THE MOTIVATIONS AND SATISFACTIONS OF HUNTING WITH NON-TYPICAL OUTFITTERS

A Senior Project

presented to

the Faculty of the Recreation, Parks, and Tourism Administration Department

California Polytechnic State University, San Luis Obispo

In Partial Fulfillment

of the Requirements for the Degree

Bachelor of Science

by

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March, 2010

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ABSTRACT

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WITH NON-TYPICAL OUTFITTERS

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MARCH 2010

This study examined the definition of adventure tourism, theories of place attachment, and conducted a satisfaction and motivation survey for Non-Typical Outfitters (NTO). The purpose of this study was to determine the motivations, satisfactions, and place attachment factors when hunting with NTO. Zoomerang, an online survey company, was used to conduct the survey and further calculations were conducted through Microsoft Excel. Overall, NTO clients were all male, satisfied, had experienced other outfitters, and would return to hunt with NTO again. Major conclusions included that all place attachment factors (use-oriented and emotional) were considered neutral and top areas of satisfaction were: lodging accommodations, ease of planning the trip, knowledge of guides, and safety of hunt. Finally, a major recommendation for NTO was to continue to survey their clients in order to maintain and improve their business.

Keywords: Non-Typical Outfitters, satisfaction, adventure tourism, place attachment, motivation

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Chapter 1

INTRODUCTION AND REVIEW OF LITERATURE

Background of Study

There are a vast number of tourism sectors that helped to satisfy everyone's desires that create their ideal vacation. Some examples of these sectors include cruise tourism, eco-tourism, and agri-tourism. One of the latest sectors filling a niche market is adventure tourism, which is considered one of the fastest growing sectors in the tourism industry (Schott, 2007; Williams & Soutar, 2005). Although the industry is struggling to agree upon a definition, generally the participants are looking for the operators to offer activities that provided excitement, risk, and ultimately a new diverse experience unique to that particular location.

After participating in adventure tourism, some participants find new passions or hobbies and other participants find that they would rather soak up the sun on the beach or participate in less risky activities. No matter what the participant has chosen, adventure tourism benefits all participants. Benefits of adventure tourism include experiencing new cultures, finding new passions, partaking in physical activities, growing personally, and connecting with a new area (Sung, 2004).

Identifying a new area with an emotional or use-oriented attachment is an idea referred to as place attachment or sense of place. This phenomenon regarding bonds between participants and places was relatively new and researchers have noted that the influence of time on participants connections to places has been overlooked (Smaldone, Harris, & Sanyal, 2008). Furthermore, the theories of people bonding with places have

many components and are being researched through numerous fields such as philosophy, literature, psychology, and anthropology. Since this phenomenon was only 15-20 years old, there were several different definitions, however place attachment is commonly defined as “one's emotional or affective ties to a place, which is generally thought to be the result of a long-term connection with a place” (Smaldone et al., 2008, p. 451). Theorists also believed that understanding place attachment would aid in the development of more effective marketing plans.

This study examined Non-Typical Outfitters, located in Alpine, Wyoming, to understand what motivated their clients to participate in the adventure tourism activities offered and to show the satisfaction level of their clients. As a small business, Non-Typical Outfitters had never looked at their client’s satisfaction levels or motivations. Non-Typical Outfitters used this study to improve the services offered, client relations, and improve marketing materials.

Review of Literature

The following review of literature was conducted at the California Polytechnic State University through the Robert E. Kennedy Library. The three main databases used were Hospitality and Tourism Complete, Academic Search Elite, and ProQuest databases. The research information was organized with the most representative studies examined first and was divided into two topic sections: adventure tourism and place attachment.

Adventure tourism.

In recent studies, Schott (2007) and Williams and Soutar (2005) stated that the adventure tourism industry is one of the fastest growing sectors in the tourism industry. Although there had been considerable growth in the adventure

tourism sector, the large variety of people's backgrounds, experiences, and expectations made it difficult to pinpoint the definition. This review of literature examined the definition of the term "adventure tourism", analyzed the effect of a lack of definition on the adventure tourism sector, and attempted to create a universal definition.

Defining adventure tourism. There had been many attempts to define adventure tourism, however, no definition had been accepted throughout both industry and academia. The following section reviewed two different studies showing drastically different views of the industries' definition and best represented the struggle within the industry to define adventure tourism.

One of the first authors to attempt to define adventure tourism was Mortlock (1984), who was a firm believer in the tremendous potential benefits associated with the immersion in outdoor activities for people of all ages. Mortlock developed four (non-sequential) stages necessary for adventures. Stage one addressed the concept of play, where the participant encountered no physical or mental harm, required minimal skill, and responded to the experience positively or negatively. Stage two involved the participant using previous experience and personal skill because they may have been in a strange place or in a potentially harmful situation. Stage two was considered to be a slightly more intense adventure, yet the participants remained controlled and developed skills necessary to participate in more demanding experiences or adventure activities.

Stage three was considered the frontier adventure where the participant no longer felt fully in control of their situation and may experience physical/psychological harm. Ultimately, if the adventure was successful the participant would never forget their experience and may even feel a small amount of satisfaction. The last stage, stage four,

was referred to as the misadventure where the participant may not fully succeed. The damage ranged from minor mental and/or physical harm to serious injury and potential death. Subsequently, the participant should fully understand the consequences related to their adventure activity in order to avoid a misadventure (Mortlock, 1984).

Ultimately Mortlock (1984) believed: risk, responsibility, uncertainty, and commitment were four words that summed up the four stages and provided the perfect elements needed to make any activity an adventure activity. These four words were crucial for a well-rounded definition of what made an activity an adventure activity. These four words also signified what the participant embodied in all these characteristics and at what range they were willing to engage in adventurous activities. According to Mortlock (1984), adventure in return for pay, otherwise known as manufactured adventure, seemed inappropriate because the participant was relying on a guide or professional that knew the adventure activity and area. In response to Mortlock, a study was conducted by Varley (2006) which concluded that "only a lazy accommodation of the term "adventure" would accept that this phenomenon is an experience that can be packaged and reliably offered to a customer in exchange for money" (p. 1). Although Mortlock's (1984) definition may have some merit, it seems only relevant to serious practitioners.

Another definition of adventure tourism stemmed from Swarbrooke, Beard, Leckie, and Pomfret (2003). The definition was a fresh perspective because the authors attempted to make the central factor about individuals state of mind rather than the hard skills performed throughout the adventure itself. First, Swarbrooke et al. (2003) explained that an adventure tourism experience should be of a heightened nature, during which the participant would feel excitement or any range of emotion that was different from

everyday life. Secondly, the experience needed to include intellectual, physical, or emotional risk and challenges. The level of intellectual, physical, or emotional risk, and challenges varied among participants; however, the goal for any participant was to push personal limits and absorb those experiences. Lastly, the experience needed to be intrinsically rewarding. Again, the level of reward varied among participants, but the experience must have provided opportunities for enjoyment, learning, and self-development.

While the adventure tourism industry generally seemed to adopt this definition, its focus was mainly on physically adventurous activities as opposed to mental or physical skill needed to survive an adventurous activity. However, Swarbrooke et al. (2003) stated, "adventure tourism is a complicated and somewhat ambiguous topic" (p. 4). This quote further established the issues surrounding a comprehensive definition of how the adventure tourism industry was defined. Schott's 2007 study examined the facilitation of adventure tourism and the prospective distribution channels, and states that even with a number of "attempts to define the concept of adventure tourism, consensus remains to be lacking within the academic community. Indeed, as the boundaries of knowledge were receding, the number of proposed definitions and conceptualizations appear to be increasing" (p. 258). Although this definition contributed to a substantial job of involving the practitioner and academics, a universal definition had not been accepted.

Effects of a lack of definition in the adventure tourism sector. Due to the lack of definition, there was a lack of policy, guidelines, and regulation regarding the sustainability of the adventure tourism product and services. Ultimately those products and services when left unregulated could be abused (Varley, 2006). In fact, since

adventure tourism was on the rise, there was a great need to develop a definition that would facilitate a symbiotic relationship between operators, participants, academics, and the natural environment (Williams & Soutar, 2005). Since most adventure activities rely on the natural resources and environment, it is important for a common understanding, guidelines, and policy to be in place (Varley, 2006). These guidelines and policies would help address some of the environmental issues dealing with "over capacity, litter and rubbish being left, erosion of the landscape and trails…water pollution, and many more ills" (Williams & Soutar, p. 252). In order to deter this from happening, a working definition and implementation of those guidelines in a timely manner would help to preserve the adventure tourism industry.

Continued growth without a working definition resulted in environmental degradation and ruined natural resources. Once the natural resources were ruined, the destination became less attractive and tourists would then move on to another location (Williams & Soutar, 2005). For example, Hakka and Aborigine cultures began a large cultural tourism program because they realized with the increase in tourism and globalization there had been a dissipation of traditional culture (Hou, Lin, & Morais, 2005). According to Schott (2007), and Williams and Soutar (2005), good business policy and management practices were the critical element to sustainable success. Furthermore, "good management practice involves a balance between changing tourist behavior, redistributing its use and rationing its use for future benefit" (Williams & Soutar, p. 254). The preservation of natural resources, maintenance of important cultural heritage, and creation of policy that complemented these efforts was vital to the sustainability of adventure tourism.

Educational programs were another major aspect to the preservation of many unique tourist destinations (Williams & Soutar, 2005). Educational programs such as "Leave no Trace, Litter in, Litter out, Take Nothing but Photographs, Leave Nothing but Footprint, and No Guide, No Climb" had worked around the world as a first step in creating awareness for adventure tourists (Williams & Soutar, p. 254). Some of the Leave no Trace principles were to schedule trips at non-peak times, repackage food to minimize waste, camp 200 feet from lakes and rivers, anything packed in is packed out and disposed of properly, and observe wildlife from a distance (Williams & Soutar). These were just a few of the many principles and educational programs which strived to preserve tourist destinations (Williams & Soutar). Ultimately, incorporating a working definition, policy and management practices, and educating the tourist would help sustain the adventure tourism industry.

Universal definition. Since major consequences were evident in the adventure tourism sector when there was no working definition, the following was an assortment of the core qualities of adventure tourism from subsequent authors (Williams & Soutar, 2005; Varley, 2006; Swarbrooke et al., 2003):

1. Risk was present and was a part of the adventure. The risk could be from physical harm, emotional distress, and/or psychological damage.
2. The outcome of the adventure was not clear and participants were responsible for those outcomes.
3. Participants might have suffered or needed to use personal skills such as perseverance and self-control.

4. Participants were committed to the experience either personally or emotionally.
5. The experience caused an assortment of emotional responses such as anxiety, guilt, or pleasure.
6. Participants might have experienced a frontier adventure, or misadventure.
7. The experience was out of the participant's normal daily activities and added intrinsic value to the participants.

From these seven principles listed above, it was obvious that there was an enormous amount of variability that accompanied the adventure tourism sector and the definition. In order to sustain the industry, professionals, operators, academics, and participants alike needed to agree on guidelines to manage and secure the future of adventure tourism (Williams & Soutar, 2005).

Place attachment. There have been many studies about the phenomena of bonds between people and places. The most widespread terms in use include place attachment, sense of place, place identity, and place dependence (Hammitt, Backlund, & Bixler, 2004). While many of these terms have similar meanings, place attachment and sense of place were generally the broadest terms (Hammitt et al.). Unlike sense of place, place attachment was usually related to the affective bond people had with places, and included principles of both place identity and place dependence (Hammitt et al.). Place attachment, in addition to being a measure of the strength of an individual's attachment to place, also had been linked to the more emotional or symbolic meanings that people gave to places. However, little research had been comprised to find the root of how, when, and why place attachment took place.

Research on the meaning of place attachment or sense of place had been studied in fields of philosophy, literature, psychology, anthropology, geography, sociology, natural resources, and architecture (Smaldone et al., 2008). Each field found some level of how time influenced a person's connection to place and that time was relative. However, in the recreation field, it was found that participants became very habitual in site and product use (Hammitt, Kyle, & Oh, 2009). This review of literature examines the definition of place attachment and how time influenced ones connection to a certain place.

Place attachment in the recreation and resource management industry had only been around for the past 15-20 years, and during the same time, place attachment had been a hot topic for 15 years because of the potential to better understand how to market a destination (Hammitt et al., 2009). In a recent study, Smaldone et al. (2008) defined place attachment as "one's emotional or affective ties to a place, which is generally thought to be the result of a long-term connection with a place" (p. 451). This definition was different than other definitions that conceived place attachment as a place being special because it was beautiful or ugly (Smaldone et al. 2008). However, the response to the aesthetics of an area was considered shallow due to the constant surface emotional responses to the aesthetics of that place (Schroeder, 1991). This distinction in definition was one that Schroeder (1991) labeled meaning versus preference. Schroeder (1991) defined the meaning of place attachment as "the thoughts, feelings, memories and interpretations evoked by a landscape, while preference is the degree of liking for one landscape compared to another" (p. 232). According to Schroeder (1991), in order for a deep lasting emotional attachment to form, and to have had meaning within these terms, a lasting relationship with a place was a critical factor.

Interestingly, even with the potential knowledge gained from fully understanding place attachment, few studies of recreation places had taken into consideration the role of time in relation to place attachment and meaning. Moore and Graefe (1994) examined place attachment, place identity, and participants dependence on recreational trails. They found that participants who obtained higher levels of scores on attachment to particular places had a longer length of association, more frequent use, and were closer in proximity to the trails (Moore & Graefe, 1994). They also noted a difference in how these attachments might form, stating that place dependence may develop more quickly, where the emotional aspect of place attachment required longer periods of time (Moore & Graefe, 1994).

Other quantitative studies found similar relationships between place attachment and various measures in length of association (Hammitt et al., 2004). Through these quantitative studies two broad types of users were defined as being attachment-oriented or use-oriented. Regarding length of association, Hammitt et al. (2004) noted that all of the attachment-oriented participants were repeat visitors, while only one of the use-oriented participants was a repeat visitor. These findings supported the idea and gave merit to the relationship between time and place attachment; however, it was not the only factor that formed people's connections with places (Hammitt et al., 2004). Despite studies that suggested weak associations between measures of place attachment and measures of past experience, studies that dealt directly with time and length of association in one particular area were difficult to compare because there were differences in starting definitions, instruments, measurements, and populations sampled (Stokowski, 2002). Yet even with doubt present, the idea of place attachment had quite a bit of merit. Since the terms

associated with place attachment were only 15 years old, the concepts continued to evolve and transform to better understand how, why, and when a place becomes more then a memory.

Summary. This review of literature covered two topic areas: examination of adventure tourism and examination of place attachment. Finding a universal definition for adventure tourism was difficult because the meaning of adventure was different for every participant. Depending on the viewpoint, participant, operator or educator, the definition had a multitude of variables. However, even with those differences, it was extremely important that a common definition was created. The common definition would help sustain the adventure tourism and resources attached to those activities through integrated guidelines and rules. Also with substantial standards in place, operators would be able to focus on how to attract specific target markets and better understand the participant's needs and wants.

Place attachment was a way that operators and participants alike were identifying what kind of adventure or experience they wanted or did not want to have. Also, place attachment helped facilitate how, when, and why a place had more of an impact on participant's lives, rather than just a memory. With the potential knowledge gained from the understanding of place attachment, operators were able to better market their services and participants were more aware of their desired outcomes.

Purpose of the Study

The purpose of this study was to determine the motivations, satisfaction, and place attachment factors when hunting with Non-Typical Outfitters.

Research Questions

This study attempted to answer the following research questions:

1. What are the place attachment factors for participants hunting with Non-Typical Outfitters?
2. What are the top three areas of satisfaction, dissatisfaction, and motivations with Non-Typical Outfitters?
3. Have clients of Non-Typical Outfitters participated in other hunting camps?
4. What are the demographics of individuals who hunt with Non-Typical Outfitters?
5. Is there a relationship to the number of times clients have hunted with Non-Typical Outfitters and their willingness to return?

Delimitations

This study was delimited to the following parameters:

1. Past clients, residing throughout the world, of Non-Typical Outfitters in Alpine, WY, were the subjects in this study.
2. Information for this study was concerning client's satisfaction and motivations for hunting with Non-Typical Outfitters.
3. During the winter 2010 data were collected.
4. Information for this study was gathered through a web-based questionnaire.

Limitations

This study was limited by the following factors:

1. The instrument used in this study was not tested for validity or reliability.
2. The questionnaire was only given to past clients of Non-Typical Outfitters.
3. The study was asking participants to rely on long-term memory.
4. The instrument used in this study relied on computer literacy and internet access.
5. The instrument used in this study did not ensure accurate measurements.

Assumptions

This study was based on the following assumptions:

1. It was assumed that participants would respond honestly and to the best of their knowledge.
2. It was assumed that respondents had experienced the services provided by Non-Typical Outfitters.
3. It was assumed that the technology would function correctly.

Definition of Terms

The following terms are defined as used in this study:

Alpine, Wyoming. located 36 miles south-west of Jackson Hole, Wyoming

Motivation. an intrinsic or extrinsic drive, force or stimulus that influences behavior

Non-Typical Outfitters. a hunting, fishing and outdoor adventure company located in Alpine, Wyoming

Place attachment. an individual's emotional connection with a place that is usually the result of long-term time spent in that particular area (Smaldone, Harris, & Sanyal, 2008)

Satisfaction. the fulfillment of needs and wants that are expected or deserved

Chapter 2

METHODS AND PROCEDURES

The purpose of this study was to determine the satisfaction and motivations for hunting with Non-Typical Outfitters in Alpine, Wyoming. This study determined which motivations influenced hunters as well as the satisfaction level of previous hunting clients. This chapter includes the description of subjects, description of instruments, description of procedures, and the method of data analysis.

Description of Subjects

The subjects in this study were previous customers of Non-Typical Outfitters in Alpine, Wyoming. The subjects were clients 18 years of age or older who hunted with Non-Typical Outfitters, however, no other demographic variables were asked. The population size was approximately 80 clients, thus a representative sample size included 66 clients. The subjects were selected to complete a questionnaire through a convenience sample from January 10, 2010 – January 25, 2010 and were asked to answer the questions truthfully and to the best of their ability.

Description of Instrument

The instrument used in this study was a nine question web-based questionnaire (see Appendix A) created by the researcher. The questionnaire was formatted by placing the three more time-intensive questions at the beginning and the six easily answered demographic questions at the end. The first question asked past clients to indicate on a four-point Likert scale, one being not important and four being very important, what

motivated them to hunt with Non-Typical Outfitters. This question was designed to better understand what the top three motivating factors were that influenced clients to hunt with Non-Typical Outfitters. The question asked the clients to assess the importance of the following factors: professionalism of Non-Typical Outfitters, quality of service and lodging accommodations, reputation of Non-Typical Outfitters, skill, knowledge and attentiveness of the guide, safety of hunt, quality of taxidermist and meat care, ease of planning the trip, and availability of hunts. The second question was similar in design, however, it asked clients to indicate on a five-point Likert scale one being strongly disagree and five being strongly agree, to gauge their level of place attachment. The six aspects assessed were: Non-Typical Outfitters provides the best place for what I like to do, The area Non-Typical Outfitters provides has a special meaning to me, I wouldn't substitute any other area for hunting besides what Non-Typical Outfitters provides, I get more satisfaction hunting out of the areas Non-Typical Outfitters provide rather than from other hunting destinations. This question was designed to understand if participants were attached to the place Non-Typical Outfitters provides.

The third question was similar in design to question two, however, it asked clients to gauge their personal satisfaction level with seven different services offered throughout their hunt with Non-Typical Outfitters on a five-point Likert scale, one being very dissatisfied and five being very satisfied. The seven aspects assessed were: lodging accommodations, quality of food, skill, knowledge and attentiveness of the guide, safety of hunt, quality of taxidermist and meat care, ease of planning the trip, and availability of hunts. This question was designed to better understand what the top three areas of satisfaction and dissatisfaction were when hunting with Non-Typical Outfitters. Both

questions one and two included “not applicable” options if participants did not experience certain services.

Question four was a simple yes or no question asking if clients had participated with other hunting camps. Demographic aspects of the clients including gender, age, and hometown were addressed in questions five, six, and seven. Questions five and six were predetermined categories and seven was open-ended where participants would list their hometown including their city, state, and country. Question eight asked how many times clients had hunted with Non-Typical Outfitters and was set with predetermined categories. The final question, nine, was a simple yes or no question with room for additional comments asking participants if they would hunt with Non-Typical Outfitters again.

The questionnaire was not tested for validity or reliability and was pilot tested January 7, 2010 using eight clients of Non-Typical Outfitters. From the pilot test, minor changes were made to the questionnaire. Clear and concise directions for the questionnaire were placed at the beginning and stated that the questionnaire was voluntary and completely confidential. Once the survey was completed, all participants were thanked for taking the time to give their honest feedback and were offered a link to connect to Non-Typical Outfitter’s website.

The questionnaire was evaluated and approved by the Human Subjects Committee at Cal Poly, San Luis Obispo. Along with approving the questionnaire, the committee also approved the Informed Consent Letter that was the first page on every questionnaire (see Appendix B). This letter informed participants about the purpose of the questionnaire, the researcher, and estimated time to complete the questionnaire. The consent form also stated that participation was voluntary, confidential, and informed the participant about any risks

associated with the questionnaire. Also provided on the consent form, was the researcher's contact information, so participants could receive the results of the questionnaire if desired. Finally, contact information for the researcher, Steve Davis, and Susan Opava were provided if participants had any questions regarding the questionnaire.

Description of Procedures

The owner of Non-Typical Outfitters was contacted by phone and a meeting was held to gain permission to conduct the study. The owner granted permission and provided feedback on the research questions used. The researcher developed the study and gave the owner a copy of the questionnaire before it was distributed to the participants.

The researcher conducted the study from January 22, 2010 – February 4, 2010 through a web-based questionnaire. On January 22, 2009, the researcher sent out an e-mail asking past clients of Non-Typical Outfitters to complete the web-based questionnaire through Zoomerang, an online survey company. The January 22nd e-mail explained the purpose of the study and was signed by the researcher and owner of Non-Typical Outfitters. Also all participants were asked to read and agree with the Informed Consent Letter, which was attached to the e-mail and was reviewed by the Human Subject Committee at Cal Poly prior to the commencement of the study. On January 28, 2010, the researcher sent out a reminder e-mail identical to the January 22nd e-mail; however, a sentence was added reminding all subjects to complete the web-based questionnaire by February 4, 2010.

At midnight on February 4, 2010, Zoomerang closed access to the questionnaire and data was collected and recorded through Zoomerang. The data was further analyzed

by the researcher in Microsoft Excel. On February 5, 2010 all participating clients were sent a thank you e-mail signed by both the researcher and owner.

Method of Data Analysis

The data were tabulated and analyzed using Zoomerang and Microsoft Excel. Question one was tabulated by mean score on a scale of 1 to 4 where any score over 3 signified a motivating factor and any score under 1.5 was not considered a motivating factor. Scores between 1.5 and 3 were considered neutral. Question two, which addressed place attachment, was tabulated for overall mean score and the mean scores of two categories, emotional attachment and use oriented attachment. This question used a 1 to 5 point scale were any score over 4 signified place attachment and any score under 1.5 was not considered place attachment. Again, scores between 1.5 and 3 were considered neutral. Question three also used a 1 to 5 scale and determined the clients satisfaction levels. Question three was tabulated by mean score where any score over 3.5 was deemed satisfactory and any score under 2 was deemed dissatisfactory. Question four, which found if participants had hunted with other camps was tabulated by frequency and percentage as was questions five and six, which addressed the demographics of Non-Typical Outfitter clients. Question seven was organized by regions, which were determined as data was collected. Next, the data was tabulated by frequency and percentage to find where clients of Non-Typical Outfitters reside. Lastly, questions eight and nine were tabulated by frequency and percentage to determine if the majority of participants were multiple users and were willing to hunt with Non-Typical Outfitters again.

The first research asked if there is a general, emotional, or user oriented attachment to the area Non-Typical Outfitters provided and was answered by tabulating the overall mean score and the mean scores of emotional attachment and use oriented attachment. A score over 3 was considered place attachment and any score under 1.5 was not considered place attachment. The second research question which asked about the top three satisfactions, dissatisfactions, and motivations for participants hunting with Non-Typical Outfitters, was tabulated two ways. First, the top three satisfactions and dissatisfactions were tabulated by the overall mean where any score over 3.5 was deemed satisfactory and any score below 2.0 was deemed dissatisfactory. Secondly, the top three motivations were also tabulated by the overall mean score, however, any score over 3 was considered a motivating factor and any score under 1.5 was not considered a motivating factor. The third research question asked if clients of Non-Typical Outfitters had participated in other hunting camps. This question was answered by tabulating the frequency and percentage of instrument question number four. Demographics of the clients that hunted with Non-Typical Outfitters was the fourth research question, which was answered by tabulating the frequency and percentage of instrument questions five, six, and seven. The final research question asked if there was a relationship with the number of times clients have hunted with Non-Typical Outfitters and their willingness to return. This question was answered by tabulating the frequency and percentage of instrument question number eight and nine. The frequencies and percentages of questions eight and nine were then cross tabulated to identify any relationship.

Chapter 3

METHODS AND PROCEDURES

The purpose of this study was to determine the motivations, satisfactions, and place attachment factors when hunting with Non-Typical Outfitters (NTO) in Alpine, Wyoming. This study was conducted through the online survey company Zoomerang from January 22, 2010 – February 4, 2010 where the researcher asked past clients of Non-Typical Outfitters to identify their motivation, satisfaction, and place attachment factors when hunting with Non-Typical Outfitters.

Subject Demographics

Of the 200 clients contacted to participate in the study, 76 individuals completed the questionnaire and 100.00% of them were male.

As shown in Table 1, the largest percentage of participants, 35.52% (n= 27), were in the age group 41-50. The second largest age group, 51-60, made up 26.32% (n=20). The lowest age group response was from the 18-30 year olds with only 3.95% (n=3).

Table 1
Subjects by Age According to Frequency and Percentage

Age	*f*	%
18-30	3	3.95
31-40	14	18.42
41-50	27	35.52
51-60	20	26.32
61+	12	15.79
Total	76	100.00

The following table, Table 2, outlines where NTO clients reside throughout the United States. The regions were developed by the researcher. Region 1 included Washington, Oregon, Idaho, Montana, Wyoming, North and South Dakota, Nebraska, and Alaska. Region 2 consisted of California, Nevada, Utah, Colorado, Arizona, New Mexico, Texas, Oklahoma, Kansas, and Hawaii. Region 3 included Minnesota, Wisconsin, Iowa, Missouri, Illinois, Indiana, Michigan, Ohio, New Jersey, Pennsylvania, New York, Vermont, New Hampshire, Massachusetts, Rode Island, Maine, and Connecticut. Finally region 4 consisted of Kentucky, W. Virginia, Virginia, Delaware, Maryland, North and South Carolina, Georgia, Florida, Alabama, Tennessee, Mississippi, Louisiana, and Arkansas. As presented in Table 2, 39.48% (n=30), of NTO clients resided in region 2 and 32.89% (n=25) of participants resided in region 3. The other 21 participants (27.63%) were split between region 4 and region 1.

Table 2
Subjects by Region According to Frequency and Percentage

Region	*f*	%
1	15	19.74
2	30	39.48
3	25	32.89
4	6	7.89
Total	76	100.00

Subjects Experiences with NTO and Other Outfitters

NTO clients that have hunted with other outfitters is shown in Table 3. With only 9.21% (n=7) of participants not having hunted with other outfitters, an overwhelming majority of 91.79% (n=69) have experienced other outfitters.

Table 3
Subjects who Hunted with Other Outfitters According to Frequency and Percentage

Hunted with Other Outfitters	*f*	%
Yes	69	91.79
No	7	9.21
Total	76	100.00

Table 4 shows how many times participants have hunted with NTO. As illustrated, 90.79% (n= 69) of participants have hunted with NTO 1-2 times. The remaining 10.00% was split between 3-5 times at 6.58% (n= 5) and 6-9 times at 2.63% (n= 2) respectively.

Table 4
Subject by Number of Times Clients Hunted with NTO According to Frequency and Percentage

Number of times clients hunted with NTO	*f*	%
1-2	69	90.79
3-5	5	6.58
6-9	2	2.63
10+	0	0.00
Total	76	100.00

The following table, Table 5, represents NTO client's willingness to return with 86.84% (n=66) of participants saying yes, and only 13.16% (n=10) saying no.

Table 5
Subjects by Willingness to Return to NTO According to Frequency and Percentage

Return to NTO	*f*	%
Yes	66	86.84
No	10	13.16
Total	76	100.00

Table 6 displays the relationship between the number of times participants have hunted with NTO and their willingness to return. As presented, all 7 of the participants that have hunted with NTO more then 1-2 times would return to hunt with NTO again. Also, 89.39% (n=59) of participants that hunted with NTO 1-2 times would return to hunt

with NTO again. Only 10 (100.00%) participants who hunted with NTO 1-2 times would not return to hunt with NTO again.

Table 6
Subjects by Number of Times they Hunted with NTO and Willingness to Return According to Frequency and Percentage

	Willingness to Return			
	Yes		No	
Number Of Times Hunted	*f*	%	*f*	%
1-2	59	89.39	10	100.00
3-5	5	7.56	0	0.00
6-9	2	3.03	0	0.00
10+	0	0.00	0	0.00
Total	66	99.98	10	100.00

NTO Client Motivations

As found in Table 7, on a scale of 1 to 5, the top three areas of motivations were: skill, knowledge, and attentiveness of guides (mean= 3.78), reputation of NTO (mean= 3.55), and professionalism of NTO (mean= 3.46). The lowest motivating factor with the mean score of 2.63 was the quality of taxidermist and meat care. There was an overall mean score on motivations of 3.28.

Table 7
Clients Motivation According to Mean Score

Motivational Factors	Mean Score
Professionalism of NTO	3.46
Reputation of NTO	3.55
Quality of Service and Accommodations	3.40
Skill, knowledge, and attentiveness of guides	3.78
Safety of hunt	3.17
Quality of taxidermist & meat care	2.63
Ease of planning the trip	3.00
Availability of hunts	3.28
Overall Mean	3.28

NTO Client Place Attachment Factors

As found in Table 8 and on a scale of 1 to 4, the overall mean of 3.30 for both use oriented and emotional place attachment factors were considered neutral. Although all scores were considered neutral, the highest mean score, 3.88, and lowest mean score, 2.84, was a use oriented place attachment factor.

Table 8
Clients Motivation According to Mean Score

Place Attachment Factors	Mean Score
NTO provides the best place for what I like to do. (use oriented)	3.88
I wouldn't substitute any other area for hunting besides what NTO provides. (use oriented)	2.84
Use Oriented Attachment Mean	3.36
The area NTO provides for hunting has a special meaning to me. (emotionally oriented)	3.32
I get more satisfaction hunting out of the areas NTO provides rather than from other hunting areas. (emotionally oriented)	3.16
Emotional Attachment Mean	3.24
Overall Mean	3.30

NTO Client Satisfactions

As found in Table 9, the top three areas of satisfaction, found on a scale of 1 to 5, were: lodging accommodations (mean= 4.18), ease of planning the trip (mean= 4.11), and a tie for third between, knowledge of guides (mean= 4.09), and safety of hunt (mean= 4.09). Although all aspects were deemed satisfactory, the lowest satisfaction level was quality of taxidermist and meat care with a mean of 3.73. The overall mean score was 4.02.

Table 9
Clients Satisfactions According to Mean Score

Satisfaction Factors	Mean Score
Lodging accommodations	4.18
Quality of food	3.85
Knowledge of guides	4.09
Safety of hunt	4.09
Quality of taxidermist & meat care	3.73
Ease of planning the trip	4.11
Availability of hunts	4.08
Overall Mean	4.02

Summary

The results presented in this chapter indicate an overall satisfied male cliental of which have experienced other outfitters and would still return to hunt with Non-Typical Outfitters. There was an overall neutral response to use oriented and emotional place attachment factors. The main motivating factor and second highest satisfaction rating was the skill, knowledge, and attentiveness of guides. The majority of participants who responded to the questionnaire were from region 2 and were between the ages of 41-50 years old. A detailed summary and discussion of the findings will follow in Chapter 4.

Chapter 4

DISCUSSION AND CONCLUSIONS

Summary

This study has examined the definition of adventure tourism, theories of place attachment, and conducted a satisfaction and motivation survey for Non-Typical Outfitters (NTO). Throughout this section the researcher will summarize the previous chapters and give a generic overview of the major findings.

A new major sector of the tourism industry is adventure tourism which is struggling to agree on a sound definition, yet its popularity and benefits are greatly impacting many participants. Another theory in the tourism industry is use-oriented or emotional place attachment. Both of these subjects were examined in the review of literature. In fact, after examining many different definitions of adventure tourism sector, the author attempted to sculpt together a more universal definition. Furthermore, the researcher examined how, when, and why a place had more of an impact on participant's lives, rather than just a memory and how the potential knowledge gained from the understanding of place attachment may improve marketing strategies.

Ultimately, the purpose of this study was to determine the motivations, satisfactions, and place attachment factors when hunting with Non-Typical Outfitters in Alpine, Wyoming. This study was conducted through the online survey company Zoomerang, and was not tested for validity or reliability. Only past NTO clients were contacted and the questionnaire relied on long-term memory as well as internet access.

The data was tabulated and analyzed by either frequency and percentage or mean score using Zoomerang and Microsoft Excel.

The raw data revealed that all 76 individuals who completed the survey were male. The majority of participants who have hunted with NTO were between the ages of 41-50 and live in region 2. The data yields no relationship between the number of times clients have hunted with NTO and their willingness to return, with less than a quarter of participants declining to return after hunting with NTO 1-2 times. Of those responding, the majority of NTO clients had hunted with other outfitters before. The top three areas of motivations were: skill, knowledge, and attentiveness of guides, reputation of NTO, and professionalism of NTO. Interestingly, the overall mean was considered neutral for both use oriented and emotional place attachment factors. There were no areas of dissatisfaction and the top three areas of satisfaction were: lodging accommodations, ease of planning the trip, and equal scores between, knowledge of guides, and safety of hunt. Overall, NTO clients were all male, satisfied, had experienced other outfitters, and would return to hunt with NTO again.

Discussion

The following section will examine the findings, draw conclusions, and make recommendations for NTO. This section will also reveal major themes that appeared in the study and relate these particular statistics to both adventure tourism and place attachment studies found in the review of literature. Finally, the researcher will identify any limitations or flaws that influenced the results and conclude with the study's overall contribution to the tourism field.

Since NTO had never conducted a survey to examine their client's satisfaction levels, motivations or place attachment factors, there was no previous data for the researcher to compare the study. When examining place attachment, the researcher found a neutral response to use-oriented or emotional factors, however, in this study the majority of clients had hunted with NTO only 1-2 times and one contributing factor of place attachment is the length of exposure to an area. In fact, Moore and Graefe (1994) found that participants who obtained higher levels of scores on attachment to particular places had a longer length of association, more frequent use, and were closer in proximity to the trails. Also Moore and Graefe (1994) noted a difference in how these attachments might form, stating that place dependence (use-oriented) may develop more quickly, where the emotional aspect of place attachment required longer periods of time. This idea proved relevant in this current study, with the overall mean for use-oriented place attachment factors being higher than the overall mean for emotional place attachment factors.

Other data within this study is more closely related to the more universal definition of adventure tourism. The seven core qualities that help to define a more universal definition of adventure tourism was collaborated from an assortment of studies from Williams and Soutar (2005), Varley (2006), and Swarbrooke et al. (2003). A majority of the core qualities of adventure tourism related directly to the motivations of NTO clients. For example, the top motivating factor of NTO clients was the skill, knowledge, and attentiveness of guides which relates directly to two core qualities. The first quality states that the experience is out of the participant's normal daily activities and adds intrinsic value to the participant. The second core quality states that participants might experience a frontier adventure, or misadventure, thus the guide's skill, knowledge, and attentiveness is

very important as is the second leading motivating factor, the reputation of NTO. Another core quality in the universal definition of adventure tourism determines that risk was present, was a part of the adventure, and could be from physical harm, emotional distress, and/or psychological damage. However, while the participant's perception of the "safety of the hunt" was not a highly motivating factor, it was one of the top areas of satisfaction. An explanation of these results might reveal the participant not anticipating high risk but once hunting with the tour operator acknowledging the risk associated with the activity and satisfied with the competency of the tour operator.

The limitations of the study did play a major role in the outcomes. Because the questionnaire was administered a few months or even years after the clients experience with NTO, it required long-term memory on very specific facts. In fact, one flaw of this study was that the participants were not able to identify what year they actually hunted with NTO. Because the outfitting business is extremely seasonal the camp cooks, horses, guides, and game are constantly changing and understanding what year the client hunted with NTO could drastically alter the interpretation of the survey results. Additionally, the survey was administered online and required participants to be computer literate, have adequate internet access, and NTO needed the most current and up to date e-mail addresses. Although for most clients this was not a problem, there were some individuals that could not be contacted.

Assuming that all the participants answered the questionnaire honestly and the online questionnaire reported accurate results; it can be concluded that NTO has a very satisfied cliental. From this study, NTO can understand their client's motivations to hunt with NTO and can better market to future participants by understanding the demographics

of their target market. Since this information is so crucial to a successful and more profitable company, continued studies of cliental satisfactions and motivations is highly recommended by the researcher.

Other recommendations found through this study that would help NTO continue to satisfy their consumers would be to provide all clients with a list of recommended taxidermists in their area. The quality of taxidermist and meat care was not a motivating factor and not surprisingly was the least satisfied factor, but developing a recommended list of quality taxidermists would be another added bonus for their customers, especially if they are not familiar with taxidermy or meat care. One last recommendation for NTO would be to improve their quality of food. Although the quality of food was deemed satisfactory, it obtained the second lowest mean score. Overall, this study examined the definition of adventure tourism, theories of place attachment, and concluded with a satisfaction and motivation study for an adventure tourism operator. The knowledge and general themes that emerged from this study can contribute to continued research and development throughout the tourism field.

Conclusions

Based on the finding of this study, the following conclusions are drawn:

1. All place attachment factors (use-oriented and emotional) are considered neutral.
2. No areas were considered dissatisfactory, however the top three areas of satisfaction with NTO were: lodging accommodations, ease of planning the trip, and a tie for third with knowledge of guides, and safety of hunt; and the

top three areas of motivation for hunting with NTO were: skill, knowledge, and attentiveness of guides, reputation of NTO, and professionalism of NTO.

3. The majority of NTO clients have participated in other hunting camps.
4. The majority of NTO clients were male, reside in region 2, and were between the ages of 41-50.
5. There is no relationship between the number of times clients have hunted with NTO and their willingness to return.

Recommendations

Based on the conclusions of this study, the following recommendations are made:

1. Continue to offer excellent lodging accommodations and make it easy for participants to book hunts.
2. Maintain and strive to continually improve the skill, knowledge, and attentiveness of the guides as well as the safety of the hunt.
3. Improve quality of meals provided by NTO.
4. Continue to provide a high level of safety during all hunts.
5. Create a recommended taxidermist list for clients.
6. Strive to remain as professional as possible at all times and use satisfied clients to validate their reputation.
7. On the basis of this research, NTO should target males between the ages of 41-50 who live in region 2.
8. Continue to survey clients after the completion of their hunt and be sure to have clients identify what year they hunted with NTO.

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APPENDIXES

Appendix A

Non-Typical Outfitters Questionnaire

Motivation and Satisfaction Survey – Heidi Diestel

Non-Typical Outfitters Customer Satisfaction Survey

Page 1 - Heading

INFORMED CONSENT TO PARTICIPATE IN THE SURVEY OF DETERMING MOTIVATIONS AND SATISFACTIONS FOR HUNTING WITH NON-TYPICAL OUTFITTERS IN ALPINE, WYOMING

A research project on Non-Typical Outfitters is being conducted by Heidi Diestel in the Department of Recreation, Parks, and Tourism Administration at Cal Poly, San Luis Obispo. The purpose of the study is to determine the satisfaction and motivations for hunting with Non-Typical Outfitters.

You are being asked to take part in this study by completing the following questionnaire. Please read the questions and respond to the best of your ability and as accurately as possible. Your participation will take approximately 3-5 minutes. Please be aware that you are not required to participate in this research and you may discontinue your participation at any time without penalty. You may also omit any items on the questionnaire you prefer not to answer.

There are no risks associated with participation in this study. Your responses will be provided anonymously to protect your privacy. Potential benefits of this study include Non-Typical Outfitters providing better services to meet the needs of their clients.

If you have any questions regarding this study or would like to be informed of the results when the study is completed, please feel free to contact Heidi Diestel at, 805.305.5589 or by e-mail at hdiestel@calpoly.edu. If you have any questions or concerns regarding the manner in which this study is conducted, you may contact Steve Davis, Chair of the Cal Poly Human Subjects Committee,805.756.2754 , sdavis@calpoly.edu or Susan Opava Dean of Research and Graduate Programs,805.756.1508, sopava@calpoly.edu.

If you agree to voluntarily participate in this research project as described, please indicate you agreement by completing the following questionnaire. Please PRINT OUT and retain this consent form for your reference.
Thank you for your participation.

Please take a few moments to complete this questionnaire. Your responses are anonymous and your participation is completely voluntary. Responses are GREATLY appreciated and will help in the continued efforts of Non-Typical Outfitters to improve the services and accommodations provided.

Thank you for your time and consideration!!

Page 2 - Question 1 - Rating Scale – Matrix

On a scale of 1-4, please indicate your motivation for selecting Non-Typical Outfitters:

	Not Important	Somewhat Important	Important	Very Important	N / A
Professionalism of Non-Typical Outfitters	○	○	○	○	○
Reputation of Non-Typical Outfitters	○	○	○	○	○
Quality of service and accommodations	○	○	○	○	○
Skill, knowledge, and attentiveness of guides	○	○	○	○	○
Safety of hunt	○	○	○	○	○
Quality of taxidermist & meat care	○	○	○	○	○
Ease of planning the trip	○	○	○	○	○
Availability of hunts	○	○	○	○	○

Page 3 - Question 2 - Rating Scale – Matrix

On a scale of 1-5, please indicate your feelings about hunting in the areas Non-Typical Outfitters provide:

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	N / A
Non-Typical Outfitters provides the best place for what I like to do.	○	○	○	○	○	○
The area Non-Typical Outfitters provides for hunting has a special meaning to me.	○	○	○	○	○	○
I wouldn't substitute any other area for hunting besides what Non-Typical Outfitters provides.	○	○	○	○	○	○
I get more satisfaction hunting out of the areas Non-Typical Outfitters provide rather than from other hunting destinations.	○	○	○	○	○	○

Page 4 - Question 3 - Rating Scale – Matrix

On a scale of 1-5, please indicate the level of satisfaction for each service listed below:

	Very Dissatisfied	Somewhat Dissatisfied	Neutral	Somewhat Satisfied	Very Satisfied	N / A
Lodging accommodations	○	○	○	○	○	○
Quality of food	○	○	○	○	○	○

Knowledge of guide	❍	❍	❍	❍	❍	❍
Safety of hunt	❍	❍	❍	❍	❍	❍
Quality of taxidermist & meat care	❍	❍	❍	❍	❍	❍
Ease of planning the trip	❍	❍	❍	❍	❍	❍
Availability of hunts	❍	❍	❍	❍	❍	❍

Page 5 - Question 4 - Yes or No

Have you participated in other hunting camps?

- ❍ Yes
- ❍ No

Page 5 - Question 5 - Choice - One Answer (Bullets)

Please indicate your gender below:

- ❍ Male
- ❍ Female

Page 5 - Question 6 - Choice - One Answer (Bullets)

Please indicate your age below:

- ❍ 18-30
- ❍ 31-40
- ❍ 41-50
- ❍ 51-60
- ❍ 61+

Page 5 - Question 7 - Open Ended - One Line

Please list your hometown (city, state, country):

Page 5 - Question 8 - Choice - One Answer (Bullets)

How many times have you hunted with Non-Typical Outfitters?

- ❍ 1-2
- ❍ 3-5
- ❍ 6-9
- ❍ 10+

Page 5 - Question 9 - Yes or No

Would you hunt with Non-Typical Outfitters again?

- ○ Yes
- ○ No
- ○ Additional Comment

Thank You Page

On behalf of Non-Typical Outfitters, we would like to thank you for participating in our satisfaction survey.

Your feedback is extremely important to us.

Thank You.
http://www.nontypicaloutfitters.org

Appendix B

Informed Consent Letter

INFORMED CONSENT TO PARTICIPATE IN THE SURVEY OF DETERMING MOTIVATIONS AND SATISFACTIONS FOR HUNTING WITH NON-TYPICAL OUTFITTERS IN ALPINE, WYOMING

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If you agree to voluntarily participate in this research project as described, please indicate your agreement by completing the following questionnaire. Please retain this consent form for your reference.

Thank you for your participation.