural environment</i> as it is <i>difficult to control</i> peoples camping behaviour	1	Balance		the animals. Beautiful.”
				Camping provides the opportunity to experience the <i>primitive lifestyle</i>	2	Naturalness	Isolation	Isolation: “Camping brings you closer to nature and, further from home.”
				Camping shouldn’t be commercialized with only <i>basic</i> facilities and <i>not being overcrowded</i>	4			
				Camping provides the opportunity to <i>be close with nature</i>	7			
				Camping comprises a feeling of <i>relaxation</i> and <i>breaking away</i> from everyday life	3			
				Camping provides the opportunity of being <i>together with the family</i>	2		Interactive	
20	Water hole with children playing in the water	1.3	3	The destination <i>providing a variety of recreational activities</i> is important for the <i>enjoyment</i> of stay	3	Functionality	Hedonic	Hedonic: “Recreational activities are important. While you are here there must be some form of entertainment.”
				The offer of recreational activities is important for <i>family amusement</i>	5			
				Swimming is <i>not an appealing</i> activity to do	1		Stimulation	Naturalness: “I like the swimming but it should not be commercialized.”
				Recreational activities provide children to <i>enjoy nature</i> and establish their <i>appreciation of being in nature</i>	2			
				Swimming in the <i>natural environment</i> of the destination is <i>relaxing</i> and a nice opportunity to enjoy <i>quietness and natural beauty</i>	9	Naturalness	Isolation	Isolation: “If they are natural then it is great. We are more into total quietness, it feels as if we are the only people there. We don’t want the noise that comes from big recreation.”
				Swimming is nice, but <i>not unique</i> as you can go elsewhere to swim	1	Uniqueness	Novelty	
21	Sign on farm advertising adventures activities	1.1	3	Motorized activities <i>impact the natural environment</i>	3	Balance		Balance: “For those who like it, it is fun but not for me. You ruin the earth, the roads and the plants and the vegetation that is there. I don’t like quads.”
				Motorized activities <i>spoil the peace and quietness</i> of the area	2			
				Motorized adventures activities are <i>for young people</i> but important to <i>trigger their interest</i> in nature	1		Stimulation	Hedonic: “It is important to experience. It is fun to do, but not really that important.”
				Organized motorized adventure tours are <i>too touristy</i>	2		Novelty	
				Adventures activities are <i>not unique</i> for this destination, one can do that elsewhere	1			
				Adventures activities are <i>nice activities to do</i>	2		Hedonic	
22	Hiking activity on steep mountain	2.4	1.4	The destination <i>providing opportunities to engage in hiking activities</i> is important	3	Functionality		Hedonic: “The activities is nice to participate in, it was what we did today, I really enjoyed it.”
				Hiking is a <i>nice activity to do</i>	5		Hedonic	Naturalness: “We were disappointed that we could only walk on the road. With walking you see more, you can feel the plants, smell the different trees which is quite
				Hiking provides a <i>nice</i> experience to <i>be close with nature</i> as you <i>see, feel and smell more specific features</i> of nature	10	Naturalness	Isolation	

				Hiking requires <i>too much physical effort</i>	4			important as well."
				Hiking activities should be provided under guidance to <i>prevent impact on the natural environment</i>	1	Balance		
23	Local information centre, old characteristic building with people in the front	1.1	2.37	Local information centres provide a nice opportunity to receive inside <i>information from local people</i>	3	Naturalness	Interactive	<p><u>Interactive:</u> "It is nice to speak to the locals, there are a lot of things they can tell you."</p> <p><u>Stimulation:</u> "With the information and books we read before we know what we are looking for. The more information you have the more appreciation you will get out of the experience. It is enriching, you can point things out, it makes the experience so much more meaningful."</p> <p><u>Stimulation:</u> "Get info in the mountains because what is quite noticeable is the differing types of geological areas that you see while you drive through. Would be nice if we could buy info booklets and about the different biomes. You see the changes, but you don't know which one it is... It was difficult to find information about the Baviaanskloof."</p>
				Tourism infrastructure like info centres, shops are nice as they convey a <i>local and un-commercialized spirit</i>	4			
				At the destination it's important to <i>provide practical tourist information</i> about accommodation, activities	4	Functionality	Stimulation	
				Information is important to <i>learn</i> about the area which enables to experience more <i>meaningful and enjoyable</i>	8			
				Information is superfluous once one is <i>familiar</i> with the area	2			
				The buildings and shops that comprises this area are of <i>no interest</i>	2			
24	Sign about the thicket rehabilitation project at research plots in nature reserve	1.7	2.17	Conservation projects show that <i>the destination cares</i> for the well being of nature which is good to know	3	Balance	Novelty	<p><u>Balance:</u> "Anything with conservation gets my approval, because it is people that care. It is important for me as a visitor that they are doing this because I want my grandchildren to have this beautiful earth to live on."</p>
				Conservation projects in the area are important to <i>preserve its natural beauty for the next generations</i>	4			
				Conservation preserves the area from becoming <i>commercialized and impacted</i> by tourism	3			
				Conservation projects teaches one to <i>appreciate</i> plants <i>more</i>	1	Stimulation		
				The support for conservation makes one <i>feel better / more special</i> about the area	2			
				Conservation projects happening in the area are <i>interesting to learn more about</i>	2			
				Conservation is good and to see the <i>results</i> but should happen <i>out of tourists sight</i> as it is <i>not interesting</i>	4			
25	Local communities planting in the mountains with volunteers	1.1	2	Integrating tourism with rehabilitation is a nice <i>opportunity to contribute to the natural environment</i>	7	Balance	Stimulation	<p><u>Balance:</u> "I would like to contribute to restoration. Once thicket is degraded it is hard rehabilitate. It is a very remote area and you want to keep it for your children."</p> <p><u>Balance:</u> "Really good initiative. It not only gives the people in the area a job opportunity, it is also good that the individual gets involved for the heritage of our country."</p>
				Rehabilitation of the natural environment is important, but <i>no involvement</i> , the <i>result</i> is most important to see	2			
				Integrating tourism with rehabilitation is important to <i>better the socio-economic status</i> of locals and <i>encourages to take care</i> about nature	4			
				Integrating tourism with rehabilitation provides an	3	Functionality		

				interesting <i>learning</i> opportunity					
				<i>Understanding the use and importance of rehabilitation is an important precondition to get involved in rehabilitation</i>	1				
				Active participation in rehabilitation <i>is too much work and exhausting</i>	3		Isolation		
				Integrating tourism with rehabilitation reminds of nature camp which is something <i>fun</i> to participate in	1		Hedonic		
26	Leopard friendly farm sign	2.9	1.56	The protection of Leopards in this area is an interesting subject to <i>learn</i> more about	4	Functionality	Stimulation	<p><u>Stimulation:</u> "This sign informs that this is leopard friendly farm. Then you want to know from the farmer how they do that etc."</p> <p><u>Balance:</u> "People that are living here are leopard friendly. Nice to see farmers can farm with the leopards. If they can do that then I have no problem that they are still farming."</p>	
				The protection of leopards in this area show that the destination <i>cares about wildlife</i> which is important and good to know about	2	Balance			
				The protection of Leopards in this area is important to <i>keep them in the area</i> as it is their natural habitat	4				
				The protection of leopards is important for the next generations and <i>keep the area unchanged</i>	3				
				The leopard project <i>positively</i> contributes to the image of local farmers as it is <i>special way of doing it</i> and <i>nice to see farmers can farm with the leopards without killing them</i>	8		Novelty		
27	Local farmer interacting with tourist, hospitality	1.2	2	The inhabitants of the destination are very <i>friendly and hospitable</i> which gives a <i>warm and welcome feeling</i>	11	Functionality	Interactive	<p><u>Interactive:</u> "The people here make the place. They are very friendly and it is nice to get involved."</p>	
				The <i>naturalness</i> of the hospitality of the local inhabitants is <i>nice</i> , and should not be in a commercialized sense	2	Naturalness			
				Hospitality is nice but not that important as <i>getting away</i> from people is more important	2				Isolation
				Hospitality is not making the destination <i>more special to visit</i> as everywhere in SA people are hospitable	1	Uniqueness			Novelty



## APPENDIX III PHOTOGRAPH RATINGS

Picture	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	
Int 1	0	4	3	-1	4	4	-2	4	4	4	4	4	4	3	0	-1	0	4	4	3	3	4	3	0	-1	3	2	
Int 2	1	4	4	1	1	3	1	2	2	4	3	4	3	3	2	1	1	1	-4	0	-4	4	-4	1	1	3	-2	
Int 3	0	4	3	-2	4	4	-2	4	4	3	3	4	3	4	3	0	2	4	3	4	2	3	3	2	2	4	4	
Int 4	-3	-3	-2	-4	-4	0	-4	-3	-2	4	1	-1	1	0	1	-2	0	4	4	1	3	3	4	-2	1	1	1	
Int 5	-3	4	4	1	-1	2	-1	1	1	1	-4	2	2	2	-2	-2	-2	4	4	3	1	1	1	1	4	-4	3	1
Int 6	1	2	2	2	2	3	2	4	4	4	3	2	3	3	3	0	0	4	4	1	4	4	1	4	1	4	1	
Int 7	1	4	-1	-2	-1	2	-2	4	4	4	3	4	3	2	1	-2	0	4	4	-3	4	4	4	4	-3	4	-1	
Int 8	1	4	3	2	4	-2	2	3	0	3	-2	2	-2	-2	-2	2	4	4	-3	3	3	1	-4	-3	0	3	0	
Int 9	-4	3	3	1	3	2	1	3	3	3	4	3	4	2	1	-4	-4	3	2	-1	-3	3	4	2	-2	2	-1	
Int 10	-4	1	1	1	1	4	1	4	3	4	4	4	4	4	4	-3	0	4	2	-2	2	3	2	2	-2	3	2	
Int 11	-4	3	3	2	4	2	0	4	4	4	4	4	-1	0	2	-3	-4	2	4	-2	-4	3	4	4	1	2	1	2
Int 12	2	4	4	4	4	4	0	4	2	4	4	4	4	4	3	3	1	4	1	4	1	2	0	4	0	4	0	
Int 13	0	3	3	2	3	3	3	3	3	3	0	3	-1	0	-1	-1	-2	4	4	-1	4	2	4	2	-2	4	4	
Int 14	-4	4	2	1	3	3	1	4	4	2	4	1	4	4	-3	-4	0	1	1	-3	-3	2	-3	-4	-1	-4	-3	
Int 15	2	2	2	-1	-1	4	-1	4	4	2	4	3	4	3	3	3	1	4	4	2	2	1	4	4	4	1	4	
Int 16	0	4	3	3	0	1	3	1	1	2	4	3	4	-1	0	3	-1	4	4	1	2	2	4	1	-1	2	1	
Int 17	-2	4	3	4	1	-2	0	4	4	2	4	3	1	2	-2	-3	1	4	4	4	4	3	4	4	4	4	-4	
Int 18	0	3	3	2	3	3	1	3	2	3	3	3	1	3	4	1	1	3	-3	3	-1	3	-2	4	4	3	4	
Int 19	-4	-3	-2	-4	0	4	-4	3	-3	1	4	4	4	3	3	1	1	3	-1	0	-2	-2	0	2	2	2	0	
Int 20	3	4	2	1	3	2	0	2	2	3	4	3	2	1	-3	-1	0	4	2	2	1	2	-3	3	4	4	1	
Int 21	-4	4	4	-3	4	3	-3	4	4	4	3	4	4	3	4	-4	2	4	2	2	0	4	-4	0	2	4	2	
Int 22	3	2	4	3	3	-1	2	4	4	4	2	3	2	-1	3	4	-1	3	3	2	3	3	1	0	4	2	4	3
Int 23	0	3	1	-3	2	1	-3	4	3	4	3	-2	2	1	1	-1	2	-2	3	-1	3	0	4	0	2	2	3	
Int 24	-3	4	3	2	4	2	2	4	3	3	4	2	3	3	4	-1	1	4	2	0	2	2	2	2	1	4	1	
Int 25	1	3	4	1	1	-1	1	3	4	4	2	4	3	1	3	-1	1	3	0	2	1	3	1	1	0	2	2	
Int 26	-2	4	0	-4	0	2	-4	4	4	4	3	0	3	2	3	-3	-2	3	2	1	1	2	1	1	1	3	-1	
Int 27	0	1	1	0	1	2	0	4	4	1	3	1	3	2	4	2	2	2	-1	3	4	0	3	4	3	4	4	
Int 28	-1	3	3	2	3	2	2	3	3	3	3	2	3	2	1	-1	1	3	3	3	2	2	1	2	2	3	2	
Int 29	0	3	2	4	3	3	4	3	3	3	4	3	4	4	4	0	-3	3	3	3	3	3	-2	3	4	4	-2	
Int 30	1	4	3	1	1	4	-1	4	3	2	4	4	4	4	4	0	4	4	4	3	-4	2	3	1	2	4	4	
Int 31	0	1	1	-2	2	2	0	3	3	3	3	2	2	2	2	1	2	2	2	1	2	2	2	4	4	4	4	
Int 32	-1	2	2	-1	2	4	-1	0	3	1	4	3	4	4		0	-2	1	2		-4	3	-1	-3	0	3	1	
Int 33	-1	2	3	-4	2	4	-3	4	4	3	3	-2	4	2	-2	0	1	-1	4	-4	0	4	4	1	0	4	2	
Int 34	-3	3	2	-4	2	3	-4	3	3	4	3	2	4	3	1	-2	0	-1	4	4	3	4	3	2	2	2	-3	
Int 35	-2	4	4	0	4	4	0	4	4	4	4	3	4	4	4	-1	1	3	3	3	-4	4	2	2	4	4	3	
Mean	-0,8	2,8	2,3	0,1	1,9	2,3	-0,3	3,1	2,8	3,1	2,9	2,4	2,8	2,1	1,4	-0,7	0,5	2,9	2,0	1,1	1,1	2,4	1,3	1,7	1,1	2,9	1,2	
SD	2	1,8	2	2,5	2	1,7	2	1,4	2	1,0	1	1,7	2	1,6	3	2,0	2	1,6	2	2,4	3	1,4	3	2,2	2	1,6	2	