

Tourist monitoring methods



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What do we want to monitor?

- Here: tourists
- Often: all types of human activity
- Often: in combination with environmental monitoring
- What is the purpose of the monitoring?
 - Decides what methods to use.
- Is it to study environmental effects from tourism?
- Is it to study tourist satisfaction, or tourism development success, or management success?

Recreation and tourist activity

- The more organised and the more systematic recreation behaviour / tourist activity, the easier it is to monitor
- Challenges:
 - unorganised activity,
 - dispersed activity (outside paths, roads, rivers... etc.),
 - big areas (typical Norwegian mountains),
 - Every mans right (open access)

The Norwegian situation

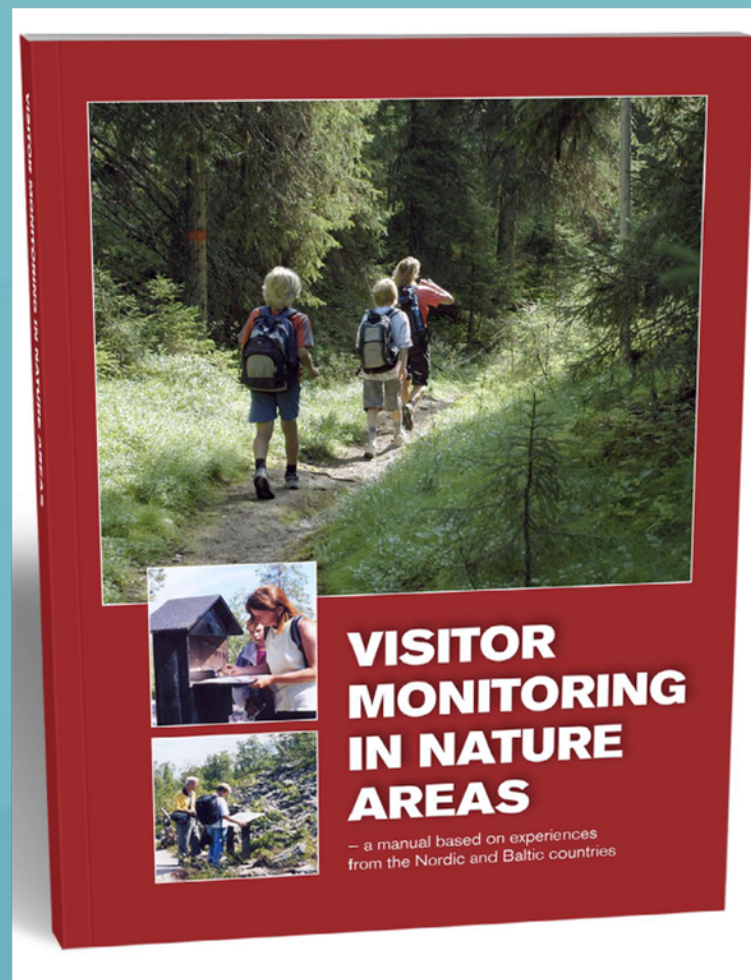
Outdoor recreation / visits in nature:

- Good national data on how many practice outdoor recreation – different activities (Statistics Norway)
- Lack of knowledge about use / visits in specific nature areas – **this is what we focus here and now!**

(when we are at the local level, in a specific site, there are small differences between outdoor recreation activities and nature based tourism activities)

Two main types of monitoring:

1. What kind of use, where and how many?
(**COUNT AND MAP**)
 2. What do the visitors/guest do, and what do they mean?
(**ASK**)
- **Nordic-Baltic network:**
to standardize methods and questions to visitors
→ → **A MANUAL**



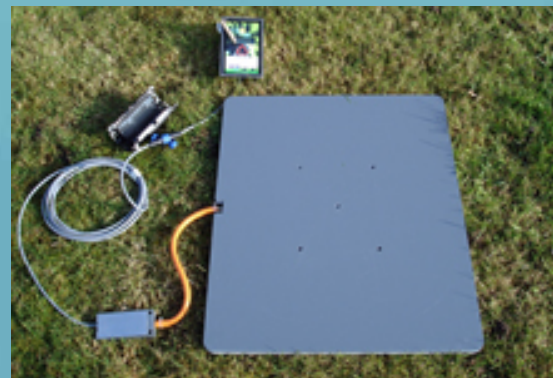
Design of a monitoring program

- Standardized monitoring methods, but the local monitoring must be designed in detail to the local conditions
- Therefore: One must have a **good understanding (mental picture) of the local visitor pattern**, in order to design a good local monitoring program.
- And also have a **good understanding of the visitors themselves**. The monitoring should not irritate or ruin the good experience among the visitors.

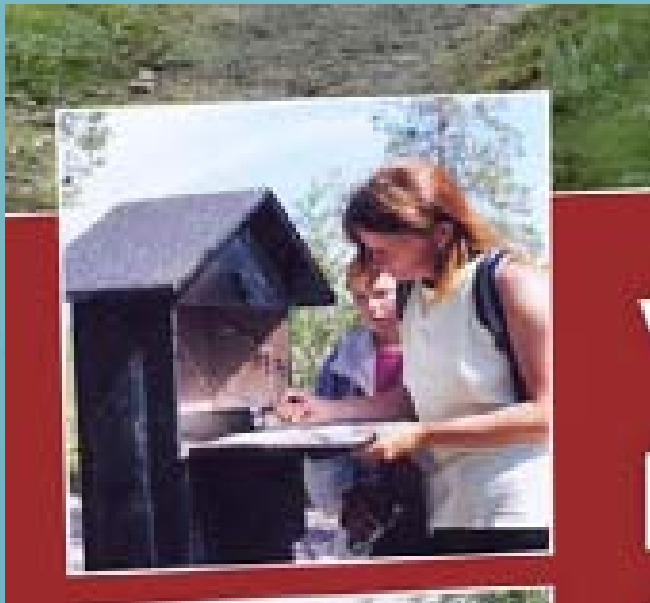
Counting



- Pyroelectric sensor (invisible)
- Slab sensor (mats) (invisible)
- Many different types..



Counting and asking



- Self registration boxes
- Combines registration numbers with a short questionnaire

Asking

- Self registration boxes
 - Combine a short and a longer questionnaire (postal, internet)
- Cooperate with tourism operators, visitor centers etc
 - Questionnaire, or just name/e-mailaddress
 - Often unsuccessful! (because the staff is busy)
 - NB: One person should have this job as the main responsibility
- Interview on the spot
 - Can be successful, can be a failure.
 - NB: When we do the interview; the number of questions!