

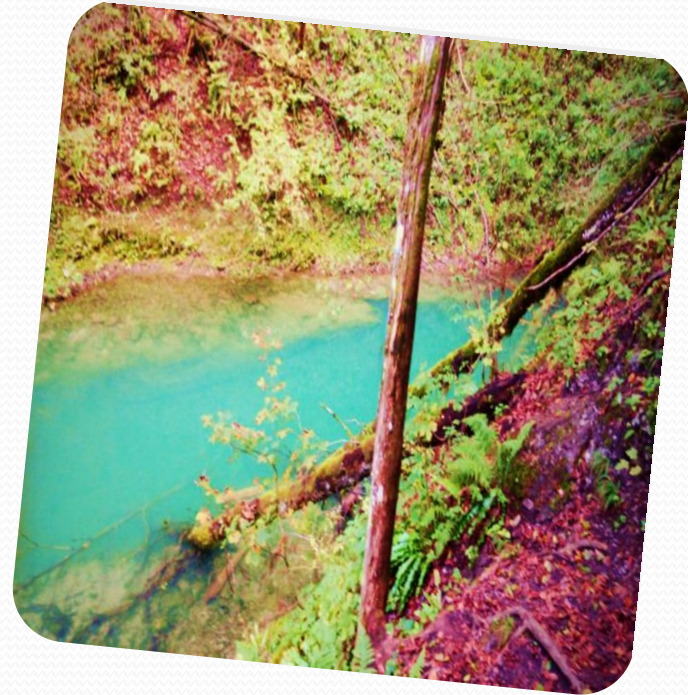
Assessment of service quality in Vražji prolaz/Zeleni Vir and Kamačnik protected landscapes. Example of good practice.

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Opatija, 2018

Outline

- Introduction
- The survey
- Main results
- Conclusions

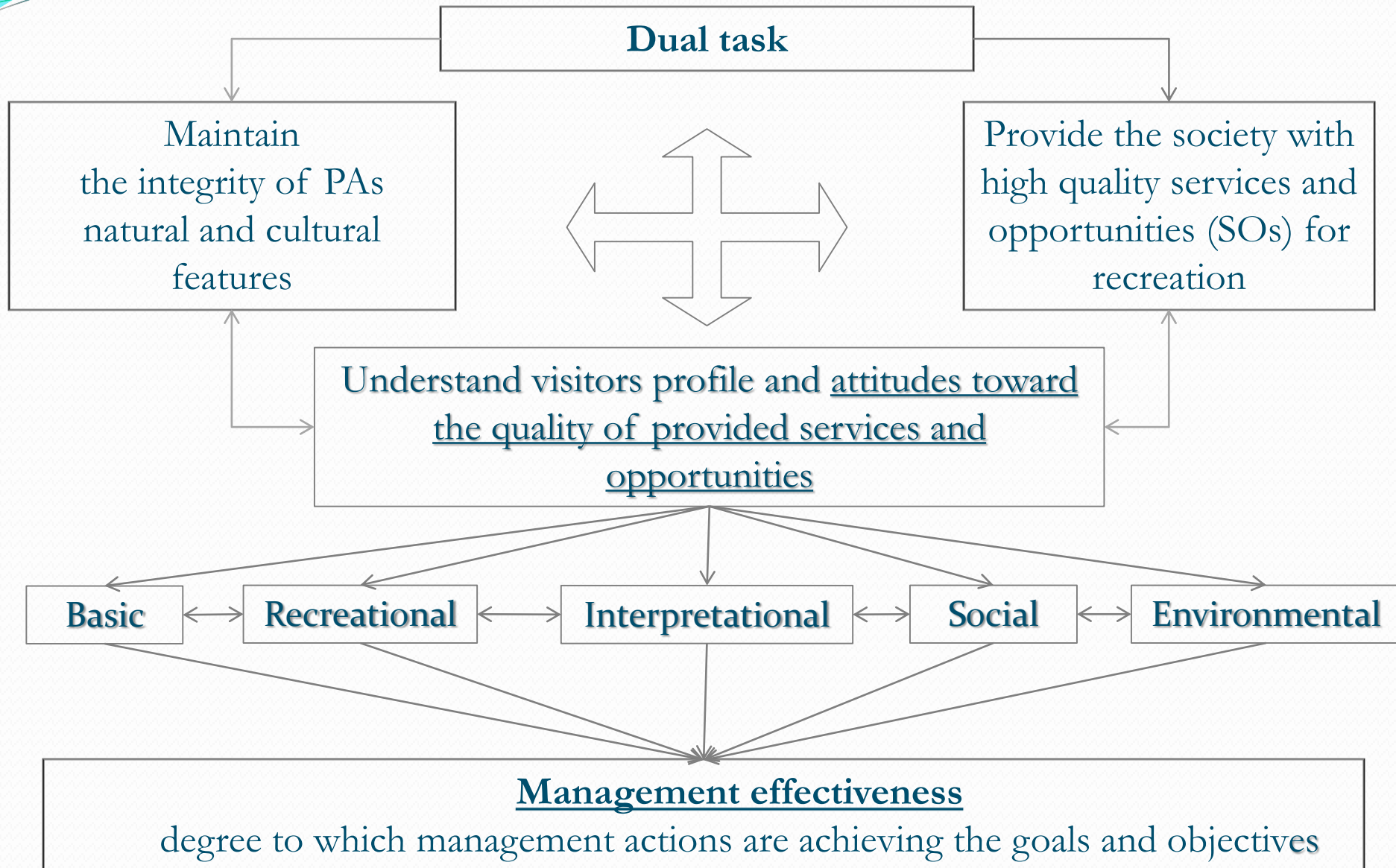


Areas of interest



Vražji prolaz/Zeleni Vir	Kamačnik
Nearby town of Skrad	Nearby town of Vrbovsko
6826 visits per year (2013 – 2017)	4270 visits per year (2016-2017)
200 ha	74.44 ha
Main activities: hiking, walking, sightseeing	Main activities: hiking, walking, sightseeing
Entrance fee - transparent	Entrance fee – poorly managed
/	Infrastructure – renewed in 2006

Study aim



Measurement instrument

8
sections

Trip characteristics

Motives

Recreational activities

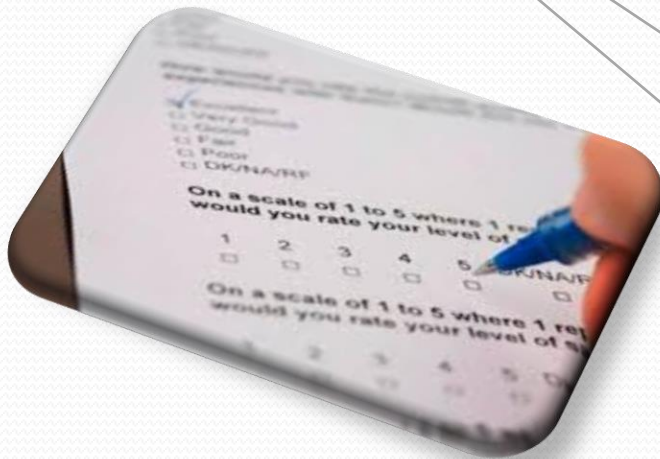
Service quality (importance/performance)

Recommendation for management

Attitudes about entrance price

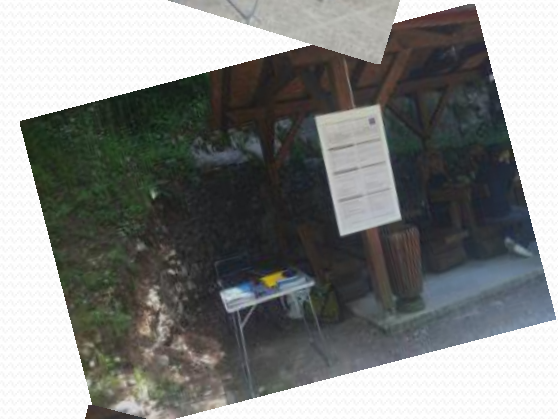
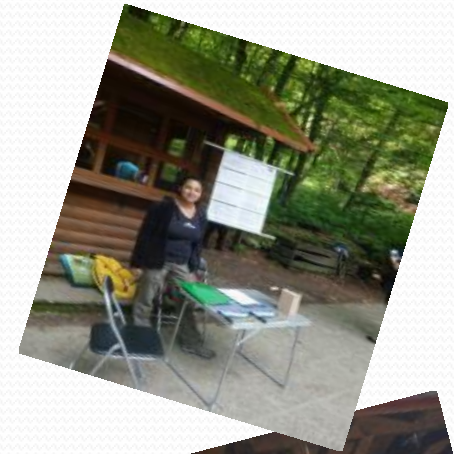
General impression and loyalty

Socio-demographics



Survey protocol

	VPZV	Kamačnik
	n	n
PRELIMINARY FIELDWORK		
Visual observation	1	1
Pilot test	1	1
Survey (10th of June – 20th of September)		
Weekends	8	8
Holidays	4	4
Working days	2	2
TOTAL	16	16
SAMPLE		
Estimated sample	240	240
TOTAL SAMPLE	265	265
N	530	



Gap analysis

Calculation of the difference (i.e. gap) between desired outcome (importance) and actual outcome (performance).

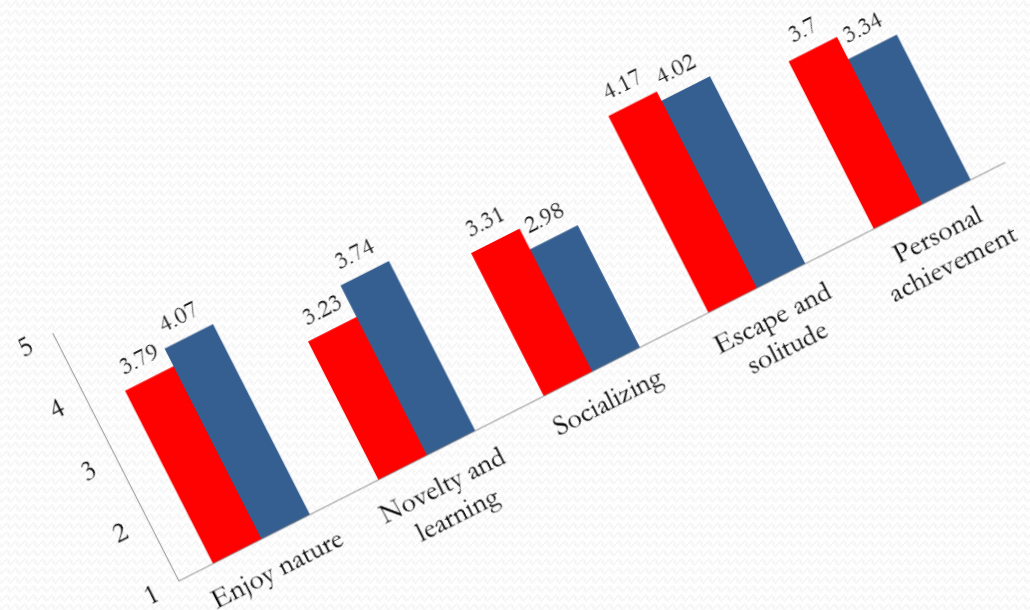
$$G = \text{Perceived (Performance)} - \text{Expected (Importance)}$$

Attribute	Importance	Performance	Gap value	P-value	Sig.
Presence of litter bins	4.2	4.5	0.3	0.005	**
Trail safety	4.5	4.2	- 0.3	0.005	**

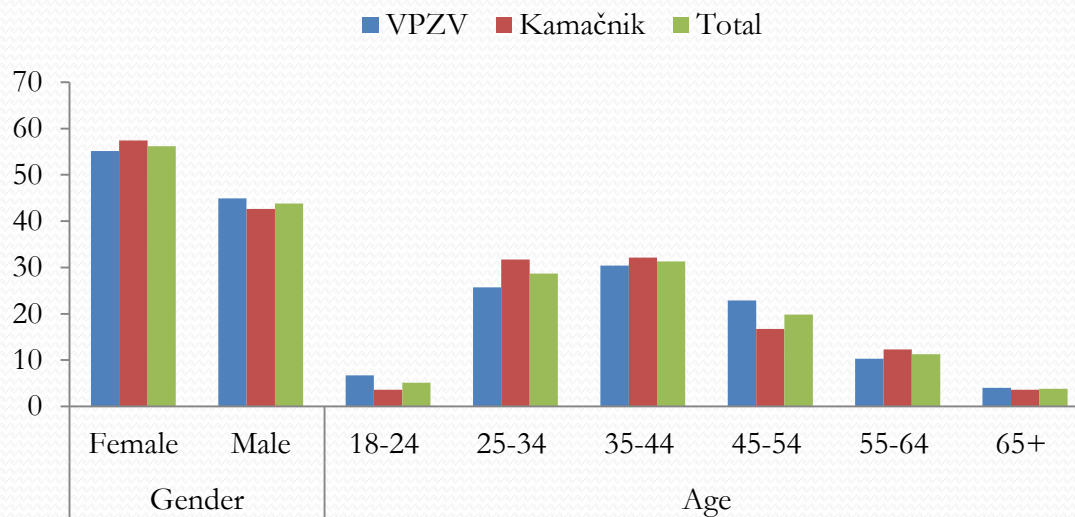
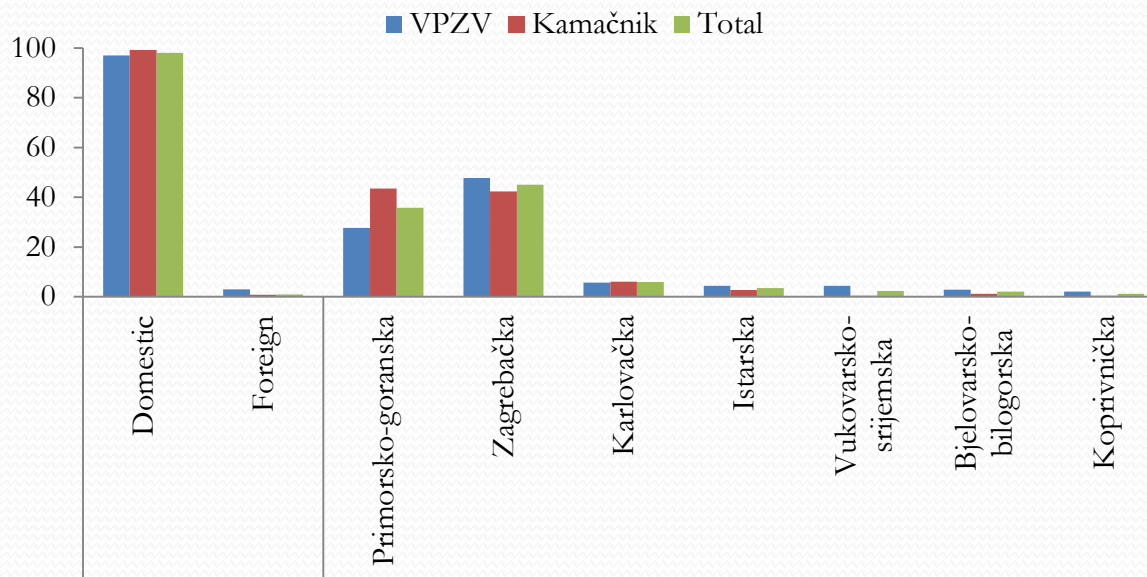
No extra management action is required

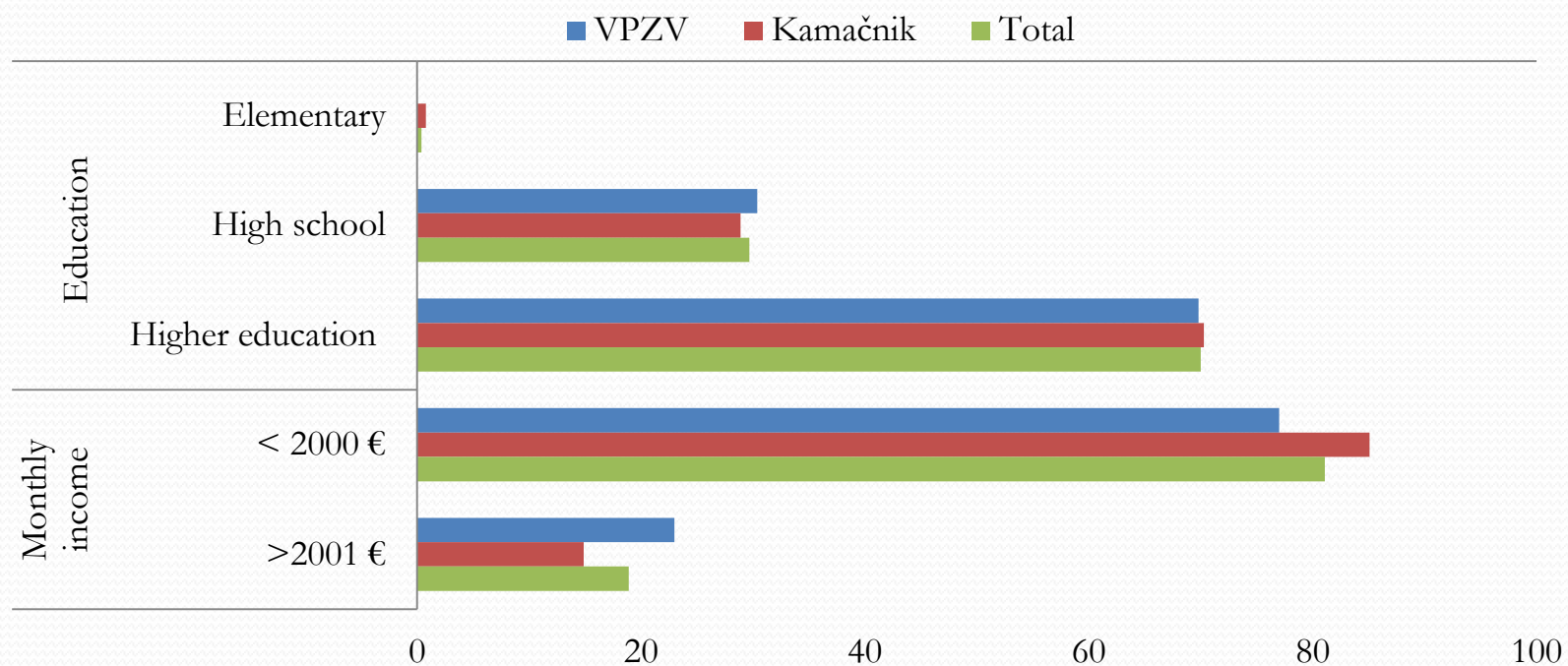
Management action is required

Results

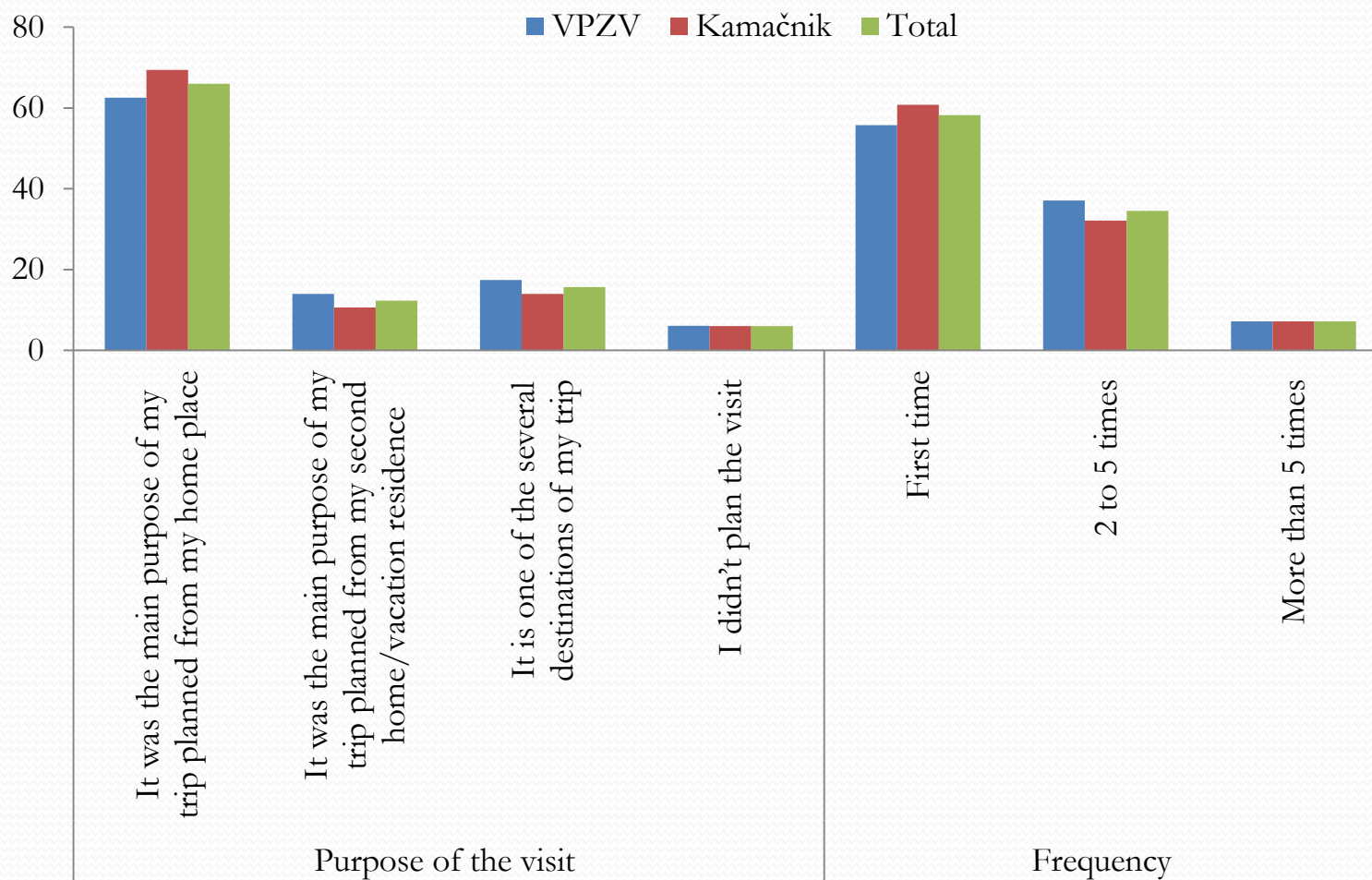


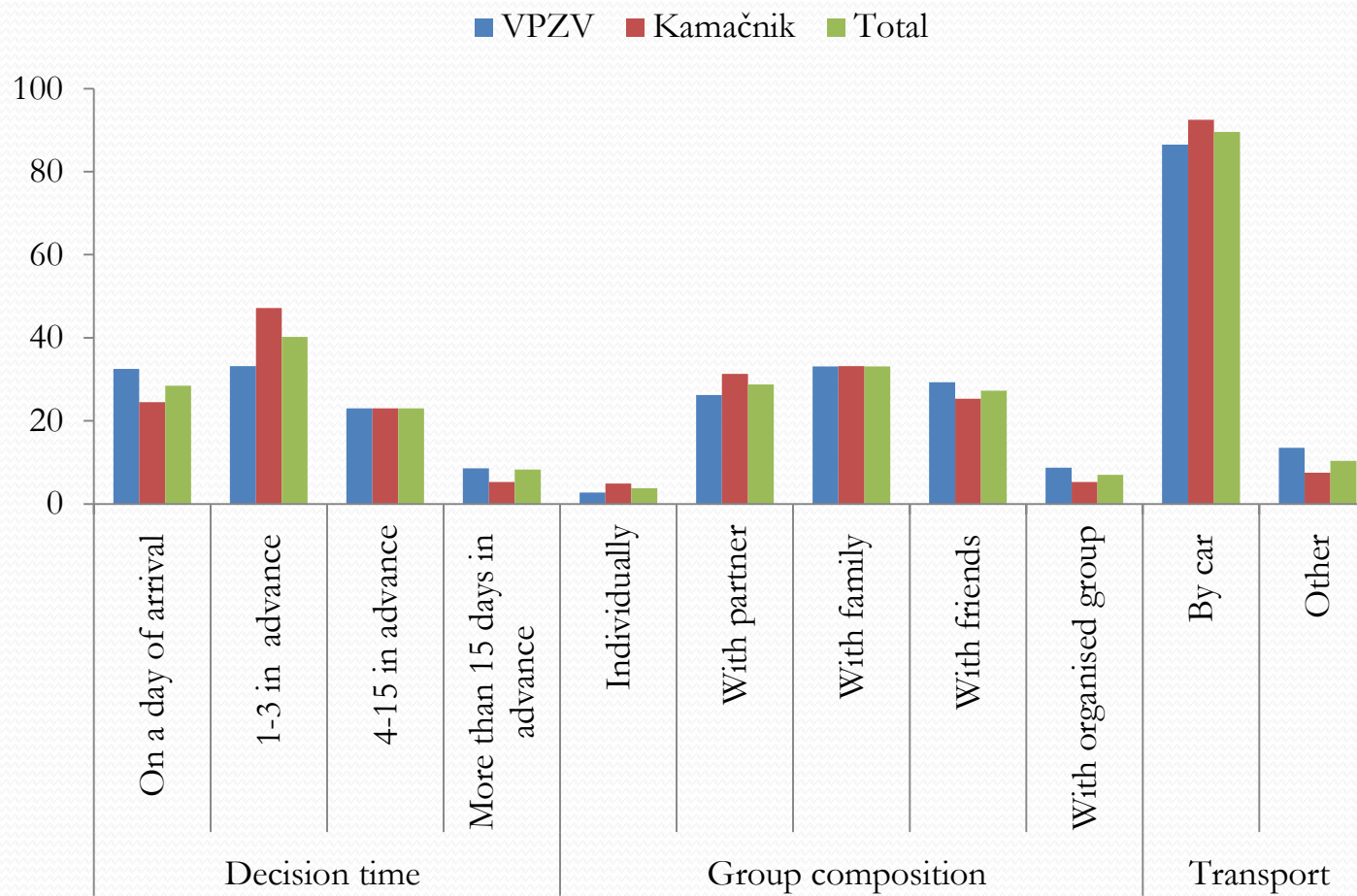
Sociodemographics

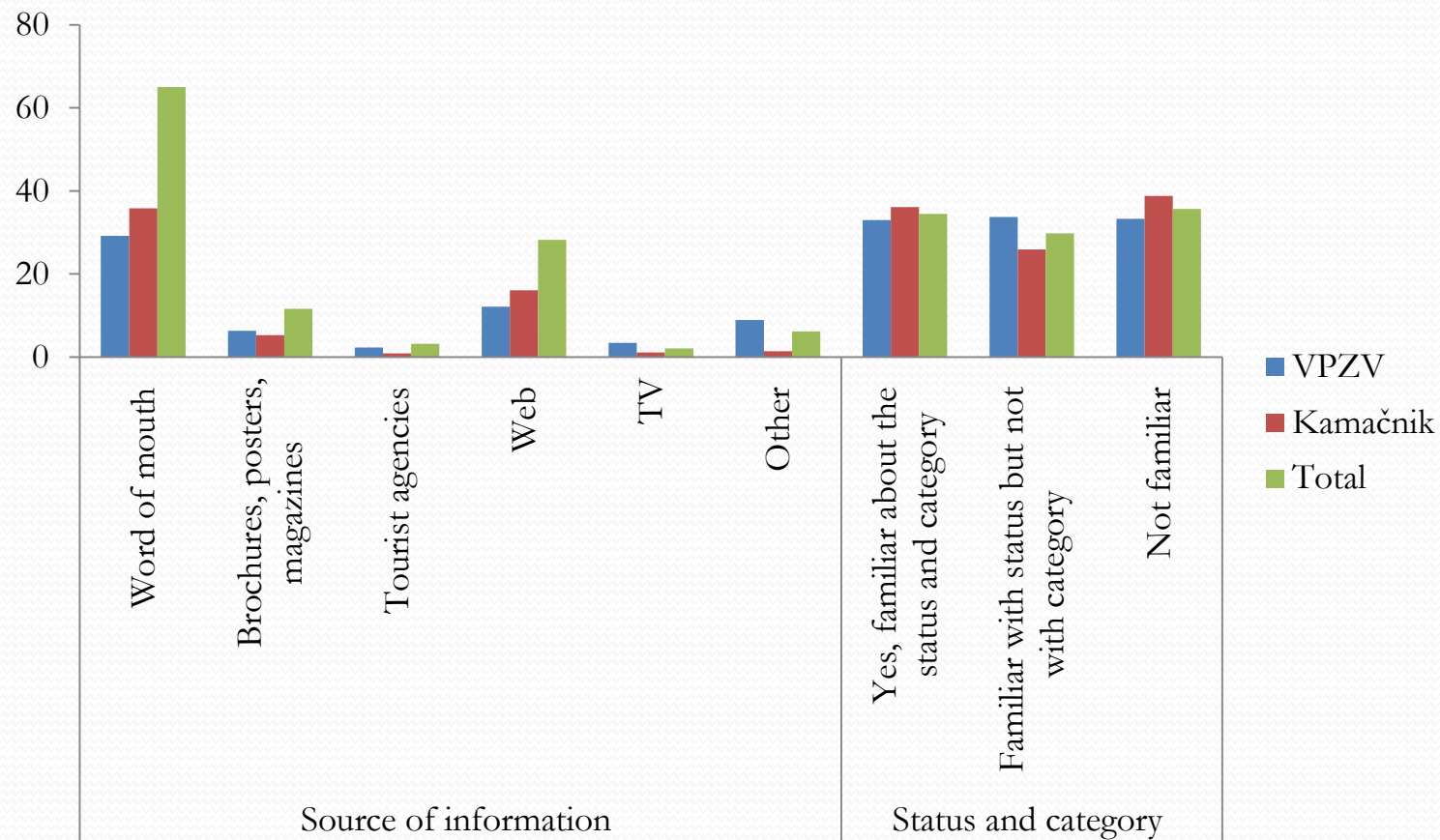


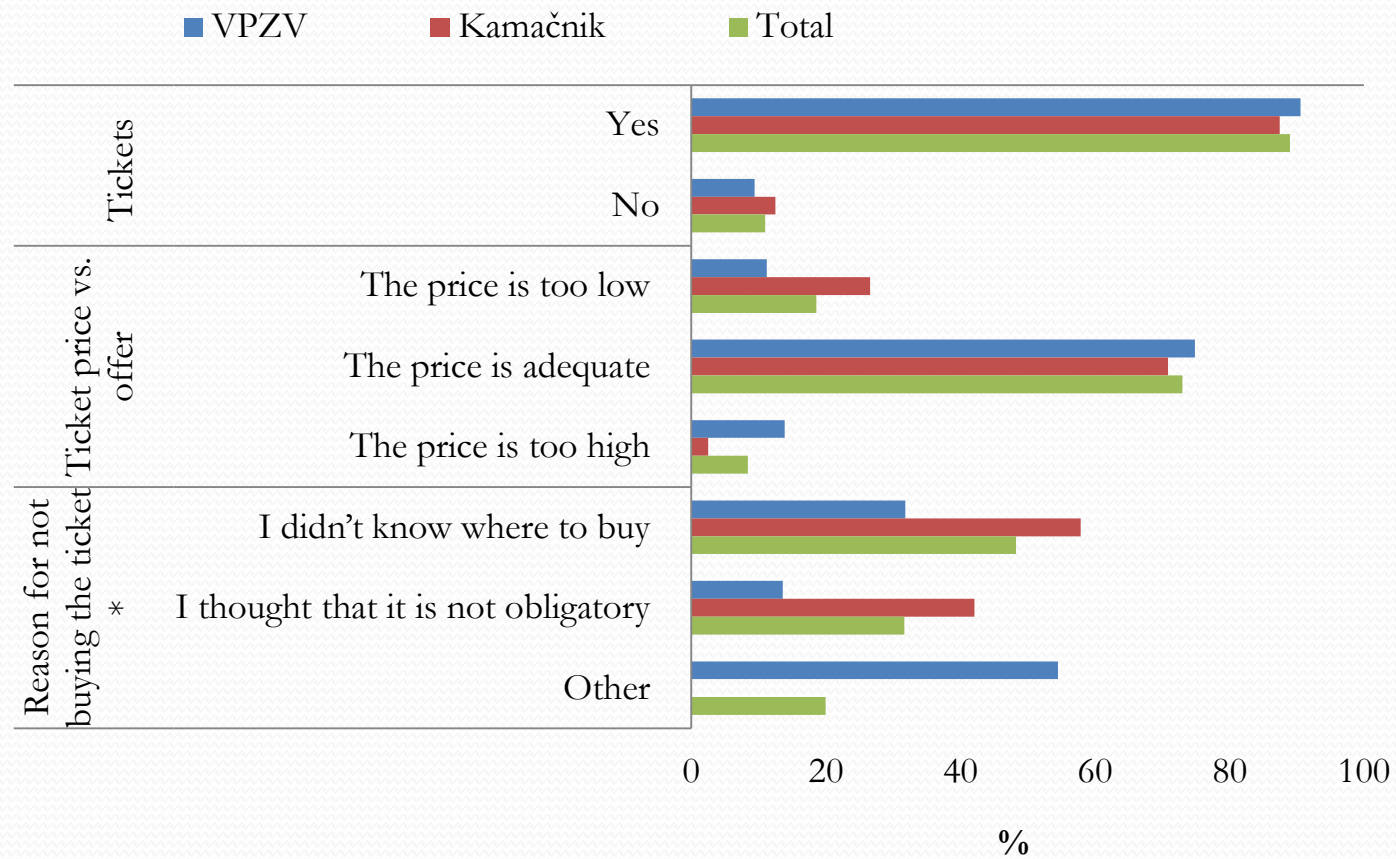


Trip characteristics

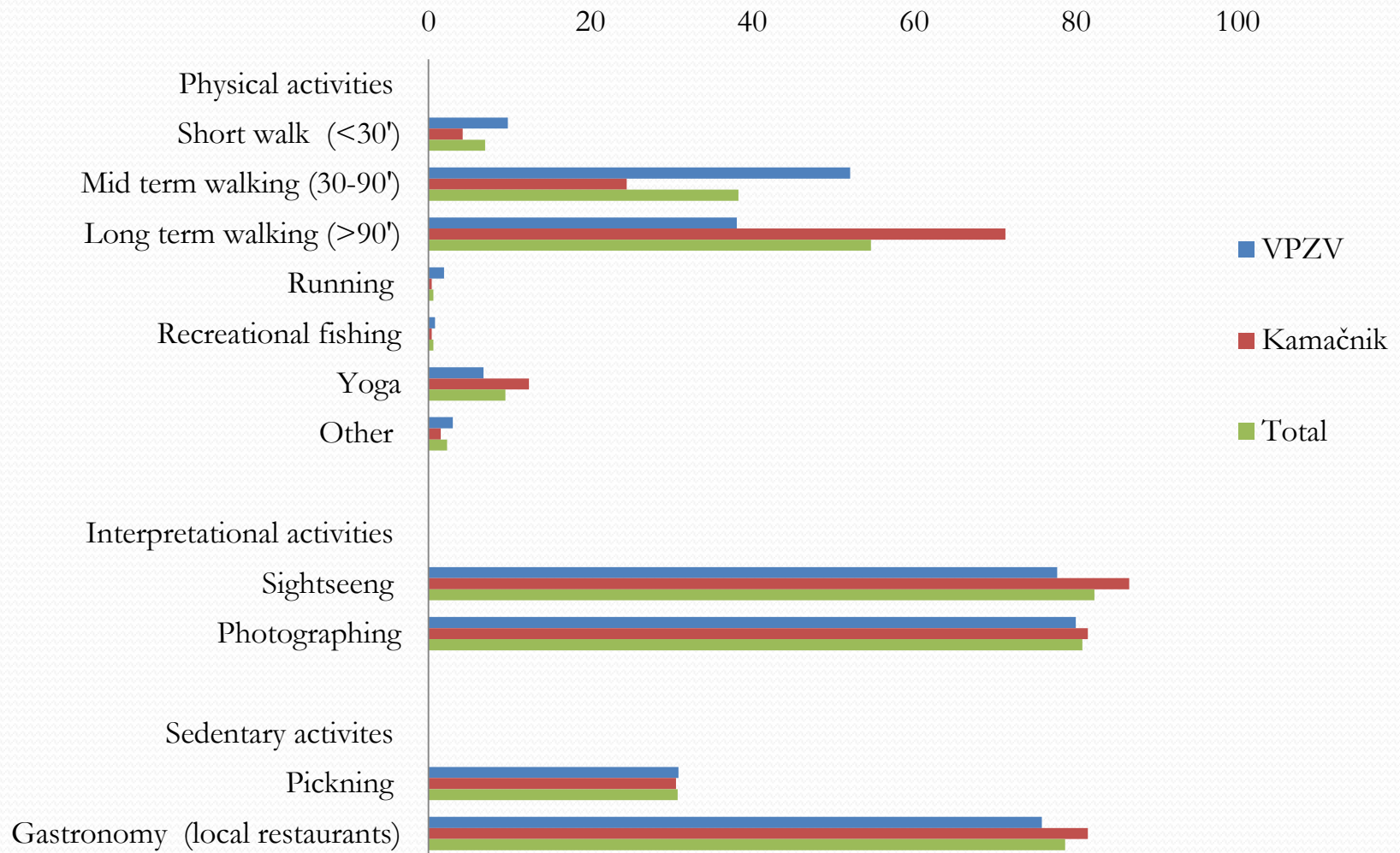




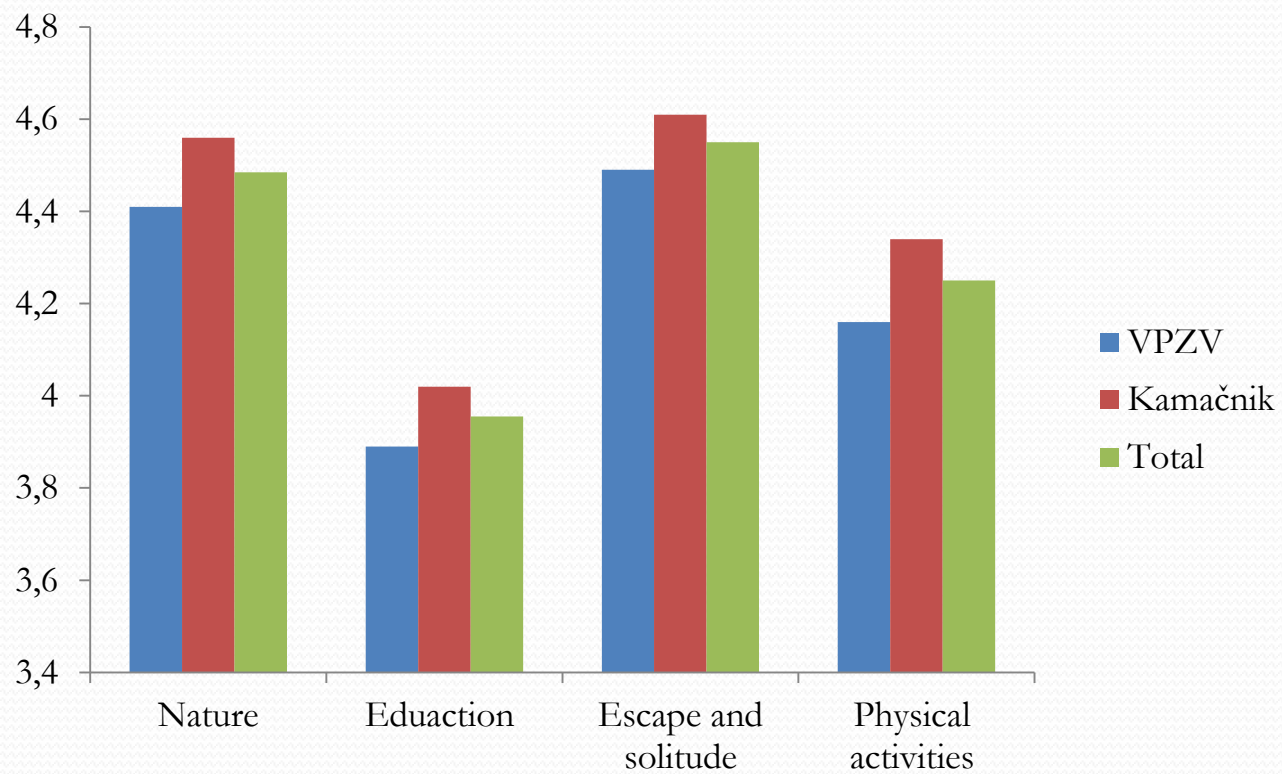




Activities



Motives



Gap analysis - Kamačnik

	Items	Performance	Importance	Gap
A	GENERAL SOs	4.17	3.98	0.19
1	Adaptation of the infrastructure to environment	4.30	4.10	0.20
2	Adequacy and number of toilet facilities	3.92	3.90	0.03
3	Presence and adequacy of litter bins at the entrance	4.22	4.14	0.08
4	The safety of recreational infrastructure	4.33	3.93	0.41
5	Condition of restaurants at the entrance	4.00	3.81	0.19
6	The number and accessibility of parking places	4.16	3.94	0.22
7	Area accessibility	4.27	4.04	0.23
B	RECREATIONAL SOs	4.11	3.91	0.20
8	The condition and number of resting points	4.08	3.64	0.45
9	The condition and safety of established walking trails	4.27	4.0	0.27
10	The length of established walking trails	4.24	3.82	0.42

	Items	Performance	Importance	Gap
C	INFORMATION ACCESSABILITY	4.02	3.78	0.24
11	Access to useful pre-visit information about the park	3.87	3.64	0.23
12	Entrance price	4.29	3.33	0.96
13	Visibility of directional road signs for assessing the site	4.08	4.07	0.01
14	Informative signs about visitors safety	3.85	3.84	0.01
15	Quality of directional signs on walking trails	3.90	4.03	-0.13
16	Quality and usefulness of education panels	4.13	3.79	0.34
D	ENVIRONMENT	4.36	4.20	0.15
17	Attractiveness of natural phenomena inside the area	4.37	4.13	0.25
18	Overall cleanliness	4.41	4.39	0.02
19	Presence of exceptional wildlife (flora and fauna)	4.29	4.10	0.20
E	VISITORS AND STUFF	4.30	4.06	0.23
20	Number of people inside the park (without crowd)	4.24	3.85	0.39
21	Responsible behaviour of visitors inside the park	4.32	4.42	-0.10
22	Presence of the people at the entrance (no crowd)	4.38	3.78	0.60
23	Staff hospitality (e.g., at the restaurant)	4.25	4.21	0.04
	AVERAGE	4.15	3.98	
	MIN	3.85	3.33	
	MAX	4.41	4.42	

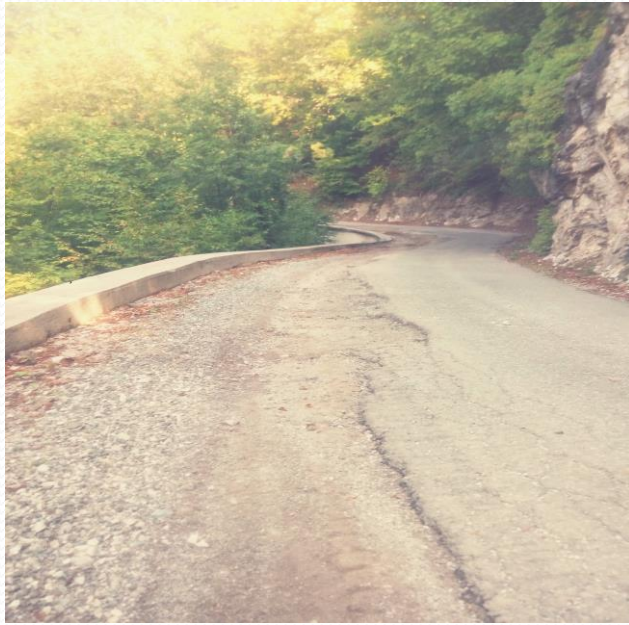
Gap analysis- Vražji prolaz/Zeleni vir

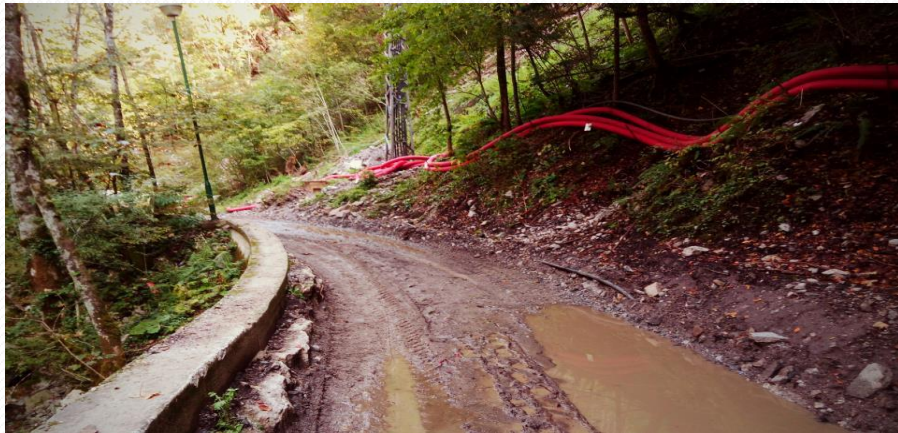
	Items	Performance	Importance	Gap
A	GENERAL SOs	3.59	4.16	-0.58
1	Adaptation of the infrastructure to environment	3.56	4.21	-0.65
2	Adequacy and number of toilet facilities	3.69	4.12	-0.43
3	Presence and adequacy of litter bins at the entrance	3.75	4.18	-0.44
4	The safety of recreational infrastructure	3.44	4.49	-1.04
5	Condition of restaurant at the entrance	3.89	3.91	-0.02
6	The number and accessibility of parking places	3.45	4.15	-0.70
7	Area accessibility	3.22	4.16	-0.94
B	RECREATIONAL SOs	3.68	4.05	-0.37
8	The condition and number of resting points	3.60	3.78	-0.18
9	The condition and safety of established walking trails	3.52	4.42	-0.90
10	The length of established walking trails	3.90	3.93	-0.03

	Items	Performance	Importance	Gap
C	INFORMATION ACCESSABILITY	3.63	3.96	-0.33
11	Access to useful pre-visit information about the park	3.60	3.84	-0.24
12	Entrance price	4.00	3.42	0.58
13	Visibility of directional road signs for assessing the site	3.47	4.29	-0.83
14	Informative signs about visitors safety	3.48	4.15	-0.67
15	Quality of directional signs on walking trails	3.52	4.17	-0.65
16	Quality and usefulness of education panels	3.70	3.88	-0.18
D	ENVIRONMENT	4.16	4.27	-0.11
17	Attractiveness of natural phenomena inside the area	4.33	4.30	0.03
18	Overall cleanliness	4.05	4.41	-0.36
19	Presence of exceptional wildlife (flora and fauna)	4.11	4.13	-0.02
E	VISITORS AND STUFF	4.24	4.10	0.14
20	Number of people inside the park (without crowd)	4.16	3.88	0.28
21	Responsible behaviour of visitors inside the park	4.21	4.39	-0.19
22	Presence of the people at the entrance (no crowd)	4.35	3.88	0.47
23	Staff hospitality (e.g., at the restaurant)	4.25	4.24	0.01
	AVERAGE	3.8	4.1	
	MIN	3.22	3.42	
	MAX	4.35	4.49	

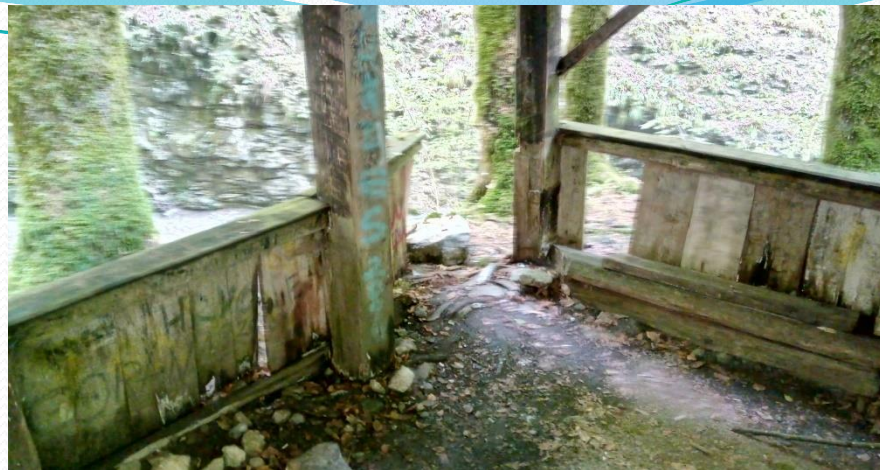
Conclusions

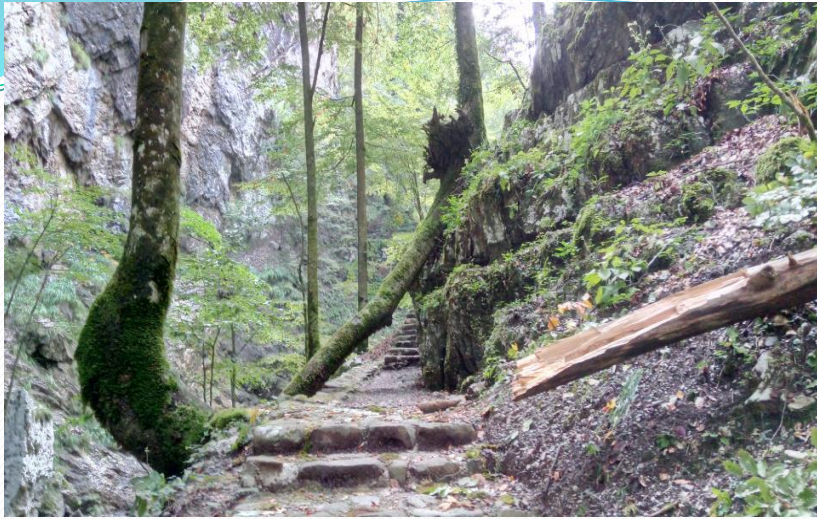
1. Similar profiles in terms of socio-demographic, trip characteristics, motives and activities
2. Education – the lowest scored motivational domain
 - Encourage educational programmes and strategies.
3. Recreational activities
 - Length and condition of trail determine the time of staying in the area.
 - More additional activities should be incorporated
4. **Vražji prolaz/Zeleni Vir**
 - **URGENT CALL FOR IMMEDIATE MANAGEMENT ACTIONS**
5. Continue with long term monitoring of visitors in different PA in Primorsko - goranska county















ZK Kamačnik

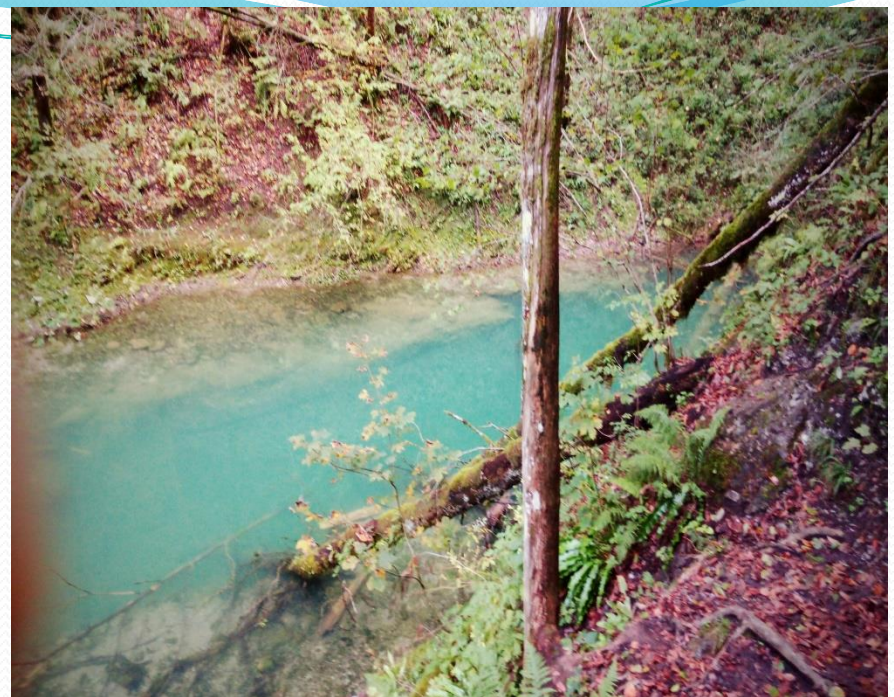
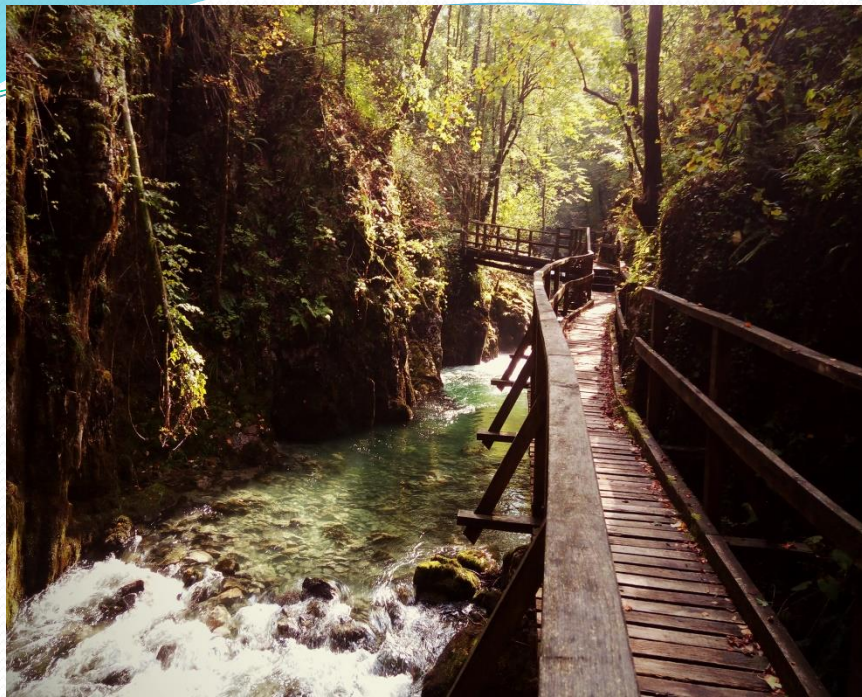














Thank you.

We cannot do great things in this world.

We can only do small things with great love.

~Mother Theresa