

M. Sc. Landschaftsökologie (Fachmaster)

Master's Thesis

**Travel Motives of German Tourists in the
Scandinavian Wilderness – The Case of
Fulufjället National Park, Sweden**

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List of Abbreviations

FNP	Fulufjället National Park
IDI	Item Difficulty Index
IQR	Inter Quartile Range
IUCN	International Union for Conservation of Nature
LAC	Limits of Acceptable Change
REP	Recreation Experience Preference
ROS	Recreational Opportunity Spectrum
SPSS	Statistical Package for the Social Sciences
SR	Stimulus-Response
TCL	Travel Career Ladder
TCP	Travel Career Pattern
TOS	Tourism Opportunity Spectrum
UNWTO	World Tourism Organization
VAMP	Visitor Activities Management Planning
VIMP	Visitor Impact Monitoring Process
WQI	Wilderness Quality Index

1. Introduction

Protected areas attract more and more visitors who wish to experience unique and pristine environments. There are a number of sources which show a worldwide expansion of tourism and outdoor recreation in protected natural areas. Especially national parks provide insights into intact ecosystems and are regarded as intermediary between the nature and the visitor. Providing opportunities for high quality visitor experiences is an important management objective in national parks and wilderness areas (Cole & Hall, 2009). Understanding visitor preferences and patterns of behavior can help to develop efficient management strategies and business opportunities as well as to provide appropriate recreational opportunities.

The focus of this study lies on the Fulufjället National Park (FNP) which is located in the southern mountain region in Dalarna, Sweden. The park was designated in 2002 and visitation increased by 40 percent between 2001 and 2003 (Fredman, 2007). This is a significant increase in use. The FNP attracts one-third foreign visitors which is compared to other regions in the Swedish mountains a high proportion. Germans are the largest foreign group, followed by Danes and Dutch. This is remarkable, as the Nordic countries are typically overrepresented. Recent studies have shown that German visitors experienced FNP as being 'very magnificent'. Further, Germans had strong experiences of tranquility, wilderness and pure and untouched nature (Fredman, et. al., 2006). These typical associations are linked to the concept of wilderness that is influenced by a number of factors like historical, political and cultural views. The western notion of pure and unspoiled nature is reflected by these ideas. But tourism challenges the 'traditional' ideas of wilderness more and more. The growing demand for wilderness experiences of Western societies has been based on growing positive attitudes towards nature, the better accessibility, and, as a result, the development of specific forms of nature-based tourism like adventure tourism or ecotourism. But the former positive relationship between tourism and protection of wilderness has been difficult or even conflictual in recent times. Tourism, as a form of land-use, places new demands on the destination management. Anyway, it is apparent that the unspoiled and pristine status of a protected area is at the same time the resource for tourism. Thus, it is in the interest of all parties to sustain the status and ensure the enjoyment of the individual's wilderness experience.

1. Introduction

To make the visit of a wilderness area more transparent and understandable, it is essential to analyze the tourist's point of view. A wide range of research approaches and paradigms have been employed to gain insight into the nature of wilderness experiences. But the significance of examining visitor experiences is to understand factors that motivate visitors to travel to these areas. The drivers are the first link in the chain of the travel behavior examination.

As little is known about the main international FNP visitor group, there is a need to generate knowledge about the travel motivation process. Thus, resulting research questions of this study are: Does FNP attracts Germans because of desired 'traditional' wilderness experiences (tranquility, and pure and untouched nature)? Are there additional motivators? And what is the expression of the motivators on-site? What distinguishes the wilderness perception of the German FNP visitor from the whole population? An analysis would seem relevant to the FNP management and the related tourism businesses as it is the aim to maximize visitor's nature experience. This will not only lead to an increased local income, but also to a growing appreciation of nature by the tourist. The sustainable usage of nature will be guaranteed as it is the aim to preserve the FNP for future generations. Further, the understanding of visitor's motives is an important tool for creating visitor's satisfaction. This may also lead to follow-up visits, image formation and word-of-mouth marketing.

Objective and Organization of the Research

The aim of this exploratory study is to understand the detailed travel motives of German FNP visitors. The research consists of a qualitative and quantitative part. The quantitative part of the thesis bases upon a standardized visitor survey; conducted in summer 2014 by the European Tourism Research Institute (Etour, Midsweden University). Data of visitors was gathered with the help of self-registration boxes at eight different locations in the FNP. An online follow-up questionnaire was distributed in September 2014. The questionnaire includes, besides general questions relating to the journey, a detailed inquiry of Recreation Experience Preference (REP) scales. This managerial tool derives its origin from wilderness areas in North-America. The idea of wilderness has played crucial role in American culture generally, and especially in the rise of American environmentalism. But the items were already proved to be valid in the FNP (Raadik, et. al., 2010). Nevertheless, the scales were verified, adapted and expanded through literature review. It will not be the aim to homogenize the diverse travel motives of the tourists. Therefore, one key element will be to provide multi-

1. Introduction

faceted explanations of the complexity of motives while finding appropriate segmentations. The references to distinct features like activities, provides a motivational classification. Moreover, the wilderness related interests of German visitors need to be specified. Therefore, it is the aim to generate a characterizing visitor profile that reproduces the wilderness perceptions. A comparison between the German population and the visitors of the FNP will be possible by referring to a representative nature awareness study (BfN, 2013).

The qualitative part of the study bases upon semi-structured in-depth interviews (20 minutes) with German visitors. Asking people to describe their motives, attitudes and experiences in their own words and not according to pre-judged categories allows seeing the socially-constructed world from the tourist's point of view. The data supplements the quantitative information and generates new facts.

Organization and Limitations of the Research

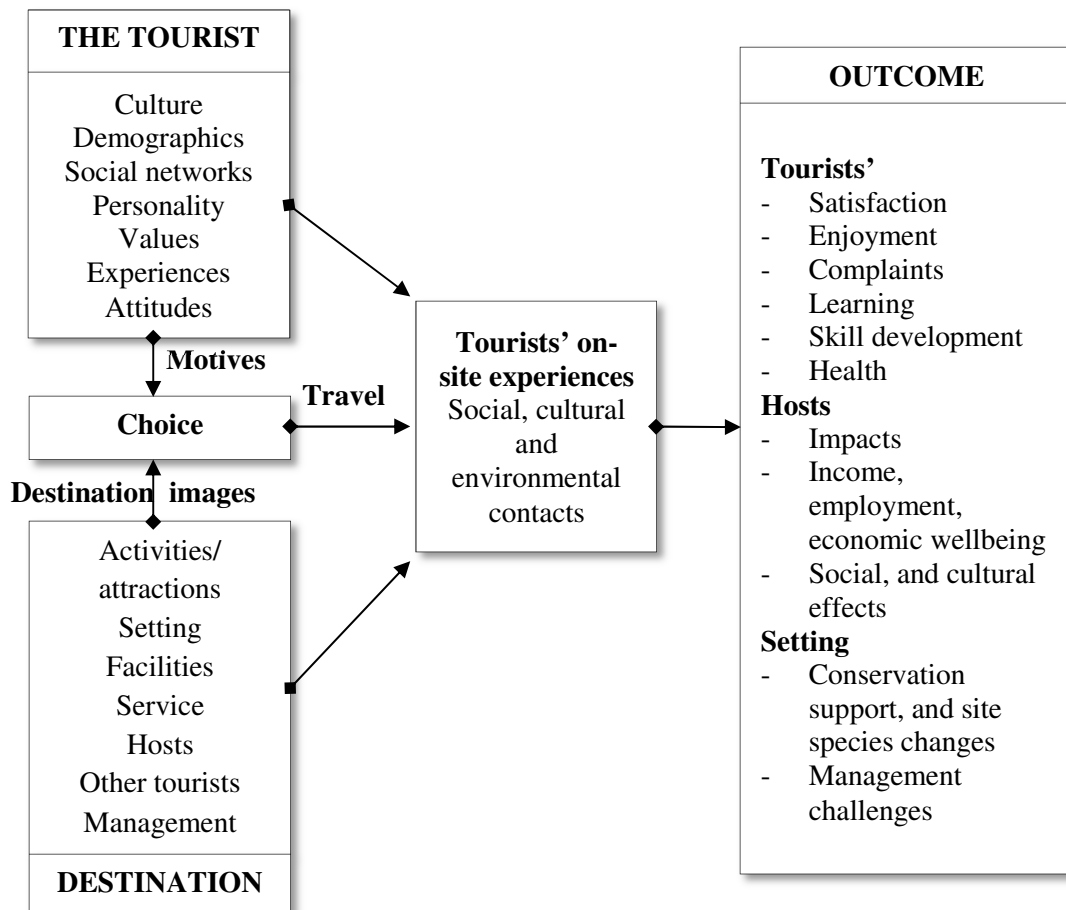
First, a theoretical framework explains the complex interrelations between the tourist and the destination. Thus, the chapter is divided into the segments tourism demand and supply. The study is influenced by different scientific areas that include tourism and recreational management, sociology, and psychology. It is the aim to provide an appropriate introduction to the topic and find a suitable form to integrate the disciplines. Second, the case of FNP will be reviewed in detail. The features and protection status of the national park as well as the previous tourism research are studied. After the clarification of the research procedure, a detailed analysis of the requested motivational items follows. It is possible to develop a profile of the German visitor in contrast to the FNP visitor with the help of the quantitative data. It is not the aim of the study to make a general comparison between visitor groups. But a brief comparison seems to be important for the delimitation. The qualitative interviews supplement the revealed motivational patterns and generate additional facts. Afterwards, the motivations are segmented according to distinctive variables. The circle closes with a consideration of the previous division between tourism demand and supply. Touristic and national park management implications are reviewed; followed by a critical review and possible future research topics at the end.

2. Relevant Touristic Segments

Today the term tourism has become a part of our common language. Over the past six decades, tourism has experienced continual expansion and diversification and became one of the largest and fastest-growing economic sectors in the world (UNWTO, 2014). The number of international tourists (overnight visitors) reached 1,138 million in 2014. This is the fifth consecutive year of above average growth since the economic crisis 2009. The number of international tourists is expected to rise to 1.8 billion by 2030 (UNWTO, 2014). Europe, the most visited region in the world, shows a growth rate of four percent in international tourist arrivals, with strong results (+7%) in Northern Europe.

Tourism may seem as a relatively simple concept, but in fact it is a product based on interacting factors in our home environment, which have consequences on the destination environments (Holden, 2008). To understand the complexity of tourism, it is necessary to have a closer look at the interactions that exists between tourism and the environment. The concept of Figure 1 is to some extent a guide to the subsequent sections of the theoretical framework.

Figure 1. Concept for understanding tourist behavior. Source: Pearce (2005).



2. Relevant Touristic Segments

The explanations of the main stations of the pathway lead to an understanding of the tourist behavior. First, chapter 2.1 provides an overview about the phenomenon tourism. The tourism demand, which is characterized by the tourist, will be explained in detail in chapter 2.2. The travel decision process, motivational research approaches, and a presentation of specific motives are a part of this section. Chapter 2.3 contains the tourism supply, in form of the destination. It is the aim to demonstrate general ideas of the protection status and its touristic implications. The theoretical framework closes with the presentation of Sweden as a travel destination in chapter 2.4.

2.1 Phenomenon Tourism

Tourism demands an interdisciplinary review like no other scientific subject. Without the use of methods, approaches and results from sociology, psychology, medicine, politics, law, anthropology, cultural studies, and philosophy, it is challenging to identify the diverse tourist motivations, activities, and experiences (Mundt, 2013). Thus, attempts to define tourism are difficult because it is a highly complicated amalgam of various parts. A convenient definition is named by the World Tourism Organization (UNWTO, 2008),

- *‘Tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes. These people are called visitors (which may be either tourists or excursionists; residents or non-residents) and tourism has to do with their activities, some of which imply tourism expenditure’.*

The central element of tourism is the journey. People leave their usual home residence to stay temporary at another destination. ‘Going away’ on holiday commonly referred to tourism in western societies. But how is the broad term ‘tourism’ segmented? Freyer (2006) introduced three constitutive elements of tourism to fragment tourism. The journey can be distinguished mainly regarding: the change of location, the temporal stay, and the travel motives. Through these elements it is possible to organize the various forms of tourism appearance. The motivation distinction separates between recreational tourism, travel for business, health or other purposes (studying, religion). The recreational tourism builds the core element of tourism (Freyer, 2006).

It is obvious, that tourism would not exist without tourists. Consequently, the motivation of tourists and the effect of their behavior on the destinations are also of interests to social psychologists, sociologists, and anthropologists (Holden, 2008). Besides the definition of the UNWTO, Mathieson and Wall’s (1982) define the concept

2. Relevant Touristic Segments

of tourism by introducing the behavioral dimension, the '*study of people away from their usual habitat*'. The fact, that the consumer travels to the product and not vice versa is a special characteristic of tourism. Moreover, tourism has no classical production function and it is not possible to measure the output physically. From an economic point of view determines only the expenditure of the visitor who travels and stays at a given place the supply of tourism goods and services. The inference of this point is that the natural and cultural resources of destinations can be seen as a form of a product. The qualities of the selected destination may be treated on the marketplace. According to Holden (2008), these characteristics create tourist expectations and form a vital part of the experience.

2.2 Tourism Demand

A tourism analysis implies the examination of the demand site. Demand is usually regarded as a measure of visitors' use of a good or service in economics. But the influence of the price should be less important in this case. More important are subjective and individual influence factors which determine the choice of the destination like the image of the destination, type of holiday, or the travel motives. In the following chapter, it is the aim to find answers to the questions: How is the travel decision process constructed? Why are people travelling? Which motivational approaches explain the travel behavior? And which travel motives are particularly valid for Germans? Before referring to these questions, the definition of the traveler, which determines the tourism demand, is helpful. On an international basis is the visitor or tourist characterized by the change of location, duration and purpose of the visit. According to the UNWTO (2008), the general term 'traveler' could be subdivided into the categories: visitor and tourist.¹

- '*A visitor is a traveler taking a trip to a main destination outside his/her usual environment, for less than a year, for any main purpose (business, leisure or other personal purpose) other than to be employed by a resident entity in the country or place visited.*'
- '*A visitor (domestic, inbound or outbound) is classified as a tourist (or overnight visitor), if his/her trip includes an overnight stay, or as a same-day visitor (or excursionist) otherwise.*'

¹ Visitors and tourists are used synonymous in the analytical part of the study, because the geographical location of the selected case implies the overnight stay of the visitor group.

2. Relevant Touristic Segments

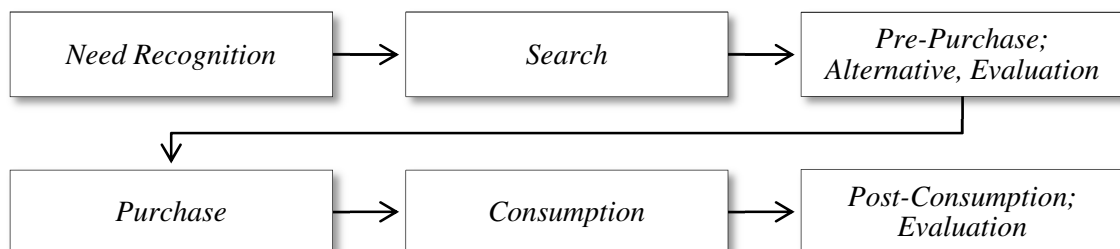
2.2.1 Travel Decision Process

The tourism industry is constantly growing and achieved a milestone of one million arrivals in 2012 (UNWTO, 2014). Technology and transportation have been allowed tourists to access many previously unreachable locations, and destinations are becoming increasingly substitutable. To maintain a competitive market share and to meet the tourist's requirements, destination managers have to understand the processes and components of tourist decision making. Researchers developed a number of approaches to explain the complex processes involved in the travelers decision system. The challenge and key issue is to group individuals into meaningful market segments and to analyze their needs and requirements. But marketers do not analyze and segment markets only in terms of conventional demographics such as age and socio-economic groupings, they take advantage of behavioral concepts such as attitudes motives, and life-styles (Williams, 1981). Identified patterns should be generally applicable rather than unique to the individual observer. By studying human behavior systematically, it is possible to free the observation from subjective bias (Williams, 1981). The central concern in tourist marketing is to find more effective strategies to influence and shape this behavior. Tour operators develop for example well elaborated strategies based on the understanding of human (tourist) behavior. Therefore, it is appropriate to have a closer look at the behavioral sciences. Methods, approaches and results from sociology, psychology, medicine, politics, law, anthropology, cultural studies, and philosophy are often used to support research results (Mundt, 2013).

General Consumer Behavior and Tourism Application

The classic decision making process is drawn from consumer behavior literature. According to Engel and others (1995), consumer behavior implements those activities directly involved in obtaining, consuming, and disposing products and services, including the decision processes that precede and follow these actions. Engel and others (1995) identified that the consumer transits six stages while decision making (Figure 2).

Figure 2. Consumer's decision making process. Adapted from: Engel, et. al. (1995).



2. Relevant Touristic Segments

At the first stage, the consumer or tourists recognizes a problem or a need. This need may be triggered by internal stimuli (e.g. hunger, thirst) or by external stimuli (e.g. exposure to a new product or advertising) (Hanlan, et. al., 2005). The information search process for a suitable and satisfying product starts. This phase may encourage the consumer to an active search for information or may heighten the attention to relevant information sources (Kotler, 1991). During the pre-purchase phase tourists seek for alternative products and evaluate products according to the needs. The complexity varies depending on the buying situation. In an ideal scenario the consumer purchases the product which promises the highest benefit. Afterwards, the on-site experience takes place within the consumption phase. At the end, the post-consumption phase starts with an evaluation of the whole process. The relationship between consumer expectations and their perceptions of the product performance will determine their satisfaction level (Hanlan, et. al. 2005). Satisfied customers lead not only to new businesses; they may become advocates for the product and promote it via word-of-mouth. This model considers that the buying decision process starts long before the actual purchase and continues long after. But not every purchase goes through each step of the model. It compromises the entire buying process rather than just the purchase decision (Kotler, 1991). But in routine re-purchase situations the consumer may go straight from need recognition to purchase.

Several researchers transferred the consumption decision concept to the tourism and recreational area.¹ They made similar observations for the travel purchase. But it is noticeable that the tourism product is not easily comparable with low-budget products like groceries. The planning phase and the post-consumption phase may be spread over several months. From a business perspective, the planning phase builds an important subcomponent of the total expenditures. The anticipatory elements of tourist experiences are heightened by the need to access the visited location. Thus, travel is an integral part of the total experience (Pearce, 2005).

Some of the early recreation theorists (Clawson & Knetsch, 1966) described the outdoor recreation experience as multiphasic rather than a single step process. Five stages are building the process: (1) *anticipation*, (2) *travel to*, (3) *actual on-site experience*, (4) *travel-back*, (5) *recollection phase*. The first phase consists of the anticipation and planning process which is undertaken prior to the travel period. This includes the need recognition and the information search which is influenced by a number of factors.

¹ see overview appendix 1, Figure I-III

2. Relevant Touristic Segments

Especially destination managers and marketers who are trying to stay competitive are interested in understanding the influence factors. The involvement in the second phase depends on the choice of mode of transport. The third phase includes the on-site experience and integrates a number of service providers. The fourth phase consists of the return journey. There may be a drop in satisfaction, but it leads to considerable recovery in benefits during the next phase. The final part contains a recollection period that takes place once the participant has returned home. The evaluation will have a major impact on the next purchase decision (Clawson & Knetsch, 1966). Borrie and Birzell (2001) criticized that the focus of on economic demand and benefits limits the usefulness of the model for understanding leisure states. The fact that leisure states are likely dynamic within the five phases is not taken into account.

The literature also supports a model of tourism phases which is proposed by van Raaij and Francken (1984). This model consists of five vacation sequences with similar categories like the previous model: (1) *generic decision*, (2) *information acquisition*, (3) *joint decision making*, (4) *vacation activities*, (5) *satisfaction/complaints*. Furthermore, the model is divided into multiple segments. Individual characteristics, the social environment (household), and socio-demographic features influence the interaction process (negotiation, persuasion, and decision making). The outcomes of these interaction processes have a marked impact on the different stages of the vacation sequence, especially on the joint decision-making.

Gunn (1989) identified a seven stage process of the leisure travel experience.¹ In contrast to other models is the first and last stage affected by the accumulation of images. The destination image is modified during the process as a result of extended information search. Mayo and Jarvis (1981) confirmed the subjective and multifaceted choice of a destination during the decision-making process. But the most important component seems to be the image and the assumed ability to satisfy the travelers' needs. Some researchers found out that the on-site perception of tourists is determined through a filter (Bruner & Postman, 1951; Lilli, 1994; Hennin, 1999). Every perception process starts with the development of an individual hypothesis which implements forecasts of what will happen. It is believed that the perception of travelers is determined by their preliminary information like the images of the holiday destination (Kliem, 2003). The perception of the tourists is selective. By meeting the motives, beliefs and expectations

¹ see appendix 1, Figure III

2. Relevant Touristic Segments

at the travel location, the evaluation of the holiday will be positive (Purucker, 1986). A filtered perception leads in many cases to a positive image of the destination and increases the overall holiday satisfaction.

Psychologist and marketers alike have conducted considerable research to determine what takes place when goal-directed behavior is energized and activated. Motives are crucial at the beginning of the process. But Engel and others (1995) argued that needs and motives may also affect all other phases of decision processes to a certain degree. The major consumer behavior model and the specific travel decision models present the same system. Some variation of the need recognition, information search and post-evaluation phases are recognizable. Van Raaij and Francken (1984) show the individual and household influences on the dynamic travel decision, while Gunn (1989) focuses on image building as a continuum.

Influence Factors

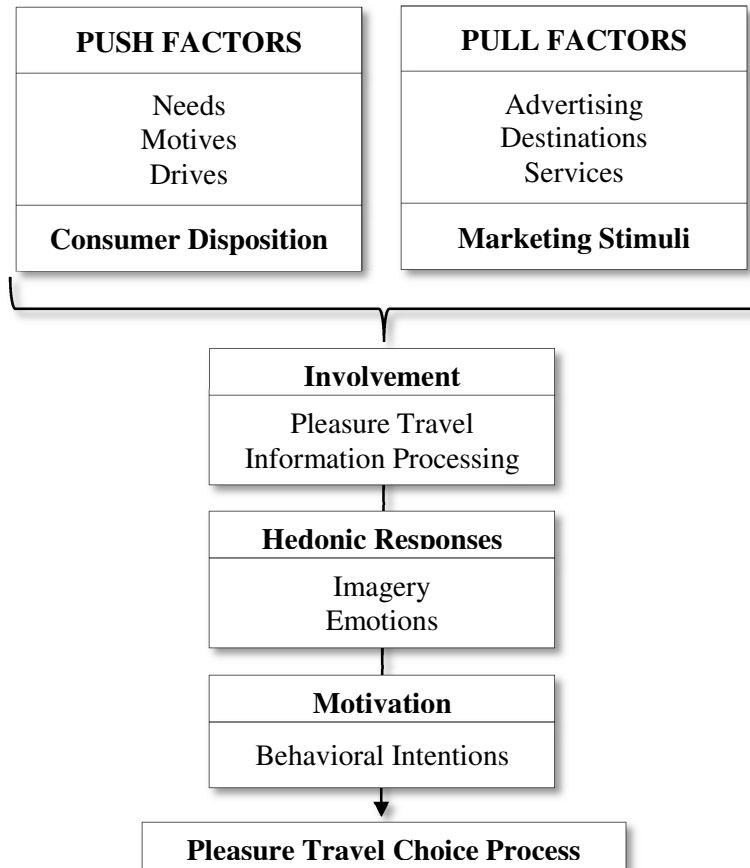
There are many factors or variables affecting the behavioral situation. Freyer (2006) developed a tourism related model. Six types of influence factors determine the demand: *individual, societal, ecological, economical, supply, governmental*. Freyer (2006) stated that the tourism demand is influenced by all areas of societal life. Thus, the mentioned classification explains the tourism demand only partial. Through a Stimulus-Response (SR) model it is possible to observe the effect of one variable (stimulus) on the other variable (response). Response variables are observable while intervening variables are internal to the individual and cannot be observed or measured directly. Motives and attitudes modify the stimulus variable and are the most important intervening variables in the behavioral science (Williams, 1981).

In the context of pleasure motivation and the push and pull differentiation, Goossens (2000) developed a hedonic disposition-stimulus-response model (Figure 3). The left side of the model displays the consumer's needs and motives in the form of push factors. Engel and others (1995) summarized this group with individual differences (e.g. knowledge, motivation, attitudes, and personality). The right side displays environmental variables confronting the consumer like the marketing mix provided by the producers, including the supply of tourism services, sites, and destinations. Marketing stimuli have a growing effect on the individual. Schotfield (1996) even argued that the individual no longer consumes products, but signs and images. Engel and others (1995) implemented a wider range of environmental influences that include

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variables like culture, social class, and family situation. Engel and others (1995) even introduced a psychological component that focuses on information processing, learning, and behavior change.

Figure 3. A hedonic tourism motivation model. Source: Goossens (2000).



Definition and Types of Motivation

Psychologists generally agree that motivation is the force within individuals that drives them physiologically and psychologically to pursue one or more goals to fulfill their needs or expectations (Trommsdorff, 1998). Murray (1964) defines a motive more detailed as, ‘(...) *an internal factor that arouses, directs and integrates a person’s behavior.*’ The term motivation consists of the Latin verb ‘*movere*’ and Latin noun ‘*motio*’. In an overall meaning the verb means ‘*move*’ like change, convert, or move to something. The spatial meaning concerns the locomotion, in the sense of remove oneself (Mundt, 2013). The motivational process consists of the three elements: drive, want and behavior. The motivation exists when a person is capable of creating an impulse that leads to a need. Once needs and/or values have been activated and applied, the generated motivation constitutes a major parameter in expectation formation. Expectations, determine the performance perceptions of products and services as well as perceptions of experiences. Thus, the motivation impacts on satisfaction formation

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(Gnoth, 1997). The feeling of dissatisfaction will exist until the need has been satisfied. Upon reversion, the internal factor can be likened to the awareness of potential satisfaction in a future situation. In other words, this means that motives are cognitive representations of future states (Deci, 1975).

Motives have emotional and cognitive components. The emotional component is the base for the activation of a process. The cognitive component is the base for the goal-orientated type of activity (Trommsdorff, 1998). Thus, motives are not always conscious. Motives are like emotions and cognition characteristics, which have to be activated until they have an effect. Through cognition and request it is possible to raise awareness. This explanation allows the distinction from drives ('animalistic': mental not controllable), goals (unemotional: derived by needs), and needs (identifies the deficiency: releases the motive) (Trommsdorff, 1998).

A further basic distinction in understanding motivation is whether consumers are driven by utilitarian or hedonic considerations. The two broad categories are based on the benefits which are expected through purchase and use. Utilitarian needs lead to consideration of objective, functional product attributes or benefits; hedonic/experiential needs encompass subjective responses pleasures, daydreams, and aesthetic considerations (Engel, et. al., 1995). Utilitarian motivations lead to examination of the price and compilation during the purchase of an e.g. package tour, whereas hedonic motivation might lead to a consideration of the feeling that arise from the ownership and usage of the product (status, prestige). Moreover, it is possible to distinguish between intrinsic and extrinsic motivation (Mundt, 2013). Extrinsic motivation is an action and behavior determining factor, which is related to the context. If someone affords an expensive holiday, aiming for prestige and impressing others, he is driven by extrinsic motivation. It is not the functional value of the product that counts; it is the social recognition. In contrast, the intrinsic motivation determines the closeness to the original motive like recreation (Mundt, 2013). These scenarios are idealistic. There are no behavior patterns or activities which are only intrinsic or extrinsic. An expensive holiday trip is not only status conducted, the recreation motive will also count. This means that real motivation has to find its place on a scale between intrinsic and extrinsic motivation without taking a place on the poles.

Regarding tourism, there are diverse reasons to leave the common surroundings behind and to transform to a tourist (Mundt, 2013). The reason for traveling is an inner motive and it is related to the question of why; whereas more specific motivations determine

2. Relevant Touristic Segments

the answers regarding where to go and which type of holiday is preferred (Gnoth, 1997). Pearce and others (1998) define tourist motivation, '*as the global integrating network of biological and cultural forces which gives value and direction to travel choices, behavior and experience*'.

Two perspectives of research try to clarify the tourist's motivation: the individualistic approach and the societal-historical approach (Freyer, 2006). This is valid for tourism as well as other sectors. The individualistic approach explains societal phenomena from the view of the individual. Needs, motives and psychological explanations are described. The society is the aggregate of each individual. If the one understands the individual position, he realizes the principal societal processes. Motives vary not only between individuals; motives vary also upon each specific travel decision. In context to motivational research, there is a need to adapt motives to the chosen setting. For example a general motive like 'self-actualization' needs to be specified. It is not an announcement where the individual spends the next holiday in Sweden or Norway. When describing a motive for a special case e. g. a national park in Sweden, it is not possible to transfer this motive easily to another situation. Motives need to be researched again for every situation (Trommsdorff, 1998). The dilemma between general and specific motives has two consequences. Primary, it is urgent to describe motives with an intermediary range to include a wider group of people. Secondary, the implementation of a measuring tool is helpful to describe motives of a lower range. The societal-historical approach explains it vice versa. Individual operations are explained through societal and historical development. The individual is the product of the societal development trend. In tourism both elements are overlapping sometimes.

Another challenge is to identify not only apparent and conscious motives, but also the unconscious and hidden motives in a dynamic environment. A person may not know his real motive, even though he may think he does, because several drives and goals are inextricably intertwined. In other cases, an individual may not wish to recognize some of his motives and may repress them, perhaps because they were fashioned under unpleasant conditions or because they are in conflict with other deeply held personal or social values (Williams, 1981). Furthermore, the subdivision in learned, unlearned, positive, and negative motives in a constantly changing world is often more confusing than assigning. For example unlearned motives include the basic physiological drives and primary drives appear to have no obvious physiological basis. Learned or secondary motives arise where through learning, previously neutral stimuli, arouse motive states

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(e.g. social motives) (Williams, 1981). A positive driving force energizes people to travel to a specific destination. While negative forces stop the action because of for example fear. There is a constantly changing economic, social, and political climate and many actions are done today but are changing tomorrow. In each society people may be motivated out of cultural reasons in a different ways. Thus, there is a constant requirement to be aware of all the motives and their interrelationships and predict the nature and extent of changes (Williams, 1981).

Motives alone are not reasons for behavior; otherwise the whole behavior psychology discipline would be a motive research discipline. Besides motives, the behavior is strongly influenced by attitudes towards a product. There is a growing need to understand what a consumer likes and dislikes. An attitude is an overall evaluation of an alternative, ranging from positive to negative. Attitudes play a major role in shaping consumer behavior. Once formed, attitudes direct future choices and are difficult to change. Nevertheless, attitude change is a common marketing goal.

Attitudes have traditionally been viewed as consistent of three components: cognitive, affective, and conative. Cognitive concerns 'beliefs', affective concerns 'feelings' and conative means 'behavioral intentions' (Engel, et. al., 1995). The most widely used definition of attitude is that of Allport (1959) who defines the term as,

- *'A mental and neural state of readiness, organized through experience, exerting a directive or dynamic influence upon the individual's response to all objects and situations with which it is related.'*

But the differentiation between attitudes and motives is not always clear. Krech and Crutchfield (1948) define attitudes as,

- *'An enduring organization of motivational, emotional, perceptual, and cognitive processes with respect to some aspect of the individual's world.'*

Attitudes are formed by motivational ideas. It is noticeable that the complex interaction between attitudes, motives, and other individual influence factors shape the travel decision making process and lead to an outcome which is represented by the journey.

2.2.2 Travel Motivation

Why are people traveling? This question is as old as mankind. Since humans exist they have been travelling (Mundt, 2013; Freyer, 2006). The acceptance of 'going away' on holiday, as a part of our lifestyle in contemporary western society may lead us to believe that it has always been a feature of people's lives. But the travel motives are numerous and changed over the time. A literature review reveals plenty of motivational

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approaches. But the scientific tendency to systematize and to catalog hides often the underlying structures (Freyer, 2006). The approaches range from travel as a natural law, as a basic need to be provoked by advertisement or the capitalistic system. People's motivations for how and where to recreate vary from place to place and depend on many factors including the origin and destination, each study must assemble new empirical data. An individual discussion of the various approaches is not possible in this framework. Nevertheless, some general historic and present examples provide a brief inside.

Historical Examples of the Travel Motivation

In former times it was essential to travel to places where the climatic conditions were suitable. The aim was to ensure the survival. The fact why birds are migrating is the same. The motive to satisfy basic needs changed when nomadic people settled down. They travelled because of economic reasons. Geographical reasons were negligible. The motives were mainly to improve the quality of live, and to reach coveted goods which were not accessible at the home destination (Mundt, 2013). During the Roman Empire, Romans were traveling to seaside and mountain villas; physiological needs motivated them to leave the cities in summer (Holden, 2008). After the collapse of the Roman Empire and the onset of the middle ages, travel became more difficult. The reasons for travelling were restricted on the necessity of trade and pilgrimage (Holden, 2008). In the early 17th, one of the most popular periods of tourism emerged, the 'Grand Tour'. This episode is marked by a rediscovery of the classical teaching of young aristocrats of Italy and Greece. The idea of traveling for pleasure, for example to visit beautiful landscapes, as opposed to the travel for necessity is a recent phenomenon. Until the nineteenth century and the introduction of the railways, travel was still an expensive and an exclusive undertaking. Thus tourism was initially limited to a few people (Freyer, 2006). After the Industrial Revolution, over two hundred years ago, changes in the society occurred which influenced the way we live now. Increasing rates of urbanization, and the adoption of an ideology of consumerism as a global principle, are placing increasing demands upon our environment (Holden, 2008). The process of urbanization had the effect of removing people from nature.

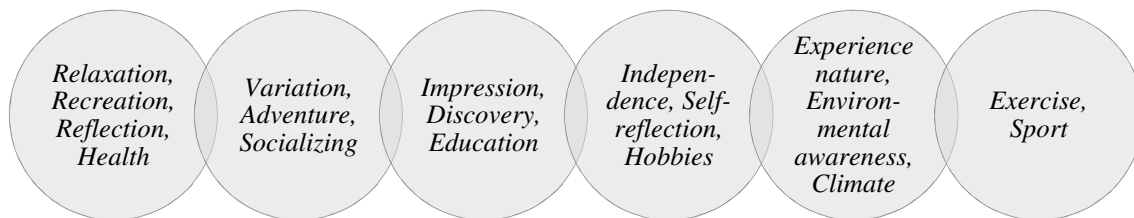
Current State of Travel Motivation

Nowadays typical sayings like: '*I am ready for a break*', '*I need urgently holidays*' and '*I need to relax*', reflect the desire for recovery. The so called 'best days of the year' are

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an important part of life. Recreation is inseparable connected with holidays and tourism has become a popular global leisure activity. But there is no ‘real’ purpose or existential need anymore. Holidays because of health-related or religious reasons may be an exception. Kiefl and Bachleitner (2005) developed six travel motive categories which are valid in our times (Figure 4).

Figure 4. Travel motive categories. Adapted from: Kiefl and Bachleitner (2005).



Kiefl and Bachleitner (2005) argued that a clear separation of these categories is controversial. Today it is accepted that the modern traveler, in contrast to the traveler of former times, perused almost several motives simultaneous. People want to relax and have fun, spend time with each other, and be physical active during their holidays. This assumption led to the development of a new characterization of the tourist. Researchers commented that ‘a new and hybrid tourist is emerging’ (Kiefl & Bachleitner, 2005; Krippendorff, 1986; Poon, 1994; Steinecke, 2006). A literature review reveals explanation approaches of how the new tourist is characterized. Already in the 1980s, Krippendorff (1986) mentioned thoughts about the new tourist and the reasons for travelling in nowadays. He argued that humans travel to find compensation for what they miss in everyday life. Therefore, reasons for travelling are: *gaining independence, to unwind, to recharge, to make contacts, to rest, and to find happiness to take back home*. The new tourist takes advantage of every opportunity to travel and to escape from the daily routines. This frequently and controversial discussed theory is also adopted by Mundt (2013) as the ‘Theory of deficit’. The push factor, in terms of a deficiency at home, drives people mainly to travel. The holiday trip is equalized with a temporary escape. The get-away motives overbalance the German travel analysis since centuries (Laßberg & Steinmassl, 1991). According to a study of Evers and Lohmann (2008), about 40 percent of the Germans still dream of being completely free during their holidays. Get-away motives are debatable. The tourist knows that a journey does not change the conditions at home. Mundt (2013) even described this approach as unrealistic. He argued that the equalization of escape with the ‘luxury good’ tourism is inappropriate. Mundt (2013) distinguishes between the following comprehensive

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explanatory approaches: physiological (reduce fatigue), psychological (self-improvement, contrast to daily life, extend and structure time), search for authenticity and special (e.g. maintain health) approaches.

Poon (1994) predicted the development of sustainable tourism which is related to the new tourism. He argued that consumers are getting more sophisticated, demanding and environmental aware. The new tourist is tired of the traditional mass-market and its tourism products and resorts. Thus, individuals are searching for new products and destinations. There is a radical transformation of the industry from the old (50s-70s) to the new tourism which brings a whole new common sense. The new tourism is characterized by flexibility, segmentation and authentic tourism experiences. Natural and authentic experiences are demanded. To remain competitive, destinations have to analyze the decision making of the consumer. The new tourism will be driven by changing consumer requirements, a tourism that is sensitive to the environment and the people of the country; a sustainable tourism (Poon, 1994). Also Steinecke (2006) characterized the new tourist by a growing desire for authenticity and naturalness. Travelers are environmental aware and health-conscious. But it is noticeable, that the multi-optional tourist tends to a contrary behavior. The tourist behaves active (risk and experience-oriented) as well as a passive (observing animals) during the same holiday. This unpredictable and individual consumer behavior challenges the tourism industry and researchers more in more.

The list of historical and present travel motives is open ended. Items like: *to satisfy basic needs or physiological needs, gain knowledge, and get-away form daily life* are only a few of them. These motives form the basis for the desire to travel and include the generation of a need. But during human history there has always been the prime motive to leave the home behind and transfer to an environment more agreeable. Today tourism has become an expectation of lifestyle for many economically advanced societies. Holden (2008) even describes tourism as an experience that is consumed with increasing voracity. A trend of this expanding demand for tourism is to go further and further afield. Many of the world's coastlines and mountain areas have been developed for tourism and Antarctica and wilderness hotspots are now part of the tourist's schedule. Holden (2008) argued that tourism can be agent of changes in nowadays; positive as well as negative. However, it is obvious that tourism is an agent of change.

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2.2.3 Motivational Tourism Research

The importance of tourist motivation in tourism research seems to be without controversy. Wahab (1975) argued that the research of travel motivation is fundamental in tourism studies and basic tourism development. Crompton (1979) described the analysis of tourist motivation as a key factor underlying all tourist behavior. While it is possible to observe tourist behavior and classify tourists, it is more challenging to find answers why people are travelling. Difficulties in studying travel motivation are considerable (Pearce, 2005). Measures like the purpose of traveling (for business or for pleasure) are public and often self-explanatory, while the underlying reasons are often hidden and reflect individual needs (Gee, et. al., 1984). Since the 1970s various motivational elements which influence the destination choice, have been underlined (Crompton, 1979; Dann, 1981). The theoretical frameworks of travel motivation studies are primarily rooted in sociology and social psychology fields (Huang & Hsu, 2009).

Approaches of Motivational Research

Iso-Ahola (1982) emphasized the importance of social psychological research on leisure behavior in general and leisure motivation in particular. Motivations are created when individuals think of certain activities they could, should, or might do in the future. This approach plays a role in the SR model of human behavior. Iso-Ahola (1982) explained that the stimulus inputs from the physical or social environment and the organism give rise to awareness of potential satisfaction. A sequence of motivated behavior is initiated (Iso-Ahola, 1982). Further Iso-Ahola (1982) constructed the escape-seeking dichotomy. A leisure activity is a potential satisfaction-producer for two major reasons: it provides a certain intrinsic reward (in the form of a new experience), and it helps to leave the routine environment behind.

Crompton (1979) perceives travel motivation as a critical factor and a driving force behind the tourist behavior. He described the famous 'push' and 'pull' model. The model is built on two strengths which lead to a certain behavior. The first strength is designated as push; an intrinsic force which pushes the tourist away from home. The desire to 'go away' and 'to be somewhere else' predominates; the specifying destination is not important at this stage. The second strength is designated as pull. The individual is attracted by the (assumed) attractiveness of a destination. Further, Dann (1981) stated there are principal differences between socio-psychological motives (push factors) and destination attributes (pull factors) in determining destination choices. The concept is

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discussed controversial in literature. It is debatable if pull factors determine only the choice of a destination and therefore the travel decision and did not reflect the travel desire. Or in other words, push factors only control the need for traveling and pull factors influence where to go. According to Witt and Wright (1992) travel need is based on push factors,

- *'Firstly, travel is motivated by 'going away from' rather than 'going towards' something; secondly travelers' motives and behavior are markedly self-oriented.'*

In this case, the pull factors, like the benefits of natural settings, are ranked as rather unimportant. The intrinsic physically and psychologically forces are crucial. It is arguable if this theory reflects the real life conditions. There are also some cases where the pull factor prior or only determines the motivation for travelling. This is valid for the visit of relatives or friends. It is assumed that it is only important to see each other again, the destination is not meaningful. But on the other hand, there is also a valid explanation with the help of the push factor theory. It may be the lack of friends at the home place that leads the individual to visit friends or relatives. Thus, a clear division between the factors is not always possible (Mundt, 2013).

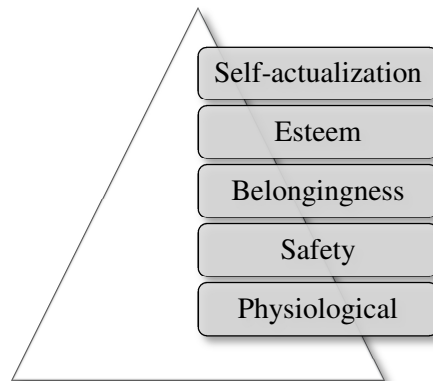
A solution could be to distinguish between basic and growth needs (Mundt, 2013). Push factors are related to basic needs, pull factors are related to growth needs. After satisfying the basic needs, the human will broaden the horizon for other interests. The classification of needs started already 100 years ago. Research on motivation has mainly been concentrated on exploring the detailed behavioral responses to common motive states. The results have served to illustrate the complexity of motivation and the interrelationships between drives and goals (Williams, 1981). Murray (1938), and McClelland (1953) developed a classification which is still valid in our days. McClelland's Theory of Need Achievement (1953) is concerned with complex motives which explain the behavior in advanced societies. McClelland did not study the whole range of human needs. He was concentrated on the learned motives for achievement, affiliation, and power. McClelland argued that people can be broadly classified into two groups: those that have a high need to achieve and are challenged by the opportunity to succeed; and those who have little or no ambition to be successful.

The popular psychologist Maslow (1954) implemented the famous hierarchy of needs (Figure 5). Maslow's theory takes unlearned and learned motives into account, and offers an explanation for the individual's pursuit of certain goals in preference to others. The pyramid structure shows the relationship of the needs in terms of the position and

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their importance. It is the order in which needs tend to appear during development, and in which they need to be satisfied. The needs of the first four levels are deficit needs. They are stimulated by the absence of something required. Meeting these needs will reduce dissatisfaction. Self-actualization is the only source of real satisfaction. It is the inner need to develop one's skills, only growth need and sole potential source of happiness (Williams, 1981).

Figure 5. Maslow's hierarchy of needs. Source: Maslow (1954).



A simple assignment of the different travel types to the levels of needs is not possible (Mundt, 2013). A journey could be motivated indirect or direct through every level. This may be valid for business travel. A holiday trip may satisfy everything despite of the physiological needs. Maslow's theory is not sufficient to explain all motives of a holiday trip (Mundt, 2013). It is difficult to find a level for the motive 'recreation'.

Pearce (1982; 1988) applied Maslow's hierarchy to tourist motivation and behavior and developed the often cited Travel Career Ladder (TCL). Pearce's model specified that there are five hierarchical levels affecting tourist behavior. Pearce (1996) distinguishes,

- *'(...) between intrinsic and extrinsic motivation at the four lower levels of the system. The travel career ladder emphasizes all the tourists' patterns or motives, rather than a single motive for traveling.'*

Relaxation needs are the lowest level of the TCL, followed by safety/security, relationship, self-esteem, development, and fulfillment needs. The principal idea of this conceptual structure is that the motivation changes with the travel experience (Huang and Hsu, 2009). As the tourists become more experienced, they increasingly seek satisfaction of higher level needs. Lee and Pearce (2003; 2005) developed on the basis of the TCL a Travel Career Pattern (TCP) approach. It aims to emphasize the patterns of motivations and their structure rather than steps on a ladder of hierarchy. The TCP approach could be illustrated as a circle with three layers of travel motivation within.

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Each layer consists of different travel motives. The most important common motives (e.g. novelty, escape/relax, enhancing relationships) are embedded in the core layer. The next layer includes the moderately important travel motives, which change from inner-oriented travel motives (e.g. self-actualization) to externally-oriented motives (e.g. nature, host-site involvement). The outer layer consists of common, relatively stable, and less important travel motives (e.g. nostalgia, isolation, social status). Additionally, Pearce and Lee (2005) found out that travel motivation could be identified as patterns and combinations of multiple motives that are influenced by previous travel experiences and the age.

2.2.4 Outdoor Recreation and Motivational Approaches

Researchers have been interested in outdoor recreation behavior since a few decades. Thus, there is a large and growing literature that has addressed an amount of issues including how it can be defined, the dimensions involved, and the relations with tourism and environmental management concepts.

Tourism and Recreation

The question has always been why people select a particular activity or destination to achieve a specific experience (Borrie & Birzell, 2001). Studies that address this issue overlap often with tourism. Nonetheless, the recreational and leisure scientists often disregarded the term tourism until the early 90s. Consequently, research in leisure and outdoor recreation developed independently from tourism research. Even though, researchers dealt with the activities and impacts of people who travel away from home to a distant site for leisure purposes, often staying overnight. Similar to tourism, there are no universally accepted definitions of recreation or leisure. In general, recreation is defined as either activity or experience, and leisure as free time or a state of mind (Smith & Godbey, 1991). Leisure was studied as a phenomenon of industrialization. The emphasis on recreation and parks began in the mid-nineteenth century as a response to social dislocations resulting from the Industrial Revolution. Recreation was seen as part of a work-recreation-work cycle (Smith & Godbey, 1991). The movement sought to improve the quality of life of the newly urbanized working class in Western Europe and North America by extended recreational opportunities (Smith & Godbey, 1991). The earliest research phase in outdoor recreation tended to be descriptive. The researchers were primarily interested in the numbers of outdoor recreationists, the activities in which they participated, and their socio-demographic profile (Borrie &

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Birzell, 2001). Outdoor recreation researchers were mainly concentrated on the public sector concerns, such as wilderness management, social carrying capacity, and non-market valuation of recreation experiences (Gramann, 1988). This led to a number of research initiatives, concerned with visitation patterns and on site behavior (Cicchetti & Smith, 1973), demand analysis (Clawson & Knetsch, 1966), carrying capacity (Lucas, 1964), user motivations and satisfactions (Driver & Tocher, 1970), ecological impacts of recreational land use (Wagar, 1964), and management principles to provide recreation opportunities and protect the environment (Suder & Simpson, 1972). Early insights arose from attempts to understand why people visited wilderness. Borrie and Birzell (2001) pointed out that wilderness visitors consistently chose enjoy nature, physical fitness, and reduce tensions as the three most important preference domains. Understanding motives of recreationists help managers to realize the consequences of outdoor engagements and this may help to develop programs that minimize conflicts in protected areas. One important expressions of this work was the development of the Recreation Opportunity Spectrum (ROS). Related research has also led to the development of other visitor management systems for resource agencies such as Limits of Acceptable Change (LAC), the Tourism Opportunity Spectrum (TOS), Visitor Activities Management Planning (VAMP), and the Visitor Impact Monitoring Process (VIMP) (Boyd & Butler, 1996). Recreationists tended to view tourism as a profit-oriented enterprise, while recreation and park services were a welfare-oriented movement (Smith & Godbey, 1991). There are differences in the scholarly traditions of recreation and leisure studies among the various academic groups. North American studies are often used as a model for further recreation and leisure research as the community of recreation and leisure scholars is larger and more diverse than in other countries (Smith & Godbey, 1991).

In contrast to recreational research, tourism researchers focused on traditional private-sector topics, such as image analysis, the economic impacts of travel expenditures, and advertising conversion studies (Gramann, 1988). In the 90s this attitude was changing and tourism researchers and professionals were recognizing that recreation and leisure are important motivations in tourism experiences (Jackson & Burton, 1989; Smith & Godbey, 1991). It was accepted that there is often little difference between recreational day activities like birdwatching and month-long ecotourism trips to observe birds, except the location where these activities take place, the length of time and the amount of expenditure involved (Boyd & Butler, 1996). Recreation and tourism are important

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components of many national and local economies and they contribute in innumerable ways to the quality of life, sense of place, social connection, physical wellbeing, learning, and other intangibles (Wood, et. al., 2013).

Approaches to measure the quality of wilderness experiences

A wide range of research approaches and paradigms have been employed to gain insight into the nature of wilderness experience. Four lines of research attempt to measure the recreational experience: satisfaction approach, benefits-based approach, experience-based approach, and meaning-based approach (see overview Borrie & Birzell, 2001). While managers were often concentrated on the on-site experience, Clawson and Knetsch (1966) proposed that satisfaction can be achieved throughout five phases of offsite and onsite recreational experience (*anticipation, travel-to, onsite, travel-back, and recollection*).¹ Each phase is important in determining the overall satisfaction. The anticipation phase contains, among others, also the motivation for the trip. This framework contributed to the development of the ***experience-based approach*** which lays a focus on the nature of the experience as it is experienced (Borrie & Birzell, 2001). Respondents are asked closer in time for the experience since the involvement changes across the sequence of the visit (Borrie & Roggenbuck, 1995). There is ebb and flow of cognitive and psychological states over the course of the on-site experience (Hull, et. al., 1996). Attention turned to a broader range of factors, conditions, and modes of experience that may influence the experience the visitor gets (Borrie & Birzell, 2001). Influences like crowding, others in the group, activity being undertaken, and the focus on the environment give insights to the person-environment transactions as well as the internal dynamics of the wilderness experience (Roggenbuck & Driver, 2000).

The principle measure in outdoor recreation has been visitor's satisfaction (Manning, 1999). The evaluation of the visitor is an important source for managers. The ***satisfaction approach*** has been adapted from the expectancy-valence motivation theory. Lawler (1973) argued that behavior in the work place is a function of ability and motivation. There is a motivating force selecting or rejecting an alternative activity. An individual will engage in an activity and choose a specific setting to realize a predictable group of psychological outcomes. The recreationists will choose an alternative that has a strong positive or weak negative association to the motivation. Recreationists have more than one path of motivation for choosing the activity or setting for their outdoor

¹ see chapter 2.2.1

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experience and motivations need to be considered as a part of a group and not regarded from one another (Raadik, et. al., 2010).

Unlike the other approaches, the **meaning-based approach** tries to find answers which role the experience plays in the life of the participant (Arnould & Price, 1993). Patterson and others (1998) described the idea like following, '*This alternative approach views recreation as an emergent experience motivated by the not very well-defined goal of acquiring stories that ultimately enrich one's life.*' The concept illuminates the extent to which the experience produced a fulfilling narrative that is reliable within the participant's life situation. This approach investigates two concepts: the self-affirmation, and the sense of place (Borrie & Birzell, 2001).

Driver and Tocher (1970) introduced the **benefits-based approach** as one line of leisure motivational research. This approach emphasized that recreation is not just an activity like hiking or fishing. Recreation should be conceptualized as a psychophysiological experience that is self-rewarding, occurs during non-obligated free time, and is the result of free choice (Manfredo & Driver, 1996). Thus, recreational activities are behavioral pursuits that are instrumental to attaining certain psychological and physical goals. This approach demonstrates the importance of psychological outcomes and was extended by numerous of studies (Driver & Brown, 1975; Manfredo, et. al. 1983). Moreover, Hendee (1974) developed the multiple satisfaction approach of recreational behavior, in which also social benefits of the recreation experience are emphasized. Tinsley and others (1977; 1979) argued that behavior is motivated by need satisfaction and people recreate to fulfill a physiological or learned need deficit.

All these studies refer to the expectancy valence theory. This theory defines satisfaction as the extent to which actual psychological outcomes of the recreation experience relate to those desired (Borrie & Birzell, 2001). Further, it is suggested that there is a theoretical link between preferred experiences and the recreational setting. Visitors are motivated to seek out particular activities in specific settings in order to receive specific psychological outcomes. An example is stress in daily life. Stress (motivation force) might influence the busy manager to hike in the mountains. The recreational activity (hiking) is an instrument and provides a temporary escape. The chosen setting (mountains) may be the ideal way to satisfy the needs. These factors are often linked in a benefit chain of causality, where the production of one benefit leads to another

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(Driver, 1994). The recreation may lead, in turn, to improved work performance which may reduce product costs. Four categories of benefits have been identified: personal, sociocultural, economic, and environmental benefits (Driver & Bruns, 1999).

The research of the mid 70s aimed to analyze the motivational construction of a certain activity in a particular setting. This allows to identify the exact product (outcome) the recreationist seeks (Manfredo & Driver, 1996). For example Brown and Driver (1975; 1978) expanded the previous concepts by developing a four level hierarchy of demands for recreational opportunities: *settings, activities, recreation experience outcomes, and enduring personal and social benefits*. The concept of the recreational hierarchies influenced the development of the Recreational Opportunity Spectrum (ROS) and Recreation Opportunity Planning System (Driver & Brown, 1978; Driver, et. al., 1987). The ROS management framework suggests that similar groups of psychological outcomes are grouped into ‘experience opportunities’ that can be organized along a range from the urban to the primitive experience (Borrie & Birzell, 2001). Managers assessed the ROS to be a useful management framework. It has been suitable in inventorying, classifying, allocating, and evaluating recreational resources (Haas, et. al., 1979). Recreation managers may not be able to manage experiences per se, but ROS makes it possible to manage settings that provide opportunities for certain experiences (Driver & Brown, 1978). But the relationships between the benefits-based approach and the ROS framework have been criticized (Borrie & Birzell, 2001; More & Kuentzel, 1999). It is suggested that visitors seek out particular activities in specific settings to realize specific outcomes. But some studies found only a slight correlation between the named categories (Manfredo, et. al., 1983; Yuan & McEwan, 1989).

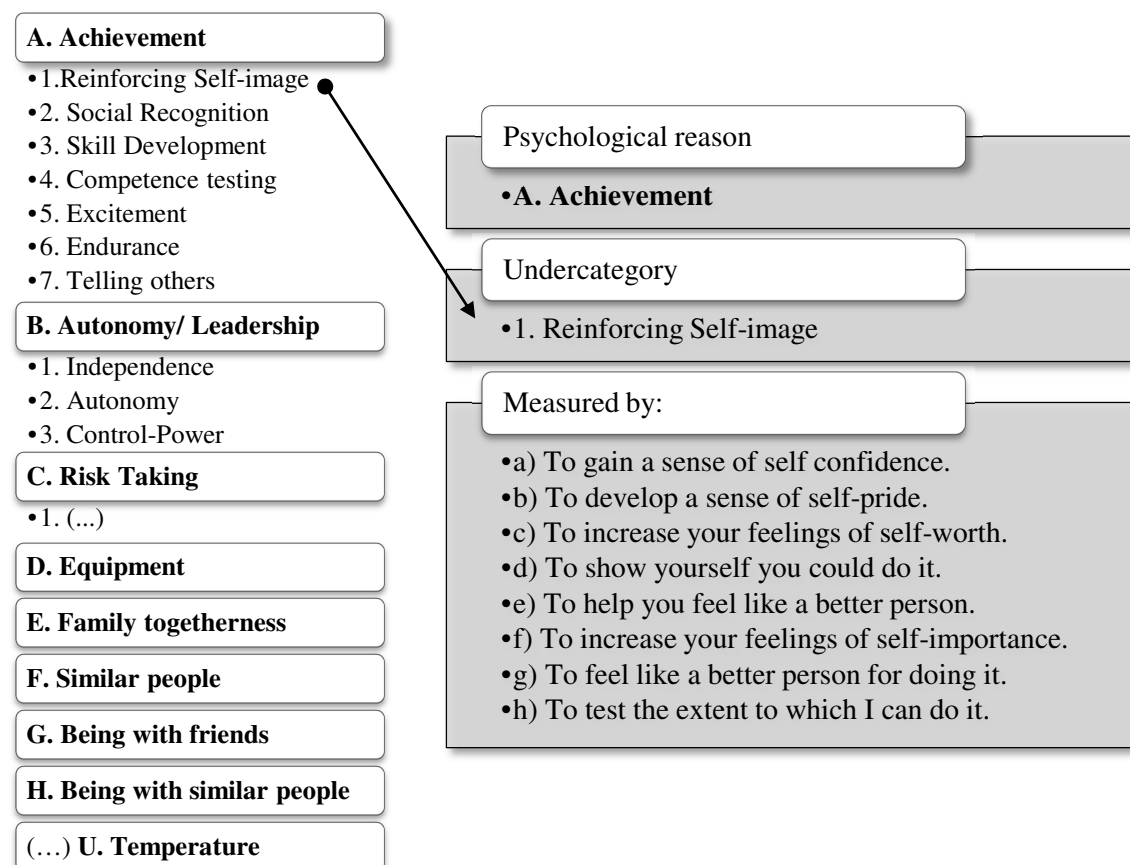
Recreation Experience Preference Scales

Along with the development of ROS, much work was done to identify which underlying motivational components for participation are most important. Early motivational studies generally employed open-ended questions to explore potential motivations. The responses were instrumental in the formulation of motivational constructs (Manning, 1999). The majority of empirical research built on conceptual and empirical work dealing with REP scales. The REP scales are a common model to understand the motivation of outdoor recreationists; based on the concept that recreation is more than participation in an activity (Driver & Brown, 1975). These scales have been used to measure visitor preferences in a number of wilderness areas, undesignated wilderness

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areas, and also non-wilderness areas (Borrie & Birzell, 2001). The REP items are grouped into domains that comprise scales (Driver, 1983). The original REP scales of Driver (1983) are grouped into 19 domains. The list consists of a pool of 328 items. The entire list is seldom used in studies. Typically, a subset of these items is used, depending on the study objective (Manfredo & Driver, 1996). The list is applicable to motivation as well as satisfaction studies. An excerpt of the list (Driver, 1983) is presented in Table 1 to illustrate the segmentation of the scales.

Table 1. Excerpt of the REP item list. Source: Driver (1983).



The development of REP scales occurs in two phases (Manfredo & Driver, 1996). The first phase identifies scales that would comprehensively measure the concepts of interest. To determine the types of needs and motivations that might influence recreation, it is essential to review the behavioral and motivational literature. Furthermore, items should be developed through brainstorming, adaption of existing psychometric scales and through qualitative discussions. The rule in scale construction is to ensure that the average inter-item correlation is .40 or greater and that the Cronbach's alpha is .60 or greater (Driver, et. al., 1991).¹ The second phase is directed

¹ see chapter 4.3

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towards establishing scale reliability and testing validity in measuring desired experiences of recreationists (Manfredo & Driver, 1996). Manfredo and Driver (1996) used psychometric scaling to measure the dimensions of people's recreational experience. A meta-analysis with results from 36 different studies examined the experience preference items and provided an item bank for future studies. The goal was to implement a valid and reliable item list. Thus, a summary across several studies addressed problems of sampling error that cannot be addressed in individual studies. From the 238 items of the original master item pool (Driver, 1983), 108 remained for analysis in this study. The concerned studies were all conducted from 1975 to 1979. It is noticeable, that effects due to historical changes may affect the generalizability of the items over time. However, motivations theorized to be relatively stable and are basic human characteristics (Manfredo & Driver, 1996). Manfredo and Driver (1996) recommended using Cronbach's alpha ($\geq .60$) for further research.

Selected Results of Motivational Research

Individual studies have typically used smaller lists of items focused on domains hypothesized to be important for the particular activity and/or setting. Some of the more common motivational elements include: escape, solitude, being close to nature, and social interaction (Graefe, et. al., 2000). Bultena and Taves (1961) reported that the most important motives involved: adventure, exploration, struggling with the elements, and experiencing a less artificial setting away from daily life. Lucas (1964) found out that people who visited wilderness areas were motivated to find solitude, be with members of their group, learn about the area, and commune with nature. While Rosenthal and others (1982) perceived the following eight motive domains for outdoor recreation: exploration, escape role overload, general natural experience, introspection, exercise, being with similar people, seeking exhilaration, and escaping physical stressors. Studies of Roggenbuck and Driver (2000) suggest that there are common motives for visiting wilderness, such as solitude and experiencing nature. But not all motives are shared.

People vary in the experiences they seek and wilderness perceptions may be determined by social and cultural conditions as much as by individual preferences and experience (Stankey & Schreyer, 1987; Kearsley, 1990; Mannell & Kleiber, 1997). Since the 1960s, studies have moved beyond motives to more deeply explore visitor experience as the thoughts, emotions, and physical feelings that arise from visitors' activities; their physical and social context, and their focus of attention (Cole, 2012). The focus of

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attention lies most commonly on the natural environment as shared with other people in a group.

Empirical research has shown that motivation dimensions differ regarding the activities of the participants (Graefe, et. al., 2000). Moreover, Graefe and others (1981) and Knopf and Lime (1984) revealed that motivation can also vary among participants with the same or similar activity. River users of two different areas responded similarly to the items learning/experiencing nature and stress release/solitude, but differed in the ratings of other motivational factors (Graefe, et. al., 1981). Another study shows that users of two rivers ranked the motives peace/calm and viewing scenery relative high; while the users differ regarding the importance of other motivational dimensions (Knopf & Lime, 1984). Non-motivational factors might also influence the motivation. Tested variables included past experience (in general and site specific), skill level, group type and demographics. Knopf and Lime (1984) found that motivations of first-time and repeat users differ. Schreyer and others (1984) determined that motives also varied with the level of experience and the frequency of participation. Ewert (1993) found out that mountaineers with a high level of experience ranked intrinsic elements (using the mind, expressing creativity, self-expression, and helping others) higher than mountaineers with low levels of experience. They were rather focused on motivations like competition, skill development, and escape from normal life. But also social factors have an influence on motivations. The size and composition (friends, family, or strangers) of the group affect the motivation and activity satisfaction (Schuett, 1994).

The understanding of motivational patterns provides an important advantage concerning planning and management tasks of the recreational area management. The development of management goals, and the prevention of conflicts may be only a few examples.

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2.2.5 German Travel Behavior

Travelling is popular among Germans. In 2013 about 55 million Germans were travelling and 71 million holiday trips of more than four days were recorded.

German Travel Market

About eight of ten Germans made at least one vacation trip in 2013. The expenditures reached a record volume of more than 64 million Euros. Additional, 76 million short trips (2-4 days) with an expenditure volume of about 19 million Euros were documented. Two third of the holiday trips were spread over the destinations: Germany, Spain, Italy, Turkey and Austria. Germany is with a market share of 30 percent still the most famous holiday destination. About seven percent of the holiday trips are long-haul journeys. About 12 million Germans were interested to visit North-America from 2014 to 2016; but Asia has the highest interest growth rate of 100 percent since the last ten years. The city tourism shows a clear and constant growth rate. Since 2000 double as much Germans were travelling to big cities like Berlin or London (F.U.R., 2014b).

However, the interest for Scandinavia grows steadily. In 2014 the rate of Germans who planned to visit Scandinavia for their main holiday trip grew by three percent (F.U.R., 2014a). Scandinavia was especially preferred by camper with a growth rate of six percent (ADAC, 2014). In the next three years about 13 percent of the Germans see the possibility to visit Sweden. A comparison with the interest of ten years ago reveals a growth rate of 83 percent (F.U.R., 2012). The interest to visit Northern Europe is for people with a strong commitment to ecological holidays higher (30% instead of 26%) (F.U.R., 2014b).

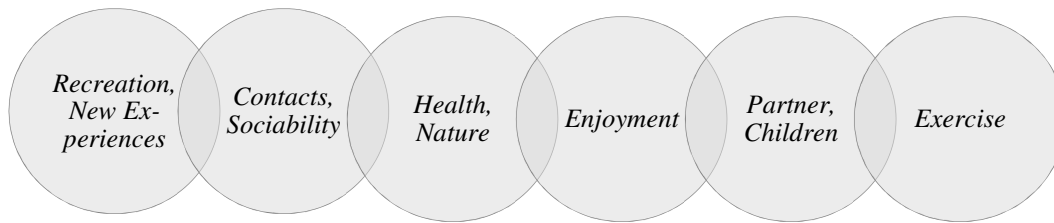
Travel Motives and Images

Various studies tried to reveal the general travel motives of Germans. The degree of specification varies regarding the study topic and the area of application. In 2009 six main travel motive categories of Germans were identified (Figure 7). Recreation was approved to be the most important motive (62%), followed by get-away from daily life (59%) and gathering renewed strength (58%) (Lohmann & Aderhold, 2009). The appreciation of recreation combined with the desire to leave the common surroundings behind are not a recent phenomenon in Germany; already in 1992 ranked the items get-away from daily life (77%) and relaxation (77%) the highest (Freyer, 2006). Nature has always been a recreational setting for the Germans. But the connotation slightly

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changed over the time. Nature is a platform to act out certain experiences. Recent trends are reflected in the today's combination of health and nature.

Figure 6. Travel Motives of Germans. Adapted from: Lohmann & Aderhold (2009).

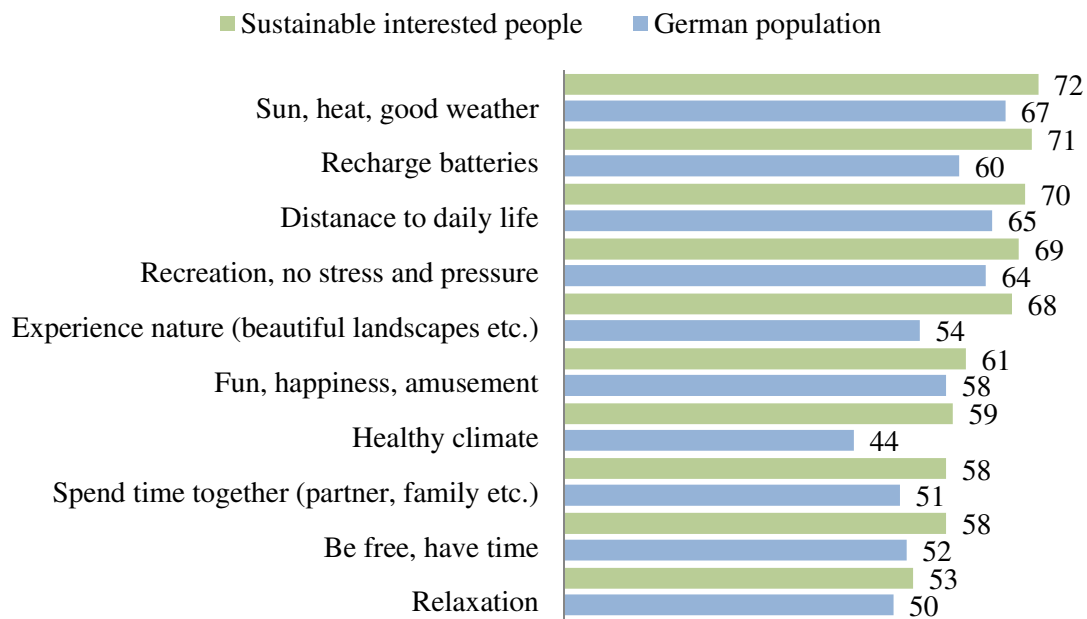


A further study revealed the motives of sustainable interested Germans in comparison with the whole population (F.U.R., 2014b). Respondents were asked to rank 29 motivational items independent from a specific holiday trip (Figure 7). Sunny weather, recharge batteries, and distance to daily life had the highest agreement among sustainable interested Germans. In comparison to the whole population, it is noticeable that the sustainable interested Germans were strongly driven by the motive of recharging the batteries. Also the motives experience nature, a healthy climate, and physical activity/health were ranked higher. In total, sustainable interested Germans are more ambitious than the whole population; they named a wider range of travel motives and are more active. The visit of nature attractions/sights and easy physical activities are more often on the schedule.

The high appreciation of nature is also among prospective protected area visitors a central issue; four of ten could imagine spending their holidays in a protected area (BMU, 2011). The reasons are mainly to experience nature (48%), to gain knowledge (27%), to satisfy the travel motives (17%), and to see animals (13%). The indicated high status of nature among the society and the general trend towards an active organization of one's leisure time is reflected in a high importance of the nature experience (BMW i, 2010). The nature experience is especially appreciated by hikers. Overall, about 56 percent or nearly 40 million people of the German population can be described as active hikers (BMW i, 2010). The question arises which driving forces affect the behavior? A study among German hikers found answers. People see opportunities to experience nature via an active form of engagement, the possibility for regeneration is given during the created movement, and hiking enables social contacts. These approved associations are also reflected in the requested motives: take a time-out, experience nature, health/activity, culture/education, and fun/sociability. A differentiation of the various motivations shows that religious or spiritual motives have no significance.

2. Relevant Touristic Segments

Figure 7. Travel Motives of sustainable interested Germans [in %]*. Adapted from: F.U.R. (2014b).



*Travel motives ranked as 'very important', German population > 14 years (n = 7,795) and sustainable interested Germans (n = 2,155)

The motives to move, and to do something for your health show a clear dependence on the age of the respondents; the importance grows with an increasing age. In contrast to these rather health-related aspects, the motive of physical activity moves into the background. Even if it is not completely rejected, it does not have the same significance as the health aspect. All age groups agree regarding this point (BMW, 2010). Significant differences are mainly shown within the motives remove stress, and forget everyday life. Both motives are mainly important for the working age groups. This proves that hiking can also serve as compensation for professional and everyday stress. The rather individual motives, such as reflect own life, gather fresh strength or find yourself, and broaden the horizon are more important for the older hikers. The communicative element of hiking has a higher importance for the younger target group.

2. Relevant Touristic Segments

2.2 Tourism Supply

Tourism supply could be classified into four basic components: natural resources/environment, the constructed environment, transportation, and hospitality/cultural resources (Goeldner, et. al., 2000). The focus of this study lies on protected areas, as part of the factor natural resources and environment.

2.2.1 Protected Areas

Covering almost 12 percent of the world's land surface, protected areas provide the core of efforts to protect the world's threatened species and are increasingly recognized as essential providers of ecosystem services and biological resources (IUCN, 2013). The term protected area covers a variety of designations given to parcels of land and bodies of water by national legislation. Some of the best known designations are for example national park, nature reserve, biosphere reserve, or wilderness area (EEA, 2012).

Definition

The International Union for Conservation of Nature (IUCN, 2013) defines a protected area as,

- *'A clearly defined geographical space, recognized, dedicated and managed, through legal or other effective means, to achieve the long-term conservation of nature with associated ecosystem services and cultural values.'*

This can include any area of sea, lakes, rivers or land that has been identified as important for nature conservation. It is noticeable, that protected areas differ in the extent to which human activity is limited within them. Some protected areas allow industry, extensive agriculture or fishing to occur in their boundaries, while others forbid all of these activities (EEA, 2012). Thus, the term is very broad in its interpretation. The definition is expanded by six management categories (one with a sub-division): strict nature reserve (Ia), wilderness area (Ib), national park (II), natural monument or feature (III), habitat/species management area (IV), protected landscape or seascape (V), and protected areas with sustainable use of natural resources (VI). The categories do not constitute a hierarchy. In fact they reflect the degree of acceptable human use. Wilderness areas and national parks are defined by the IUCN (2013) as,

- *'(...) usually large unmodified or slightly modified areas, retaining their natural character and influence, without permanent or significant human habitation, protected and managed to preserve their natural condition.'* (wilderness area)
- *'(...) large natural or near-natural areas protecting large-scale ecological processes with characteristic species and ecosystems, which also have environmentally and culturally compatible spiritual, scientific, educational, recreational and visitor opportunities.'* (national park)

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The categories are recognized by international bodies such as the United Nations and by national governments as a standard for defining and recording protected areas. And are increasingly being incorporated into government legislation (Newsome, et. al., 2013). The total area of protected natural areas has increased substantially in recent decades. The area of protected nature in Sweden has increased by almost ten times in the last 50 years (Fredman, et. al., 2005).

Tourism and Protected Areas

Besides the importance of biodiversity conservation, protected areas offer direct recreational benefits for people living in or near protected areas and visitors from further away. Protected areas are appreciated by alternative forms of tourism, like ecotourism (Stolton & Dudley, 2009). Since the origins of tourism, travelers have been moved by, and drawn to nature (Ceballos-Lascurain, 1996). Protected areas are among the major natural attractions for tourists. In the late 18th and early 19th centuries English tourists started visiting Europe with a special interest for cultural features and natural sites including 'romantic' landscapes. They preferred high mountains and forests like in the Alps. The Swiss turned to be one of the most popular destinations and began to offer the first modern tourism facilities in natural settings. To ensure the attractiveness and to maintain the natural character, these areas became protected areas. In fact, ever since Yellowstone National Park in the USA was created (1872), one of the principal motivations for establishing protected areas has been to offer opportunities for recreation and inspiration in natural settings (Ceballos-Lascurain, 1996).

The today's trend of an increased popularity and usage of natural areas for recreation is identified around the world (Pigram & Jenkins, 1999). The visit of a protected area with the benefit to experience the environments with all senses converts the visitor also into an active financial supporter. Protected areas are often dependent on the revenues of tourists. They are a source of wealth for the tourism industry based on the natural resources they sustain. But tourism also poses an implicit threat to fragile ecosystems. The conflict consists in the desire to preserve natural settings and to allow people to access. An adequate planning of the management is essential for the maintenance of the areas unique character.

National Parks

National parks and outdoor recreation are increasingly important in contemporary societies (Manning, 2012). According to Manning (2012) parks are vital to people in

2. Relevant Touristic Segments

many ways: they offer open, green spaces in our ever-developing world, they are retreats from hectic lives, and they protect the natural environments with its wildlife as well as cultural and historical resources. Providing opportunities for high quality visitor experiences is an important management objective in national parks (Cole & Hall, 2009). The primary objective of a national park is (IUCN, 2013),

- *‘to protect natural biodiversity along with its underlying ecological structure and supporting environmental processes, and to promote education and recreation.’*

The concept of the national park was established in the 19th century in North America, where wide and undeveloped land was protected from human exploitation or habitation (EEA, 2012). Sweden was a pioneer for the implementation of national parks in Europe. Sweden established the first nine national parks in 1909, among others Sarek and Abisko. The creation of protected areas in the form of nationally-owned parks took a new energy after the First World War (1918, Covadonga/Ordesa, Spain; 1922, Gran Paradiso, Italy; 1929, Thingvellir, Iceland). Most of these European national parks were consciously following the US model of national parks. They were originally established in less populated areas like US national parks, but were mainly smaller and created for scientific purposes (EEA, 2012). Today the understanding of national parks changed. National parks are even regarded as a tool for sustainable development (Mose & Weixlbaumer, 2003).

Over 100 years after the first designation of national parks, Sweden implemented 29 of them, comprising a total area of 731,589 hectares, which is 1.6 percent of the country's entire surface. National parks are managed by the Swedish Environmental Protection Agency (SEPA; Naturvårdsverket) and have to lie on state-owned land.

2.2.2 Wilderness as Travel Destination

Thousands years of human activity created a rich and varied, but highly modified landscape mosaic across Europe. In the face of widespread deforestation, infrastructure development, fragmentation, and the rising demand for energy there are relatively few areas of Europe where true wilderness can be found, at least in the sense of the IUCN (2013) classification. Wilderness is often restricted to certain high-latitude and high-altitude areas, such as parts of Scandinavia and the mountains of central and southern Europe. But also, more fragmented and smaller wild land areas, where the original natural ecological conditions have only been slightly modified, are spread over a range of landscapes across whole Europe (EEA, 2010).

2. Relevant Touristic Segments

Defining wilderness

Wilderness has both an ecological and a human perceptual meaning. It is not necessarily a fixed and objective concept but one that is formed on the basis of individual perceptions, expectations, and cultural values (Kliskey & Kearsley, 1993). Stankey and Schreyer (1987) argued that individual perceptions of what wilderness might be are shaped by a wide range of factors, including societal influences. Nash (1982) was tempted to let wilderness define itself, *'to accept as wilderness those places people call wilderness'*, with importance on *'not so much on what wilderness is but what men think it is.'* Thus, wilderness is one extreme along a continuum of human modification of the natural environment from the 'paved to the primeval' (Nash, 1982). Wilderness provides not only a wilderness experience on itself it is a catalyst for the expression of fundamental and inherent emotional states (Stankey & Schreyer, 1987). The concept remains difficult to specify. While personal opinions of wilderness vary, there is still a broad consensus that wilderness could be defined adequately by the general conditions which include the natural state of the environment, the absence of human habitation, and the lack of other human related influences and impacts (Hendee, et. al., 1990; US Congress, 1964; Leopold, 1921). In February 2009 the European Parliament passed a resolution calling for increased protection of wilderness areas in Europe. At the Prague Conference 'Wild Europe and Large Natural Habitat Areas' (2009) over 240 delegates helped to draft an agreement to further promote a strategy to protect and restore Europe's wilderness (EEA, 2010). The definition used at the Conference (Coleman & Aykroyd, 2009) is that wild areas,

- *'(...) refer generally to large areas of existing or potential natural habitat, recognising the desirability of progressing over time through increased stages of naturalness - via restoration of native vegetation and a moving towards natural rather than built infrastructure.'*

By referring to this definition, Fisher and others (2010) developed a map of the Wilderness Quality Index (WQI) (Figure 8). The data based on a combination of a number of factors like population density, road density, distance from nearest road, rail density, distance from nearest railway line, and naturalness of land cover (EEA, 2010). The map shows that wilderness conditions can be found predominantly in mountain areas, such as parts of Fennoscandia (Finland, Norway, and Sweden) and the mountains of central and southern Europe (EEA, 2010). The proportion of national mountain areas with wilderness conditions is mainly less than ten percent. Only in the Scandinavian countries covers wilderness relative high proportions of national mountain areas, for example in Sweden (30,180 km², 33%) (EEA, 2010). Furthermore, a high correlation of

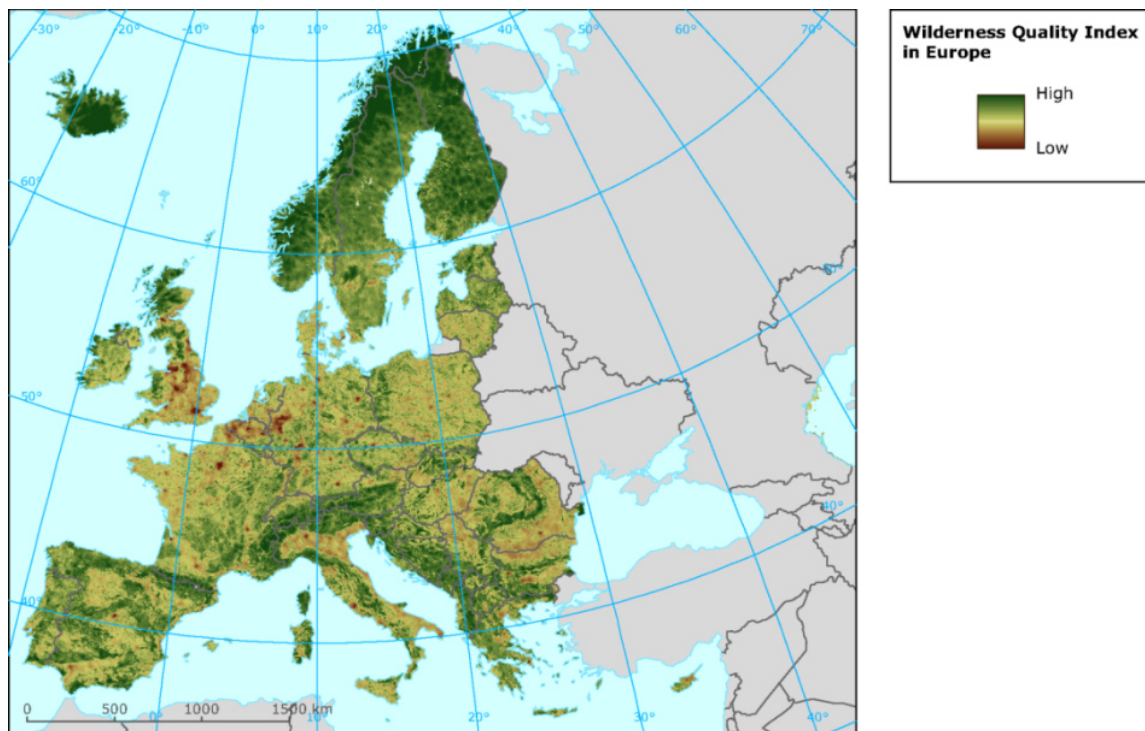
2. Relevant Touristic Segments

the WQI and the IUCN categories I and II is noticeable (Fisher, et. al., 2010). Estonia, Norway, Slovakia, and Sweden exhibit the greatest amount of recorded protected areas classified under these categories (EEA, 2012). Besides large wilderness areas, more fragmented and smaller spaces can be found across Europe. These landscapes have been slightly modified by grazing, forestry, recreation, or isolated human developments (Fisher, et. al., 2010).

Tourism Impacts on Wilderness

Independent from the characterization of wilderness, it is obvious that unspoiled nature has become a major attraction for tourists (Hall & Saarinen, 2010). Large numbers of visitors seeking out the country's natural estate, especially in the national parks, which is often equated with wilderness (Kearsley, 1990). Manning (1999) pointed out that visitors go into the wilderness to see beautiful, unspoiled nature, where humans are absent, or are believed to be lacking. The use of areas has both resource and social impacts. But, when wilderness turns to be a tourist destination the prerequisites for a wilderness experiences are at a risk (Nash, 2001). Human-made constructions reduce wilderness experiences considerably (Roggenbuck, et. al., 1993).

Figure 8. Wilderness Quality Index Map. Source: EEA (2012).



The construction of tourist infrastructure reduces the naturalness and primitiveness of the area; while the experience of solitude could be disturbed by increased crowding.

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Manning (1999) pointed out that crowding is viewed as the most direct social impact on outdoor recreation. Therefore, the management concepts of Limits to Growth, or Tourism Carrying Capacity were developed to restrict the impacts of tourism on wilderness areas.

But some authors even indicate that wilderness environments are under threat by the demands of tourists (Higham, 1998). The pressure on wilderness through tourists is recognized in different ways. It is known that international tourists bring a wide range of personal, social, cultural, and experiential frames of reference to the wilderness setting. They express their wilderness preferences by the desire for physical/mental challenges, social contacts, facility development, or personal risk (Higham, 1998). Kearsley (1990) argued that the majority of visitors were once satisfied by observing the scenery from the comfort and security of an organized tour; today's visitors seek far more involvement and adventure in the natural world. Sæþórsdóttir (2014) described that within the development of the destination, the type of tourist changes, from adventure seekers in the involvement stage, to mass tourism in the stagnation stage. But as the number of visitors increases the point will be reached when the attractiveness drops and visitation declines.

To sum up, the increasing interest in nature as a resource for outdoor recreation and tourism, and the valuable and sensitive ecosystems, require a certain protection status. The establishment of national parks is a common instrument for long time protection of valuable nature. A central issue is the necessity of developing a tourism tactic that protects the social and environmental values that 'green' tourists prize, while still making the area accessible as possible (Kliskey & Kearsley, 1993).

2.3 Sweden as Travel Destination

About 1.5 million Germans visit Sweden every year (IBIS, 2013). They are the most important tourist group outside the Nordic regions. At a first glance, the formula for success seems to be obvious; Sweden offers a variety of natural landscapes and is well known among Germans as the friendly country with *'blue lakes, green forests and red huts'*. But are these typical associations reflect the full range of positive attitudes and images towards Sweden? The following chapter provides an overview about nature as tourist attraction and the various Sweden images.

2. Relevant Touristic Segments

Tourist Attraction Nature & Impacts

Sweden is a country of varied landscapes and natural environments even if there has been a long history of land use; Sweden is one of the European countries that has still valuable and unspoilt natural features. The Swedish landscape comprises six main nature types: mountains, lakes/watercourses, coast/ seas, broad-leaved deciduous forests, wetlands, and coniferous forests (SEPA, 2014). Forest and woodlands (58%) build the dominant land type in Sweden. Coniferous forests dominate Sweden's nature, including the large national parks outside the mountainous areas. Sweden has one of the greatest concentrations of lakes in the world. Almost one-tenth of the surface consists of lakes. Moreover, about one-fifth of Sweden's surface is covered by wetlands such as bogs, fens, and marshes (SEPA, 2014). The Swedish mountains along the Norwegian boarder build about one third of Sweden's entire surface. But it contains only two percent of the total population (Fredman & Heberlein, 2005). About 90 percent of the national parks' combined surface area can be found in the mountains. There is also a long tradition of reindeer husbandry and trading, but the mountainous zones are one of the most unspoiled areas of Sweden's countryside.

This may be also the fact why many people perceive the mountains as a synonym with recreation and relaxation (SEPA, 2009a). Outdoor recreation and activities in areas of the countryside are progressively becoming an essential part for the general wellbeing in Sweden (SEPA, 2009a). The mountains are a popular tourism destination and the number of visitors has increased. In one year nearly one of four Swedes visited mountain regions mainly for recreation and leisure purposes (85%) (Fredman & Heberlein, 2005). Fredman and Heberlein (2005) even pointed out that some people are attracted by the mountains themselves rather than by the activity. A desire to visit the mountains may provoke the specific activity. Nowadays, the countryside provides an arena for activities like mountain-biking, paragliding, white-water rafting and climbing (SEPA, 2013). As a result, the pressure on the nearby countryside grows steadily. This can be attributed also to the increased preference of cities and towns as residence. Soil and vegetation can suffer degradation. The value of preserving unspoiled, natural features and uncultivated land in more distant places is gaining increased attention in Sweden, and in Western societies.

But the changes in the nature of outdoor recreation are placing also new demands on the Right of Public Access (*Allemansrätten*), which is founded on more traditional ways of enjoying the countryside (SEPA, 2013). Much of the appeal of outdoor recreation is

2. Relevant Touristic Segments

based on open access to valuable natural resources like national parks, forests, and wilderness. The Right to Public Access applies to Sweden's landscape and countryside. It is a unique right to roam freely while taking care of nature and landowners according to the sentence, 'Don't disturb – Don't destroy' (SEPA, 2013).

Incoming tourism and Image

In order to improve the knowledge about incoming tourism to Sweden, the Swedish Agency for Economic and Regional Growth (Tillväxtverket) carried out a national border survey which gathered information about foreign visits to Sweden from 2011 to 2013 (IBIS, 2013). During 2013 a total number of 18.8 million foreign visits were recorded. The majority of visitors came from Norway, Finland and Denmark (63% of all visits). The largest market outside the Nordic region was Germany, with eight percent of all visits. Stockholm received the largest number of stays. Otherwise it was the metropolitan regions which attracted most tourists, followed by Western Sweden, and Southern Sweden. The most common activities were shopping, visits of food facilities (restaurants, bars, cafés), followed by sightseeing/excursions. About ten percent of the visitors hiked in the forests or mountains and eight percent visited a national park or naturum. Sweden has a high rate of follow-up visits: 84 percent of all visitors visited Sweden previously. The satisfaction level is also very high: 92 percent of all visitors were satisfied or very satisfied with their visit (IBIS, 2013).

About 1.5 million Germans travelled to Sweden in 2013 which is 1.8 percent of the whole population. The most Germans visited Sweden for several days (91%). Stockholm and the surroundings attracted every second German tourist, followed by West-Sweden and South-Sweden. About nine percent visited the region Norra Mellansverige. The majority travelled with one partner (40%), and without children (80%). The same proportion travelled private. About every third was a first time visitor (IBIS, 2013). The tourism year 2014 showed that the number of overnight stays increased above average (7.8%). The main travel months were June, July and August in 2014 (Tillväxtverket/ SCB, 2015).

Scandinavia has a positive nature and recreational related image among Germans. A qualitative ranking of travel destinations (B.A.T., 2006) shows that Germans have following perception about Sweden: 'Sweden has the most beautiful landscapes of Scandinavia', 'it is besides Switzerland one of the cleanest and securest travel

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destinations’, and ‘who is seeking silence will definitely be satisfied in Scandinavia’. Especially Sweden enjoys an exceptional role under the Scandinavian travel destinations. Knoller (2014) pointed out, ‘*actual every German somehow likes Sweden.*’ The word ‘*Bullerbysyndromet*’ or ‘*Bullerbüsyndromet*’, invented by Berthold Franke of the Goethe Institute, describes the idyllic and idealized image of Sweden (Arthur, 2008). It describes an image of red houses, blue lakes and happy people; an ideal world. Sweden seems to be a model for a better Germany: Arthur (2008) argued out,

- *‘It is the desire for a better Germany, a feeling that traces back to the romantic. (...) The Swedish nature is definitely similar to the former landscape of northern Germany.’*

The icon of this nature understanding is the moose that was once in German forests. The assumption of observing moose in Sweden is a German phenomenon. A survey of Visit Sweden (2011) revealed the five most popular associations Germans have of Sweden: nature/landscape, lakes, Stockholm, moose, and coldness. In total, respondents form diverse countries named: nature, coldness, Stockholm, expensive, and snow. The moose was not even mentioned under the top 20.

A study of the Scandinavian image among students (Schrödel, 2009) analyzed Sweden’s attractiveness as a travel destination. The general image of the North among young Germans is dominated by nordic nature and landscapes (forests, lakes, rivers, and islands). Further, contemporary culture and consumption as well as romantic, peaceful and harmonic cultural landscapes are considered as being ‘typical Swedish’. The creation of Sweden images is based highly on culture and consumption, media/communication, and own experiences. Especially advertising messages convey the picture of rural, romantic and idyllic sceneries (red houses, harmony, royal family, Pippi Langstocking etc.). Persons with own experiences emphasized the nature as being the most important element of a Sweden visit. The association’s coldness, darkness, and the high price level are acting as a ‘deterrent’. However, Sweden is the only country which frees itself from the image of a barren land (Schrödel, 2009).

The special case of FNP, and the question why Germans visitors are particularly motivated to visit this national park, will be reviewed in the following chapters. The fact that FNP only slightly represents the typical Sweden image values the investigation.

3. The Case of Fulufjället National Park

3. The Case of Fulufjället National Park

Fulufjället National Park, one of Sweden's most recent national parks, was established in August 2002 and became Sweden's 28th national park. The following parts represent the FNP, its valuable natural features, and the management of the tourism activities so far.

3.1 Location and Protection Status

FNP is located in the Municipality of Älvdalen in northwest Dalarna County in Sweden (Figure 9). The park contains 385 square kilometers, of which 65 percent is bare mountain and alpine heath (SEPA, 2002). The land is owned by the Swedish state and is managed by the Dalarna County Administrative Board. The management plan (Naturvårdsverket, 2002) reflects the main reasons for establishing this protected area.

- *'Fulufjället contains natural features of great value which are primarily associated with its special geology, morphology and vegetation. There is no parallel anywhere else in Sweden to the park's alpine heaths and thick carpets of lichen. The landscape is open and largely unspoiled. The waterfall at Njupesjär is a great attraction, and there are good opportunities for enjoyable tours and outings in the easily accessible mountain terrain. Fulufjället is wellsuited to be the most southerly national park in the Swedish mountains.'*

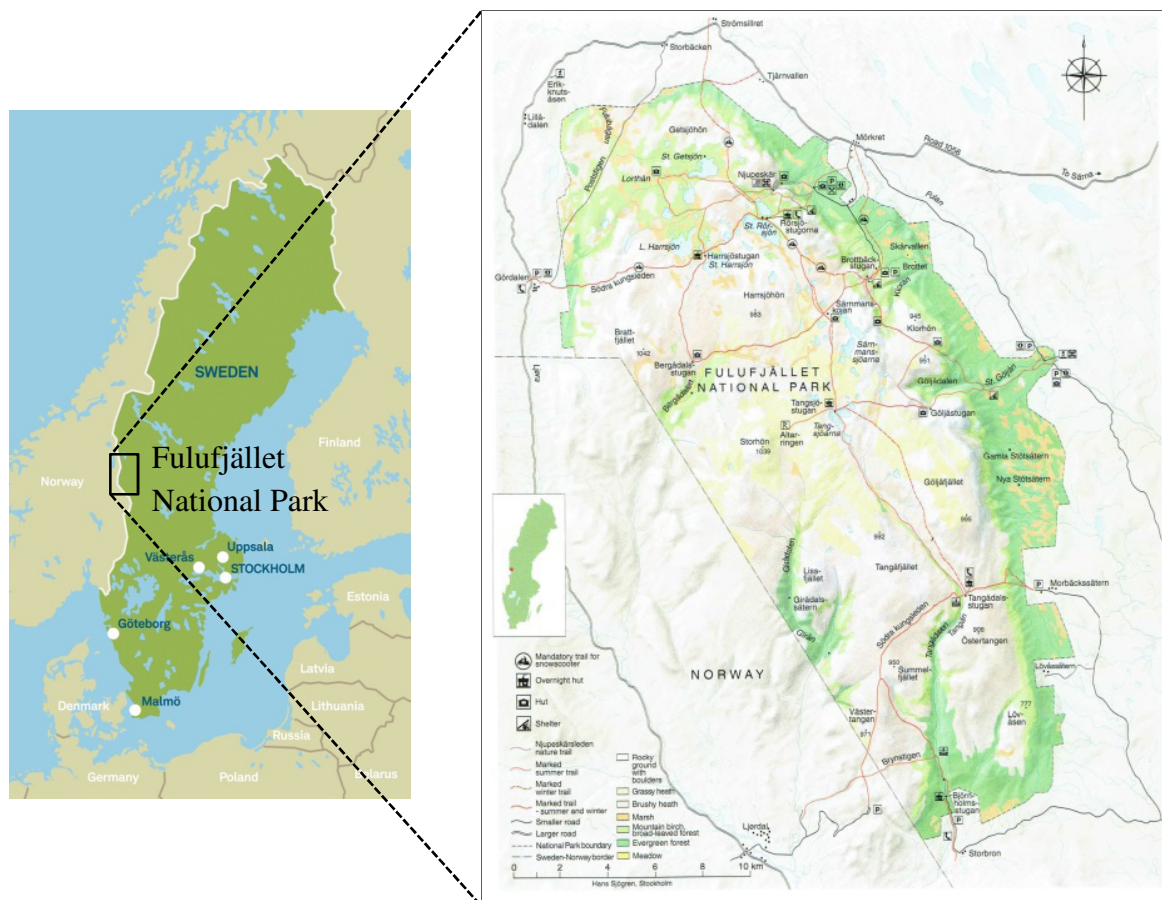
Thus, the main purpose of the FNP is to preserve a southern area of the Swedish mountains in an unspoiled state, including its distinctive vegetation and other highly valuable natural features, and to ensure the visitors experiences.

The Fulufjället landscape consists of a high plateau which is deeply gouged by several rivers. The geography is dominated by bare mountains, valleys, dense ancient forests, and numerous wetlands. The highest point is the peak of Mt. Brattfjället with an evaluation of 1,042 meters above the sea level. Njupesjär is the park's most popular attraction. Sweden's highest waterfall, with a total height of 93 meters and a free fall of 70 meters, is formed through backward erosion. The park is also home of Old Tjikko, with 9,550 years one of the world's oldest trees. A further notable sight is of much more recent date. The erosion effects along the Göljån River are a result of the forceful storm in 1997 (Lundqvist, 2002). An estimated amount of 10,000 cubic meters of trees were felled by flash flooding. The management decided to leave the large amount of timber untouched after the dramatic erosion that followed the extreme downpour. Today the site, covered in dead wood decaying naturally, is one major attraction and is therefore equipped with interpretation boards for visitors (EWS, 2014). There are numerous lakes, containing char and trout, in the northern section of the plateau. FNP has a

3. The Case of Fulufjället National Park

continental climate because it is one the Scandinavian areas which is farthest away from the sea. The geology of FNP is based on Dala sandstone, with some elements of diabase; unlike any other mountain range in Sweden. The sandstone was formed 900 million years ago, when this part of the tectonic plate was located near the equator. There are many valuable formations resulting from the glacial melting of the past. In some places, the ground has not been scraped by the most recent ice-age glacier. Together with the continental climate, it gives the area its unique vegetation. The flora of Fulufjället includes scrubs of heaths, mosses and lichens which are distinctive in the Swedish mountains. The unusual thick blankets of lichen are a result of the absence of grazing reindeers. Fulufjället builds the southern limit of many plants and animal species. The park is an outstanding location and provides favorable conditions for several species of birds (gyrfalcon, capercaillie, golden eagle, etc.). The Siberian Jay is the park's symbol. Brown bears have their hibernation territories in FNP and the park hosts the rare wolverine and lynx (Lundqvist, 2002).

Figure 9. Map of Fulufjället National Park*



*Source: imagebank.sweden.se/Lundqvist (2002).

3. The Case of Fulufjället National Park

3.2 Tourism Management

The mountain of Fulufjället has remained largely unknown to the general public in sharp contrast to the nearby mountains with their extensive winter sport facilities (Sälen, Idre, and Trysil). Since FNP has become Sweden's 28th national park it is receiving more attention. The area attracted annually roughly 35,000 visitors before the park was established. In 2003, after the designation, the park welcomed already 53,000 visitors mainly in the summer season. Lundqvist (2002) mentioned that the relative unspoiled state may be the key to success for the FNP in the future. The park exhibits extensive outdoor recreation facilities, with 140 kilometers of marked trails, and fifteen cabins for brief rests or overnight stay. At the main entrance are a parking lot, food services, and a national park center (naturum) located. This is the starting point for walks to the Njupesjär and to the northern section of the plateau with its lakes and cabins.

Various visitor groups, from local to international, appreciate the excellent opportunities to experience quietness, solitude, and unspoiled nature. Therefore, it is the aim of the FNP to maintain and preserve the unspoiled condition and provide visitors experience of isolation, tranquility, and purity. In order to achieve an appropriate access for the public, the management plan, and regulations are based on a division of FNP into four zones. Directions and measures for exploitation and protection vary among the zones (Fredman, et. al., 2005). Each zone has its own set of regulations while the overall purpose of the FNP applies to all zones. They differ in criteria related to human influences, physical environment, probable visitor experiences, and appropriate activities. The international planning framework ROS was adapted to this situation. Four zones are situated on a scale with following states: unspoiled (Zone I), low activity (II), high activity (III), and developed (IV).¹ Most areas of bare mountain are included in the unspoiled zone, comprising sixty per cent of the park's total area (23,000 ha unfragmented area). No activities are allowed that may disturb the natural environment or visitors' enjoyment of nature, stillness, and solitude. In the strictly protected core zone is hiking or cross-country skiing allowed. But the wilderness area is free from roads, snowmobiles, hunting, fishing and reindeer grazing. The other three zones can be used more intensively for purposes like fishing, or snowmobiling. But it is not allowed to light fires or set up tents in Zone IV. Snowmobile tracks and fishing waters are located in Zone III to the north.

¹ see appendix 3, Figure IV

3. The Case of Fulufjället National Park

The roads, trails and other facilities are designed to work like 'honeypots'. Visitors are attracted by Njupesjär and the surrounding trail network. Only a small number of visitors will spend the time to hike for several days on the trails crossing the core zone. The effect is that all visitors are able to enjoy the park's nature, while keeping the vulnerable areas remote and well preserved. Furthermore, the local population is not restricted regarding certain activities. The idea of involving the local population was a result of the establishment process. At this stage it was essential to emphasize the advantages and opportunities of a national park rather than the restrictions. The Dalarna County Administrative Board and SEPA launched the project 'Fullufjället's Surroundings' to discuss the proposed implementation of the FNP within a broad societal perspective and to clarify the advantages (Fredman, et. al., 2006). The result was the founding of the 'Ring of Fulufjället' (Fulufjällsringen). This is an association of small, local tourist companies in the surroundings on the Norwegian and Swedish side of the border. The park has also become one of the initial PAN Parks which is an international project to combine preservation with tourism.

In summer 2001 and 2003 the European Tourism Research Institute (Etour) of the Mid Sweden University Östersund conducted a visitor survey before and after the national park establishment. Data were gathered by three different methods: a) counting people and vehicular traffic at the most important entrances to the park; b) self-registration by visitors with the help of self-registration boxes at seven different locations; and c) a questionnaire which was sent via post to a sample of Swedish and German visitors (Fredman, et. al., 2006). About 53,000 people visited FNP in the summer 2003, which is an increase of 39 percent compared to 2001. The Njupesjär is the most attracting sight of the national park; two of three persons visited the FNP to see the waterfall. Hiking was preferred by 16 percent. Compared to other areas in the Swedish mountains, FNP has a high proportion of foreign visitors. About one of three visitors came from abroad. Germans were the largest group (14%) followed by Danes, and Dutch. Visitors had a high average age (49 years) and there were relatively few young visitors compared to other Swedish mountain regions. FNP visitors are more urban-oriented in comparison to other mountain regions. The visit represented for the most people experiences of magnificence, relaxation, and pure and untouched nature. But the number of people who experienced isolation from other people and tranquility decreased. The reasons for visiting FNP differ for the visitors in the different sections of the FNP (Fredman, et. al., 2006).

3. The Case of Fulufjället National Park

The German visitors experienced FNP as being ‘magnificent’. Germans had strong experiences of tranquility, wilderness and pure and untouched nature and laid a higher value on unspoiled and pure nature. Noticeable is also that the spectrum of activities done by German visitors was higher than the spectrum of Swedes. Almost every visitor visited the FNP to see the waterfall Njupesjär. But while the Swedes name this motive as the main motive, the Germans laid a higher emphasis on long time hiking tours. According to Fredman and others (2005),

- *‘Njupesjär waterfall does not have the same attraction for the German visitors as it does for the Swedes. Instead, it is forest environments itself that draws them, and also hiking on the trails within Fulufjället.’*

It is in the scope of this study to clarify which purpose Germans follow while hiking in the Fulufjället mountains.

4. Material and Methods

To meet the targets of the study a mixed-method approach collected data from textual documents, an online survey, and semi-structured interviews. The intention of the following phases is to give a brief glance into the research periods. The methods of research are discussed under three phases.

Phase one of the research based on literature review as well as the design and preparation of the survey. The past research activities in the FNP, including the visitor surveys of 2001 and 2003, were studied in detail. The specific research topic was established by analyzing different motivational studies. The questionnaire elements were designed for the quantitative determination of the travel motives and general wilderness perceptions of Germans. Finally, the qualitative part of the research was elaborated. The outline for the semi-structured in-depth interviews implemented similar questions like the quantitative part. Additional information of the visitor aims to support the determined results of the online survey.

The phase two of the research is founded on the on-site data collection. All interviews and mail surveys were conducted during the high-use summer season from early June through mid-September 2014. Visitors of the FNP were invited to fill out self-registration cards at the main entrances of the FNP. Among others, the visitors were asked for their email address to send them a follow-up online questionnaire. The semi-structured in-depth interviews were conducted with German visitors during the high season from the beginning of July to August.

The phase three consisted of the data analysis. The data was generated through an online survey which was conducted from July to October 2014 by Etour. There were three send-outs with up to two reminder notices to visitors who did not complete their questionnaires within several weeks. All data analysis was conducted using the Statistical Package for the Social Sciences (SPSS); statistical techniques ranged from simple descriptive statistics to reliability analysis and exploratory factor analysis to determine the motive dimensions (factors) for the survey. The reliability analysis examined the internal consistency of the previous domains and the extracted factors. The extracted factors build an ideal instrument to compare visitor's data (activities experiences, socio-demographic data) with the motivational outcome.

4.1 Design and Preparation

This study based on an online survey conducted on assignment of Etour during summer 2014 in the FNP, Sweden. The study areas were geographically distributed. Different settings with varying visitor use were selected. It was the aim to represent a variety of visitors' interests, needs, and attitudes. The questionnaire¹ is organized in seven sections with 40 questions and implements closed-ended questions (yes/no questions, multiple choice, scaled questions) and open-ended questions. The English and German questionnaires are a direct translation of the Swedish version.

The focus of this thesis lies on the section C, which includes a completely reworked REP scale of 40 items and ten dimensions. Each domain comprises a set of composing attributes as measured by items. Table 2 shows an overview with a brief description of every domain. Respondents were asked to rate the 40 motive statements according to their importance for the FNP visit. The items were previously found valid and reliable by other researchers and were employed in existing or slightly modified form. The statements ranked on a five-point Likert type scale with the importance rating responses categories: not at all important (1), slightly important (2), moderately important (3), very important (4), and extremely important (5).

Table 2. Requested REP scales of the Visitor Survey.

Domains	Description	Items
Exploratory	Describes the impulses to discover new territories in pristine landscapes. This travel motive often pushes the extremes of human travel in terms of risk and challenge.	<ul style="list-style-type: none"> - Experience the scenic quality of nature, - Physical challenge, - Having a sense of discovery, - See dramatic landscapes, - Tranquility and peace
Remoteness	Is considered as a function of distance, accessibility and the restricted number of people in the area.	<ul style="list-style-type: none"> - Being alone/solitude, - Free from observation from all other people, - Develop a sense of remoteness from cities
Simple Living	This dimension describes the human desire for a life without daily commitments, constraints and burdens in today's society. The awareness of an unhealthy lifestyle leads to the demand for physical activity as well as recovery.	<ul style="list-style-type: none"> - Get away from daily routines, - Physical health and exercise, - Simplify daily priorities
Natural Environment	Refers to environment that encompasses the interaction of all living species. Recreationists, voting for these items, travel to	<ul style="list-style-type: none"> - Enjoy outstanding views, - Explore the natural environment, - Observe/hear wildlife, - <i>A clean and unpolluted environment,</i>

¹ see appendix 2

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	experience the beauty of the ecosystem with all senses.	- <i>Enjoy comfort in natural surroundings</i>
Shared Solitude	Means to travel in a group that is separated from other groups or people. This implies to enjoy the solitude of the wilderness without disturbances of others.	<ul style="list-style-type: none"> - A small intimate group, - Privacy from most people but personal relationship, - <i>Feel a special closeness with others in my group,</i> - <i>Other group members were accepting me for who I am</i>
Connectedness/ Spiritual	Is the degree that an individual includes nature as part of the identity. The appreciation of the ecosystem rises while feeling the spirit of nature.	<ul style="list-style-type: none"> - Feel connected to a place that is important, - Recreate in a primitive environment, - Feel a connection with others who value wilderness, - Observe and appreciate the ecosystem, - <i>Obtain a deeper connection in life</i>
Wilderness Travel Skills	Wilderness skills and behavior in nature is often neglected or unknown in today's world. This refers to the ability of the visitor to learn or reawake skills.	<ul style="list-style-type: none"> - Develop a sense of self confidence, - Share my skills with others
Self-discovery	Wilderness opens up a path leading to the inner self. Away from daily life routines it is possible to rediscover the purpose of life.	<ul style="list-style-type: none"> - Chance to think/solve problems, - Develop an oneness with nature, - Get in touch with true self, - Opportunity for self-discovery, - Reflect on life, and - Stimulate creativity - <i>(- develop self-sufficiency)</i>
Adventure	The expectation that wilderness will produce a reward; the adventurous experience motivates individuals to travel to natural environments.	<ul style="list-style-type: none"> - Having an adventure, - To have a story to tell, - Experience places I have read about, - Feel like I was the one of the first people to use this place, - Freedom of choice as to actions and use of time
Inspiration	<i>This category reflects the desire to find inspiration in different nature sceneries. Visitors who felt inspired will enjoy the benefit also during daily life.</i>	<ul style="list-style-type: none"> - <i>Experience nature's magic and mysticism</i> - <i>Find inspiration in natural surroundings</i>

The ten dimensions were already tested within a survey in the FNP (Raadik, et. al., 2010). The pilot study was conducted in the summer 2005 by Colorado State University on behalf of SEPA and Etour. The 35 motivational items, adapted from Drivers (1983) original list, came from Newman and Dawson (1998) who conducted a study of High Peak Wilderness Areas in Adirondack State Park, New York. A total number of 107 visitors were surveyed on-site. Aims were to examine motivations of visitors in a Northern European national park by using REP items from a North American context, and to examine REP's potential for cross-cultural use. Besides the study of Driver (1983) and Raadik and others (2010), further studies were reviewed to elaborate the

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items. The domain '*Inspiration*' was newly introduced. A similar Norwegian study (Haukeland, et. al., 2010) examined the travel motive 'nature orientation' on a Norway tour of German (57%), Dutch, and Danish motor tourists. The travelers were leaving Norway by ferry during the summer season 2008. Haukeland and others (2010) conducted an exploratory factor analysis and found the factor 'Inspiration' (38% of variance explained) with the highest meaning. The items 'Feel connectedness with landscape and nature', 'Obtain a feeling of freedom', 'Obtain a deeper connection in life', 'Experience nature's magic and mysticism', and 'Find inspiration in natural surroundings' scored the highest. The last two items were implemented under the domain '*Inspiration*'. The item '*obtain a deeper connection in life*' suited the best to the domain '*Connectedness/Spiritual*'. The first named two items were already implemented in other domains ('Connectedness' and 'Self-Discovery').

The domain '*Natural Environment*' was expanded by the items '*a clean and unpolluted environment*' and '*enjoy comfort in natural surroundings*'. To experience an unpolluted environment with fresh air and clean water was seen as rather or very important by nine of ten respondents in the study of Haukeland and others (2010). An introduction of this item seemed to be appropriate. The item '*enjoy comfort in natural surroundings*' scored also relative high with a factor loading of .66 (Haukeland, et. al., 2010). This fact allows shedding more light on the wilderness purism of the visitors. Further, Opaschowski (2008) revealed in a study of the prospective travel behavior of Germans that enjoying comfort during holidays is increasingly important. Especially the elder generation is more interested in the quality of life and well-being while traveling. Hospitality, a healthy climate, and comfort were ranked relative high.

The domain '*Shared solitude*' was expanded by the items '*feel a special closeness with others in my group*', and '*other group members were accepting me for who I am*'. According to a study of Borrie and Roggenbuck (2001), in a wilderness area in the Unites States, respondents showed a higher focus on group members and on the environment than on task or on self. Focus on self/introspection was on average low across time and across individuals. Feelings of oneness, primitiveness and humility, emphasized by the wilderness philosophers, were only of mid-level importance to the wilderness visitors. The items '*feel a special closeness with others in my group*' and '*other group members were accepting me for who I am*' scored high with a communality of over .80 (n = 221). Moreover, Manfreda and Driver (1996) conducted a meta-analysis of 36 studies that have used REP items. The tested scales show a strong emphasis on social items e.g. domains like family togetherness, similar people, new

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people, and teaching/leading others. Out of the importance of sociability items, the expansion of the domain was realized.

After expanding the list, an additional review rejected items with similar meanings. Firstly, the domain '*Self-discovery*' was shortened by the item '*develop self-sufficiency*' because it correlates with already existing items like '*opportunity for self-discovery*' and '*get in touch with true self*'. Secondly, the domain '*Exploratory*' was shortened by the item '*see spectacular views*' because it correlates with the item '*enjoy the view*' and '*see different dramatic views*'.

The REP scales are tested and used in wilderness areas in America. In the context of extensively used landscapes and a high population density in Mid-Europe, especially in Germany, wilderness has become an antithesis to the existing world. Gaining wilderness experiences is not self-evident because of geographical distances or accessibility. It may be possible that one has not seen wilderness places at all, or was not aware of seeing wilderness. Cultural landscapes are frequently mixed up with wilderness areas. However, wilderness is a construct and every individual has different images of this state of nature.¹ However, it is clear that Germans had strong experienced of wilderness in FNP about ten years ago (Fredman, et. al., 2005). Out of this reason, the questionnaire includes nine questions to get to know the general perceptions, images, and attitudes towards wilderness. These supplementary questions support the REP scales and determine additional knowledge. It is not possible to shed light on every factor that influences the motivation to visit FNP; that would mean to ask every individual for the single travel determining factors. It is noticeable, that motivating forces could be driven by negative factors like fears, constraints, and images. This study only illuminates the predominated motivating forces that lead to the action of visiting the FNP.

Question 18 (We would like to know what spontaneously comes to your mind when you hear the word wilderness. Please name the most important key words) is an open-ended question and offers the opportunity to reflect what wilderness means to the individual. This question allows creating a foundation for further assumptions. Among other factors (marketing, experiences) the meaning of wilderness is also influenced by culture. Germans may have other imaginations of wilderness than Swedes. Simply the reason of living in a highly used, dense, and cultural landscape supports this argument. The respondents ranked the answers of question 19 (To what extent do you agree with the

¹ see chapter 2.2

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following statements?) on a five-point Likert type scale with the rating responses categories: don't know (0), disagree (1), slightly agree (2), neutral (3), agree (4), and strongly agree (5) (Table 3).

Table 3. Requested additional information about the visit.

Nr.	Statements of Question 19	Topic
1	FNP is a wilderness area.	State of mind – Wilderness in Fulufjället
2	The idea to be in a wilderness area influenced my decision to visit Fulufjället.	
3	The visit of Fulufjället have changed my idea of wilderness.	
4	The wilder the nature the more I like it.	Image of Wilderness
5	Wilderness areas are important retreat areas for animals and plants.	Ethical awareness
6	Observing large animals (e.g. bear, moose) belongs to a wilderness experience.	Wilderness Experience
7	The number of visitors in wilderness should be limited to maintain the biodiversity.	Accessibility: Attitude towards
8	Wilderness areas should be only accessible via guided tours.	Tourism and Nature Protection

The first three statements are related the visit of FNP. The REP scales are frequently used in wilderness areas in America. Northern Europe has only a few last remaining areas which could be called wilderness areas. It is not self-evident to find wilderness in Europe. People often don't know how to distinguish wilderness from other nature types. Therefore, the first statement tests if people are aware of finding wilderness in FNP. Visitors may be driven by the assumption of finding wilderness to a certain degree. One who hikes in the mountains for several days may lay a higher value on finding wilderness than one who walks to the waterfall and back. The motivational pattern may show conspicuousness. Therefore, the next statement tested if the idea of wilderness influenced the travel decision process. Everyone may have an individual image of wilderness. Wilderness is a construct and not clearly definable. The nature awareness study (BfN, 2013) shows that Germans connect mostly wild animals, and forests/rainforests/jungles with wilderness. FNP represents a landscape type which is not common in Germany. The visit of FNP may have changed the image of wilderness. As a consequence, the following travel decision may be influenced by a reworked image. The statement four refers also to the nature awareness study (BfN, 2013). About one of four Germans strongly agreed to like wild nature, only six percent reject wilderness. It would be interesting to see if visitors of FNP have a higher positive attitude to wilderness.

Wilderness areas are not only recreational areas for humans; they offer also essential space for biodiversity. In contrast to an anthropocentrism view which emphasizes the

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value of humans, the biocentrism promotes the preservation of biodiversity, animal rights, and environmental protection. The statement gives tests if participants agree that the flora and fauna has an equal right to withdraw and be without human disturbance. This statement may be in conflict with the next question. While it is generally accepted that animals need retreat areas, people want to observe rare animals. Wild animals were the first wilderness associations named by Germans (BfN, 2013). As mentioned before, the moose seems to be an icon and a symbol for Sweden. Therefore, the question six reveals if observing wildlife belongs to a wilderness experience.

The next two statements reflect the conflict between accessibility and environmental protection. The criticism of wildlife disturbances, damages, erosion etc. through the tourist leads to the assumption that recreational activities destroy wildernesses.¹ Should humans be excluded from nature? The Scandinavian everyman's right allows a general access of wilderness while taking care of nature. An agreement of the statement may also show that people made negative experiences (trash, noise) during former visits of a protected area.

After analyzing the additional questions, a differentiation between the whole population and a closer characterization of the German FNP visitor is likely. The travel decision, which is influenced by motives and attitudes, will become apparent.

4.2 On-site Research

The on-site research phase consisted of the data collection through self-registration of the visitors, and in-depth semi-structured interviews with German tourists. The first data of the visitor was collected with the help of eight self-registration boxes which were located at the main entrances of the FNP (Björnholmsstugan, Storbekkåsen, Gördalen, Morbäcksåtern, Brottbäckstugan, Rösjöstugorna, Göljån, Njupekär).² The boxes were placed close to the trail and were easily noticeable because of a sign with the highlighted word 'viktigt' (important) on the front of the flap. Besides the Swedish information, the note included also a short English and German translation. It was ensured that no visitor is hindered to take part at the survey because of language barriers. The boxes were constructed weather resistant and remained stable over time. Each box included a pack of registration cards, pens, a map of the national park, and a short instruction, and information about the project in the languages Swedish, English and German. The registration cards included following requests: the current date and

¹ see chapter 2.2.2

² see appendix 3, Figure IV

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time, the year of birth, the country, postal code, gender, email address, and the choice of language for the online questionnaire. The completed card was inserted into a slot on the inside of the box. The inner compartment of the box was locked and cleared in regular intervals. The collection boxes with a high visitor frequency were cleared and checked every day to every third day (Njupesjär, Göljån, Brottbäckstugan, and Rösjöstugorna). The other boxes were cleared weekly. The boxes were set out at the beginning of June and were open in the whole season until the end of September.

Additionally, data was generated through semi-structured, in-depth interviews with German FNP visitors. Study participants were a sample of the naturum visitors during the high-use months of July and August. Within any sampled group, the research technician conveniently selected one individual or couple at the main entrance of the naturum to complete the interview. The interview format allowed informants to elaborate their thoughts, feelings, understandings, and motives of travelling to a wilderness area. The semi-structured interview consisted of five main parts, each with a possible range of questions and a roughly time limit. The interview guide¹ shows the framework for the interviews. Questions were not necessarily asked in a specific order. A flexible interview format allowed reacting to the needs of the respondent (e.g. time constraints). The interviews were recorded. Additionally, the interviewer took down notes in the case of technical recording failures. The note sheet consists of date, time, and location.

The procedure of the interview followed the following structure: opening (greeting), providing of information, gathering information, and closing. After greeting the interviewee and thank for agreeing to take part, the purpose of the meeting was explained and the recording allowance was requested. The data gathering process consists of five parts. Part one of the interview contained three 'icebreaker questions'. The idea was to invite the participant to answer easy questions and to find an introduction to the guided conservation. The goal was to follow the 80/20 rule; the candidate should be doing more than 80 percent of the talking, and the interviewer, less than 20 percent. The second part aims to identify general attitudes and perceptions of wilderness. This part is a content part and introduces the next part which sheds more light on the visit of FNP. It was the aim to involve the visitor in a conservation regarding the travel motives. After talking mostly about pull factors which in the sense

¹ see appendix 3, Table 1

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of the FNP attractiveness; it was crucial to talk also about push factors. People obviously felt a discomfort at home that activated a need. The question arose which reasons drove them to leave Germany? This assessment has a high personal denotation but selected questions may reveal the reasons. The lack of wilderness in Germany as one reason will be reviewed.

4.3 Data Analysis

Data was gathered from the online survey which was conducted from July to October 2014 by Etour. A mail questionnaire was sent to visitors which were registered per email. There were three send outs with up to two reminder notices to visitors who did not complete their questionnaires within several weeks of their trip. In the case of unreadable addresses, emails were sent in up to two different versions.

The quantitative (statistical) analysis ranges from a simple univariate analysis to a more advanced and comprehensive multivariate analysis. The univariate analysis includes the creation of frequency distributions of individual cases. This will be done in a suitable form of graphical representation e.g. table format or bar chart. The aim is to give an overview of the basis data and to create a profile of the mean FNP visitor and the mean German visitor. The aim of the multivariate data analysis is to adequately represent the domains of the constructs. Two separate analyses will be performed on study data: a reliability analysis and a factor analysis.

But the first step of analyzing the 40 items is to have a view on the Item Difficulty Index (IDI) or p-value of every single item. This measure is one of the most useful and most frequently reported tools for item analysis. The item difficulty expresses the proportion of respondents who answered the item 'correctly'. The measure represents the proportion of visitors, who agreed. In this context, the p-value might more properly be called the level of agreement, rather than the item difficulty. First, the scale with its original range from one to five was coded to a scale from zero to four and secondly transformed to a scale from zero to one. Thus, item difficulty ranges from zero (none of the visitors agreed) to one (all agreed). A high value denotes easier items (more people answered the item correctly), and a low value denotes difficult items (fewer people answered the item correctly). The standard deviation (s.d.) indicates the dispersion of the scores or how 'spread' the responses were.

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The reliability analysis is used to construct reliable measurement scales, to improve existing scales, and to evaluate the reliability of scales already in use. Cronbach's alpha is the most common measure of scale reliability. The values of the column labelled 'Alpha if item deleted' reflect the change in Cronbach's alpha that would be seen if an item would be deleted from the domain. The reliability analysis shows the inter-correlations of the items; the higher the reliability, the greater and stronger the relative number of positive relationships. A diverse subject matter lowers the reliability. High reliability indicates that the items tend to 'pull together'. Low reliability means that the questions tend to be unrelated to each other. Acceptable reliability scores should have a value above .60. An item-total correlation test is performed to check if any item in the set of tests is inconsistent with the averaged behavior of the others and can be discarded. Items were deleted if the item-total correlation was less than .30. In doing so coefficient alpha and variance explained increase significantly.

After testing the item difficulty the Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy (MSA) and Bartlett's Test of sphericity helped to assess the adequacy of the correlation matrices for factor analysis. The overall KMO is printed in the 'KMO and Bartlett's Test' table of the factor output (Kaiser, 1970). The MSA for individual variables is printed as the diagonal elements of the Anti-image Correlation matrix. The KMO index ranges from zero to one. If the KMO is one (partial correlation is zero) the variables are measuring a common factor. If the KMO is zero (partial correlation is one) the variables are not measuring a common factor. Hence, factor analysis is inappropriate. An index over .50 (Kaiser, 1974) shows that the data supports the use of a factor analysis and suggest that the data could be grouped into a smaller set of underlying factors. The Bartlett's Test of sphericity tests the hypothesis that the correlation matrix is an identity matrix; i.e. all diagonal elements are one and all off-diagonal elements are zero, implying that all of the variables are uncorrelated. A significant result (sig. < .05) indicates that the matrix is not an identity matrix; i.e., the variables do relate to one another enough to run a meaningful exploratory factor analysis.

After testing the appropriateness of the data an exploratory factor analysis was conducted. Factor analysis is a commonly used variable reduction technique which allows establishing dimensions between measured variables. There are different criteria for determining the number of factors. The Scree Test Criterion (Cattell, 1966) is based on a plot between the components as the x-axis and the corresponding eigenvalues as

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the y-axis. The point at which the curve first begins to straighten out indicates the maximum number of factors that need to be extracted.

Furthermore, there are diverse approaches in the literature according to the sample size. Hair and others (1990) proposed that sample sizes should be 100 or greater. But Henson and Roberts (2006) discussed that sample sizes can be comparatively small as long as communalities are greater than .60 and each factor is defined by several items. Costello and Osborne (2005) argued that high item communalities ($\geq .80$) are unlikely to happen in real data. Common levels are .40 to .70. An item communality of less than .40 indicates that the item is not related to other items. Thus, items were deleted if the communality was less than .40. A cross-loading item is an item that loads higher than .32 on two or more factors. If there are several cross loaders, the items may be poorly written (Costello & Osborne, 2005). A construct with fewer than three items is generally weak and unstable; five or more strongly loading items ($\geq .50$) are required and indicate a solid factor (Costello & Osborne, 2005). After analyzing the structure of the determined factors, the component has to be labelled with a logical name that represents the underlying idea.

Computed factor scores will be used in subsequent analyses. Factor scores could be labelled as composite variables which provide information about an individual's placement on the factor (DiStefano, et. al., 2009). Regression factor scores predict the location of each individual on the factor or component. A score of zero of a factor means that the individual rating of this group is close to the average of the sample. A negative score means that the person ranked the item lower than average and vice versa. The sample average is not necessarily the middle of the scale. Thus, if everybody considers the attributes related to one particular factor as important or very important, a factor score of zero might correspond to an average rating of four on the original attributes.

5. Results and Analysis

This chapter contains a comprehensive analysis and presentation of the qualitative and quantitative data of the study. First, the sample of the survey is described. Each conducted interview is presented by a brief introduction. Afterwards, the analysis shows the exact factor determining process. The identified factors are reinforced by selected interview statements. Additional essences of the interviews are explained in the following part. At the end, the elaborated motives will be compared with selected parameters.

5.1 Description of Sample

Quantitative Part – Visitor Survey

In total 3,419 registration cards were collected during the whole high season (June to September 2014). Most of the registration cards were completed on the trail to the Njupeskär waterfall. Certain cards were excluded from the sample for the online survey e.g. registrations cards without or unreadable email addresses or double registrations. Table 4 provides an overview of the three send-outs and sending back phases.

Table 4. Sample size and response rates of the Visitor Survey.

	Phase 1	Phase 2	Phase 3	Total
Send out date	09.07.2014	14.08.2014	26.09.2014	--
Questionnaires send	468	1,311	932	2,711
Swedish	314	947	569	1,830
English	86	190	130	406
German	68	174	233	475
Submission date	21.07.2014	25.08.2014	06.10.2014	--
Questionnaires send back	245	694	488	1,427
Swedish	172	514	314	1,000
English	33	83	56	172
German	40	97	118	255

In total 2,711 questionnaires were sent to the respondents. Thus, about 80 percent of the registration cards could be used for the online survey. High mean rates (42 to 55%) were obtained from visitors who returned the questionnaire for analysis; about every second respondent answered. In phase one 486 questionnaires were send in three different languages. The response rates ranged from 38 to 59 percent during this period. In phase two, about three times as much forms as in the first phase were sent to the respondents. The response rates varied between 44 and 56 percent. The next phase had a lower sample of 932 persons. Every second person responded on average. The English version had the lowest response rates over the whole period (42%). While the German and the Swedish versions had the same mean response rates (55%). In sum, 475 persons

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requested a German questionnaire version, 255 responded and 184 approved that the place of residence is Germany. Thus, responses of 184 participants could be used for further analysis.

Qualitative Part – Interviews

The interviews were conducted during the period from 07/16/2014 to 08/5/2014. The chosen location was mainly in or close to the naturum. The naturum is located at the main entrance of the national park and provides information round about the visit. Eleven interviews took place inside the naturum, four outside, and one interview took place at the Rösjö Cabins. The surroundings of the cabins on the plateau are a famous place for fishing and hiking. The original plan was to collect more data from German visitors who were hiking on the plateau of FNP. The cabins near the lake Rösjön are an ideal setting because of high frequencies of visitors which following the main trail through this place. This fact was confirmed by locals. However, after spending two days on the plateau for the purpose of interviews only a few German hikers passed this way.

Nevertheless, the visitors were very cooperative in all phases of the study. All visitors who were asked to participate in a brief interview agreed. Some respondents were constrained by time and wanted to conclude the interview in a short amount of time. This had the consequence to pose only those questions which are able to obtain the highest quality of responses. The aim was to balance the research needs with the respondents' time and ability to engage in the interview. As a result, interviews ranged from seven minutes to more than 40 minutes, in average around 18 minutes. Three interviews were not recorded out of technical failures. Some participants were not able or unwilling to talk about their specific travel decision. Sometimes it was just the simple sentence: *'I don't know'*. Thus, some topics are not well represented for that site. Some interview questions or tactics were not eliciting deep responses; for example respondents may have been simply listing items and not giving the question serious thought. However, it was in the hands of the interviewer to spot out the reasons for travelling to FNP.

The socio-demographic data shows that 17 respondents were male and 13 were female. The age ranged from 14 to 77 years, with an average age of 50 years. Nine Germans were from a big city (> 200,000 inhabitants), 12 from a city (20,001-200,000), six from a town (2,001-20,000) and three from the country side. The profile indicates that people

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from ten of 16 German states (Länder) were interviewed, while the most people came from the west of Germany (North-Rhine-Westphalia). Every second interviewed German was the first time in Fulufjället. About 40 percent stayed only the day. The others stayed in average two days in the FNP.

The following interview listing offers a brief overview about the focal points and main results of the interviews. The conversations were held in German; but as well as possible translated in English. A characterizing quote introduces the description. Interview excerpts are identified by the individual code for every visitor (B01 to B30), the gender (m, w), and the age of the participant (when noted). The code e.g. B01,m,67 means that interviewee one is male and 67 years old.

1) *'This is our first visit in the area, but it is marked in our guide book since 1973.'*

The couple lives in a rural area in North Rhine-Westphalia. The pensioners visited FNP as part of their caravan round trip. They prefer active holidays and are proud to be still active in their age. In sum, they were travelling three month in Scandinavia with the aim to see the Lofoten. They have been frequent Sweden visitors since 30 years. They spent three days in FNP to hike in the remote area. The couple appreciated the marked trail system and the information brochures. It has been noticed that the couple described wilderness with anti-images to the existing world, *'not so many people'*, *'not like Njupesklär trail'*, *'not like in the Ruhr region where every town is close and we have to drive a long time'*. This reflects their main push-motives; to experience remoteness and pure nature. (B01,m,67); (B02,w,67)

2) *'Being without forms of security in the wildernesses of Scandinavia? That's the particular charm!'*

The couple lives with its daughter in a small town in the south of Germany (Baden-Württemberg). They prefer nature holidays and have been travelling with backpacks since 30 years. The man stated that they have literally been *'infected by the Scandinavian fever'*. In the last 15 years, they spend 13 summer holidays in Sweden. In sum, the couple stayed four weeks with their caravan in Sweden. The FNP visit (four days) was already the fourth. Once before, they stayed for several days in the wilderness zone of Fulufjället (Tangsjöstugan). (B03,m,64); (B04,w)

3) *'We are here every year, since centuries. We speak Swedish (...) we inhale it like the air we breathe.'*

The couple visits Sweden frequently, since 40 years. They know the area from former visits. It is noticeable, that they set their selves apart from other tourists. They are travel experienced, speak Swedish well and define their selves as individual travelers. They appreciate the tourism infrastructure in Sweden and the *'exemplary'* national park management. Wilderness has an intrinsic value for them as a *'benefit for the soul and the spirit'*. The place of residence is a city in the north of Germany (Schleswig-Holstein). (B05,m,77); (B06,w,70)

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4) *'Humans are the visitors of wilderness and not vice versa.'*

The travel group from a big city in North Rhine-Westphalia hiked to the waterfall and back. Two guides took care of six handicapped children (10-16 years). The group was excited and reported about the lasting impression of the *'beautiful'* nature. Stressors of the hectic city life lead them to recreate in the Swedish nature. Observing moose in the wild was a highlight for them and *'simply magic'*. (B07,m); (B08,w); (B09,w)

5) *'That may sound hypothetical and exaggerated, but I feel like coming home.'*

The couple from Bavaria visited the FNP ones before and was really fascinated by the area. After ten years, the second visit felt to them like *'coming home'*. They are experienced travelers and enjoyed to have no time limit during their caravan trip. The couple was very fascinated by wildlife observations (wolves, lynx); the description was highly emotional. They participated in wildlife safaris, were proud to see moose frequently and even combine the visit of travel destinations with places of previous wildlife experiences. It seems like an important motivational factor for them. (B10,m,72); (B11,w,67)

6) *'What other people perceive as very inhospitable is for me actually something beautiful.'*

The interviewee visited the FNP with his friends. The group wanted to hike for several days on the plateau of FNP. He revealed his interest for the romantic and aesthetical aspects of nature. He is experienced in visiting wilderness areas in Europe and America. But the right of public access distinguishes Sweden from other wilderness hotspots. He stated that cost-effectiveness considerations and enjoyment with friends mainly drove him to visit the area. He lives in Cologne, North Rhine-Westphalia. (B12,m,36)

7) *'It [the decision] was spontaneous. I wanted to get out - out of the city.'*

The interviewee hiked together with his friends for several days in the Fulufjället mountains. He named recreation and being away from home as the main travel motive. He searched the contrast to everyday life and wanted to take a time out from the hectic hustle and bustle of the city where he lives; Hamburg. (B13,m,34)

8) *'It [FNP] was on the way and we wanted to see the waterfall.'*

The family from Saxony passed through the FNP on the way from Norway to Germany. They were first-time visitors and stayed only a few hours to see the main attraction, Njupesjär waterfall. They were very interested in the Swedish nature and connected wilderness with remoteness and wildlife. The family lives with two children (> 18 years, < 12 years) in a small town. (B14,m,43); (B15,w,41)

9) *'It is a unique experience you cannot find somewhere else.'*

The family father visited Sweden for five weeks. He is experienced in visiting wilderness areas in Africa, Australia, and America. The primitiveness of nature and a certain challenge drives him to visit natural areas. He lives with his two children in Cologne, North Rhine-Westphalia. (B16,m,48)

10) *'That is just the free access to nature. That is the Columbus Principle.'*

The interviewees are members of a private travel group and frequent FNP and Sweden visitors. They visit the FNP mainly in the low season and were surprised to see that day 'crowds of tourists'. Their spontaneous ideas of wilderness were in agreement with the typical image of Sweden (bear, moose, and *fjäll*). Wilderness area should be accessible for them; also by car. B18 described a bear observing very fascinated. They live in a small town in Thuringia. (B17,m,57); (B18,m,79)

11) *'We haven't seen such a large and wide area yet.'*

The family with one child (< 12 years) was the second time in Fulufjället. In sum, they spent four days in the area. They were fascinated by the area and wanted to discover further places by foot. The main reason for staying in FNP was hiking in the wilderness area. They preferred daily hiking tours. It is important for them to observe wildlife. Out of this reason, B19 pointed out to have his binoculars and camera with him. (B19,m,52); (B20,w,48)

12) *'We hiked on trails where you need to be a mountain goat.'*

The mother of three children (< 12 years) was spending two weeks for hiking with the family in the surroundings of FNP. She were already on two holidays in the south of Sweden but wanted to show the North with all its natural features (tundra, upland moor, *fjäll*) to her children. She took notice of FNP because of an article in a Scandinavian magazine and a former visit of her husband (30 years ago). She complained about snowmobile trails and feared disturbances for the wildlife. In all, she was solicitous about accessible trails for visitors. (B21,w,41)

13) *'Sweden or even Scandinavia is so sparsely populated that animals and humans can avoid contact.'*

The follow up visitors were spending the whole day in Fulufjället. They knew the area and wanted to see the waterfall again and hike on the 'beautiful' trails. They recognized boundaries between wildlife and humans. Especially B23 feared the close encounter with wolves and bears. They enjoy nature while being on the secure side (marked trails, cell coverage). Therefore, they asked for a clear separation of retreat areas and recreational areas. (B22,m,50); (B23,w,49)

14) *'We decided to visit Fulufjället because it is the southern national park that offers mountains.'*

The young family from the north of Germany (Bremen) spent a whole week in FNP; two days longer than originally planned. They are passionate hikers and enjoy the remoteness in unspoiled areas. They already visited wilderness areas in North America. But they demanded for a certain basic infrastructure like marked hiking trails and cabins. They wish to have more wildernesses in Germany. (B24,m,40); (B25,w,37)

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15) *'Actually we wanted to visit the national park, but we came up with the idea of doing so because of the waterfall.'*

It is the first FNP visit for the family, while they visit Sweden with an increased regularity. In sum, they spend three weeks in Sweden. The idea of being in a national park influenced their travel decision highly. They spend three days in FNP. They prefer outdoor sports like canoeing and hiking. The two boys preferred adventure holidays. But the family father (B26) considered also the potential risk of being in wilderness. (B26,m,45); (B27,w,43); (B28,m,14); (B29,m,16)

16) *'I hike often. But it is the question if this is already experiencing wilderness?'*

The first time visitor spent a few hours in FNP. He walked with his family the waterfall trail and had a look at the Njupesjär. As they were restricted by time, they regret to have not enough time to see the *ffjäll*. Being in Fulufjället was a compromise. He assumed that wilderness is located on the plateau and not on the way to the waterfall. (B30,m,45)

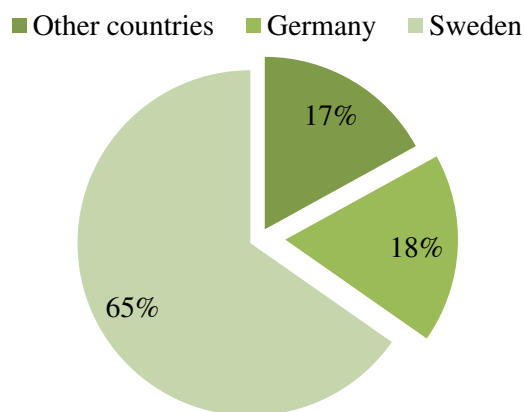
5.2 Results of the Visitor Survey

The quantitative data of the study will be presented below. First, a general profile of the FNP visitor shows the most important facts about the stay. It is considerable that Swedes are the dominating visitor group, and therefore determine to a high degree the characteristics of the mean visitor. Second, a profile of the German FNP visitor allows a brief comparison. Table 5 provides an overview about selected characteristics. Additional information about wilderness attitudes emphasizes the differentiation of the Germans FNP visitor and the whole German population.

6.2.1 Profile of the FNP visitor

The sample consists of 1,427 FNP visitors. As predicted, there are relative high proportions of international visitors. More than one third of all visitors were from abroad (Figure 10). The statistic shows that Germans (n=184) were the largest foreign group (17.7%), followed by Dutch (4.5%) and Danes (3.8%). The Scandinavian countries Norway (2.9%) and Finland (.7%) were rather underrepresented. As indicated in chapter 2.4, the majority of Sweden visitors came from Norway, Finland and Denmark in 2013 (63% of all visits) (IBIS 2013). In this case, every second FNP visitor was from Germany and only two of ten came from one of the Scandinavian countries (Figure 11).

Figure 10. Home country of all visitors.

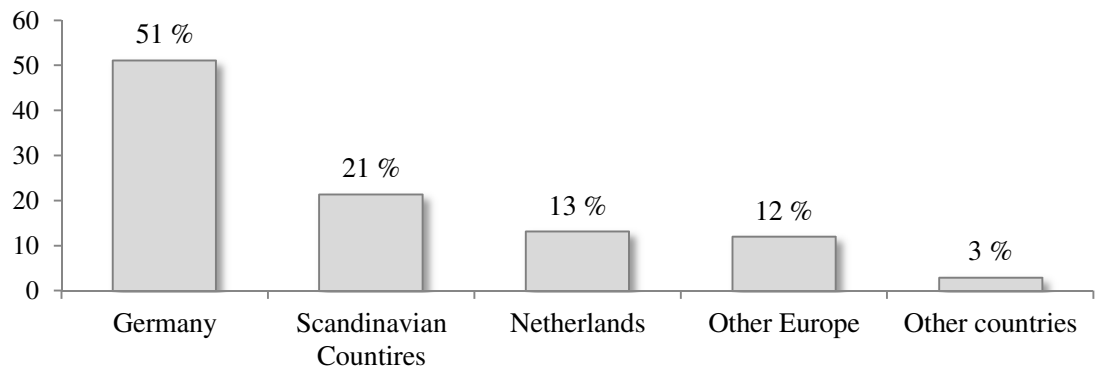


The data set contains also information about the respondent's social background attributes. About the half (48%) of the respondents were male. The mean average age is 49 years. The upper age classes predominate. The high average age is noticeable in contrast to other regions of the Swedish mountains. Visitors are well educated; six of ten have a university degree. Further, the income is relative high, one of three visitors earns monthly between 4,000 to 6,999 Euro and 18 percent earn more than 6,999 Euro.

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Moreover, people rather live in a city than in the country side. Most of the visitors (28%) live in a town¹, while 24 percent live in a city², and 16 percent in a rural area.

Figure 11. Home country of international visitors.



The statistics show also a number of characteristics regarding the stay in the FNP. The length of the stay was on average 1.9 days. Almost all visitors (97%) were travelling private. From this figure the high preference for individual travel is apparent. Currently, FNP seems to be a preferred destination for individualists. On the contrary, this could be a sign of an undersized travel infrastructure in the surroundings or the insufficient implementation into the group tour program.

The figures reveal that one third knew the FNP before, while about the half visited the park the first time. Most of the visitors were together with the family (70%), children (21%), or friends (18%). The activity profile of the visitors illustrates a distinctive hiking preference. Most people hiked in the area for one to three hours (64%). This short-time hiking tour was named as most important activity by every second visitor. Four of ten visitors named nature photography as an additional activity. Only 15 percent studied the nature or observed birds. Taking into account the visited places, it can be clearly seen that most of the people visited zone four (88%) which includes the main attraction, Njupesjär waterfall and the naturum. The Zone I, which is relatively undisturbed and remote, was visited by only 14 percent. The sample demonstrates interesting facts according to the travel decision process of the visitor. Besides the travel motives, which will be analyzed in detail in section 6.3, the data would seem to suggest that the word-of-mouth marketing played an important role in the informative process. Friends and relatives informed more people about the FNP than the internet, tourist center, or naturum. Further, about 85 percent were completely satisfied with the informative content.

¹ 20,001 to 200,000 inhabitants

² > 200,000 inhabitants

5.2.2 Profile of the German Visitor

The social-demographic features reveal following facts. The gender distribution differs slightly from the whole sample; men are overbalanced. The mean age of German visitors is with 44 years lower than the mean age of all visitors.¹ The dominating age class (40 to 49 years) contains the highest proportion of German visitors. Germans are over presented in the lower age classes up to 50 years while older age classes are underrepresented. The educational level lies under the average. However, more than half of the German visitors have a university degree. The monthly income is higher than the average. The monthly revenue of two of ten lies over 6,999 Euro. The statistic demonstrates that Germans have the highest proportion of people living in a big city and the lowest proportion of people living in a rural area.² This fact is consistent with the high population density in Germany in comparison to other nationalities.

Taking into account the statistical data about the stay in the FNP, following findings are remarkable. Germans stay on average longer (2.4 days) in the FNP than other visitors. Like visitors from all nationalities, nearly every German traveled to FNP by private means (96%). Like all visitors, one third of the Germans knew the FNP before, while higher proportions were first time visitors (68%). There are also frequent users of the FNP. The data reveals that 14 percent are 'regular customers' (≥ 1 times per year). The results of the survey show that nearly the same proportion of German visitors (69%) visited the park with the family; whereas a higher proportion of Germans visited the park with friends (21%) and a lower proportion with children (15%).

The activity profile of the visitors displays a high preference of nature photography. About 70 percent made photos during the visit which is compared to other nationalities a high ratio. This fact is positively related to the evidence that more than the half of the Germans experienced views and outlooks to a high degree in FNP. Furthermore, the active time Germans spend in the area was longer. In contrast to other visitors, Germans hiked for a longer time. Thus, the day-long hike was named as the most important activity, followed by a short walk, and a hike for several days. Other activities which were performed during the visit were, picking berries (22%), and nature study/bird watching (19%).

¹ see appendix 4, Figure V

² see appendix 4, Figure VI

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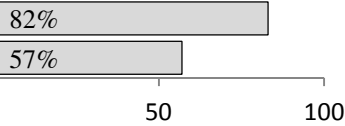
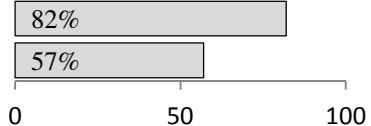
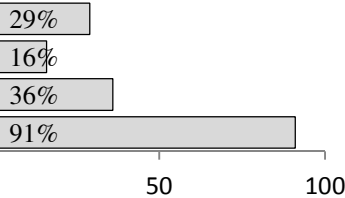
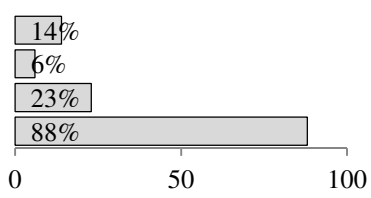
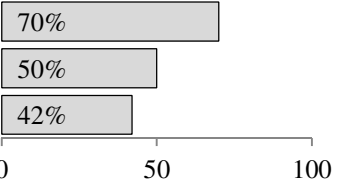
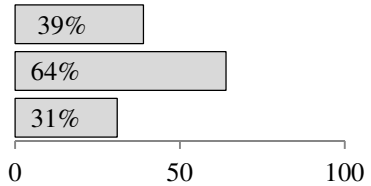
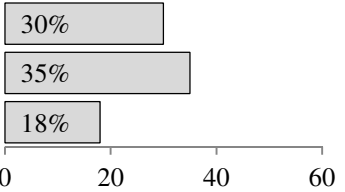
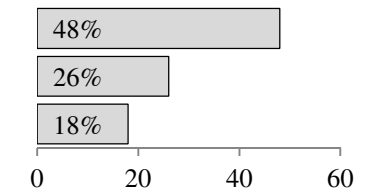
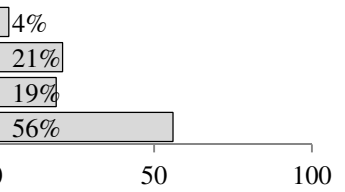
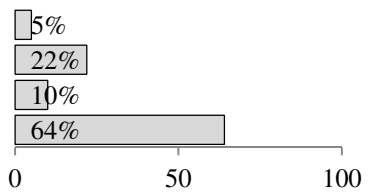
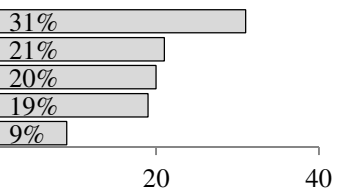
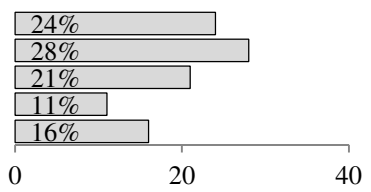
Similar to all visitors, the most frequent visited area was zone four (91%) which implements the Njupesjär waterfall. One conspicuous difference is that Germans were more spread over the area; about one of three visited the wilderness zone.

A closer look at the profile of the Zone I visitor's shows following facts. The Njupesjär attracted fewer Zone I visitors. Though, the main attraction is still visited by 76 percent. Tangsjöstugan, a cabin in the wilderness zone, was visited by 57 percent. The naturum was the third frequent visited place (48%). This means that the importance of the facilities as information source is still important. About 63 percent of the German visitors of Zone I named nature photography as one activity. More than the half of the visitors (52%) hiked for several days; which was at the same time the most important activity. While 39 percent hiked for a short time (1-3 hours) or for one day. The activity spectrum was higher; about 32 percent collected berries and 24 percent watched birds or studied nature.

With regard to the travel decision process, the data indicates that one third informed their selves to a high degree via tour guide books (31%), and the internet (21%), or naturum (15%). The informative content was for 23 percent not sufficient. In contrast to all visitors, the word-of-mouth informative effect was relative low. The information source 'friends and/or relatives' was for three of four not a crucial factor for visiting FNP. Even if FNP is an insider tip under Germans, the Swedish *fjäll* (mountains) are more popular, 42 percent informed their selves via communication with friends and relatives. It is noticeable, that the overall satisfaction of the visit is very high; 44 percent of the Germans were completely satisfied, and 52 percent were satisfied with a few exceptions. This may indicate that the needs were satisfied during the visit. This fact is a first indication of the probable fulfillment of motivational incentives.

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Table 5. Profile of the mean German visitor and the mean FNP visitor.

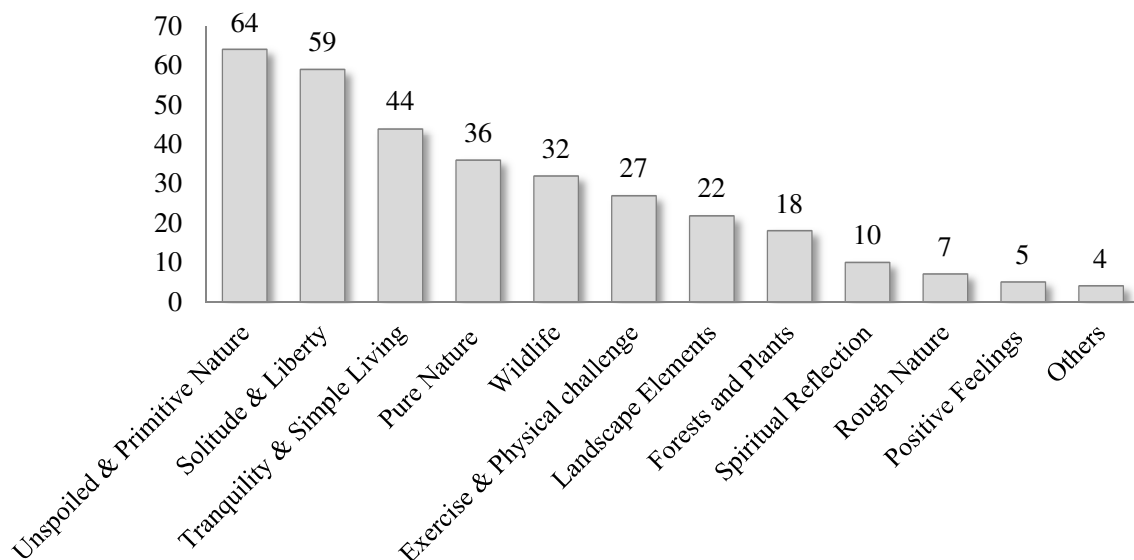
Topic	Answer category	Germans (n = 184)	Whole sample (n = 1,427)
Gender	Male; Female		
Mean Age	All (man/woman)	44 (46/42) years	49 (50/46) years
Length of Stay	days	2.4	1.9
Places	Njupeskår naturum		
Visit of Zones	Zone 1 Zone 2 Zone 3 Zone 4		
Activities	Photography Short walk Day-long hike		
Most important Activity	Short walk Day-long hike Long-time hike		
Level of Education	Primary school Sec. school High school University		
Size Place of Residence	City (> 200,000) Town (> 20,000) Town (>2,001) Village (≤ 2,000) Rural area		

5.2.3 Wilderness Perception of the German FNP Visitor

Wilderness is for many humans a foreign place and not connected with day-to-day familiarity. The vague definition makes it even more difficult to find a general explanation. However, when visitors enter wilderness, they may expect to discard many of their worries as they adjust and adapt to the rhythms and demands of the wilderness world (Borrie & Roggenbruck, 2001). Moreover, they may also feel humility or are even afraid to experience the rough nature. The perception of wilderness, images and attitudes play an important role in understanding people's travel incentives of visiting a wilderness area. But is wilderness the main attracting factor? What did the visitors associate with wilderness? And what distinguishes the German FNP visitor with the whole population? Out of this reason, it was the aim to shed more light on the general understanding of wilderness by the tourists and derive information for the motivational analysis.

To understand the spectrum of cultural notions of wilderness, respondents were first asked for spontaneous associations with the term wilderness (Figure 12). The predominant association with wilderness was '*Unspoiled and Pristine nature*'. In this context people often referred to anti-features like no streets, interventions, technique, and energy. Other highlighted the primitive and naturalness character of nature.

Figure 12. Wilderness associations of German FNP visitors [in %]*.



*classification of open question, multiple responses allowed (n = 184)

More than the half of the visitors named '*Solitude and Liberty*' as another spontaneous idea of wilderness. Being alone, no civilization, freedom, and wilderness are terms that

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fall into this category. The third frequent named category is '*Tranquility & Simple Living*'. The visitors combined privacy, silence, and forget the daily life with this category. It is noticeable, that the FNP visitor named contraries of the contemporary civilization as frequent wilderness associations. Other categories are more descriptive, judgmental or self-related.

People were surveyed after their visit of the FNP. There is evidence to suggest that the stay influenced the wilderness associations. The data shows a clear reference to Sweden. The category '*Wildlife*' mainly implements animals from Sweden (moose, bear, and wolves). And the category '*Landscape Elements*' contains besides the associations like clouds and habitats, relations to waters, *fjäll* and stones. In which degree the people reflect the visit of FNP or Sweden is not identifiable. But these findings may be a hint for the FNP wilderness image. This conclusion is consistent with the result of the question if people's idea of wilderness changed during the visit. Every second German was influenced by the FNP visit; the visitor's idea of wilderness changed in a way. This confirms Gunn's (1989) theory that the new accumulation of images is based on the travel experience.¹

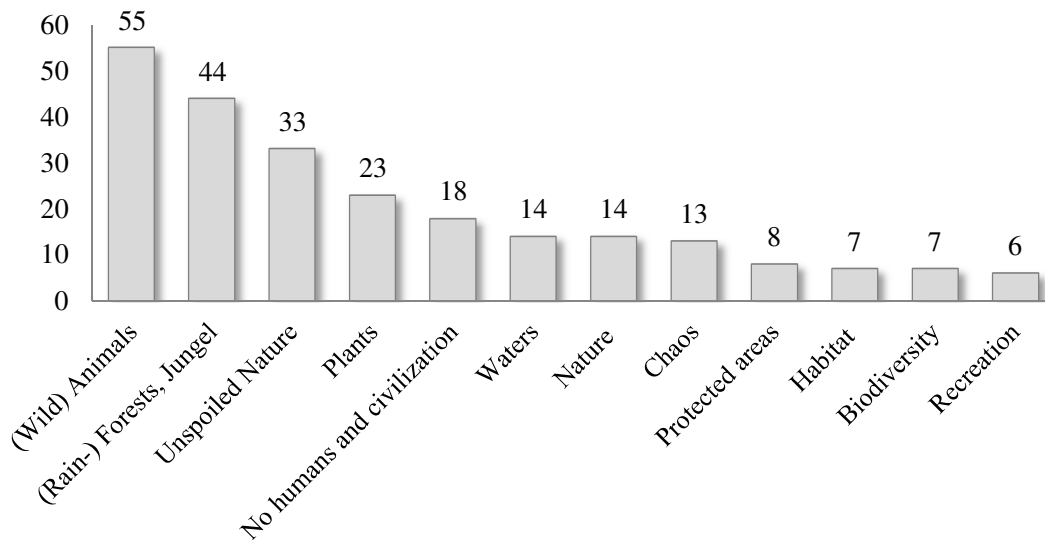
A closer look at the general wilderness ideas of the German population confirms only partly the previous suggestions (Figure 13). Every second German named '*Wild animals*' as the most frequent association with wilderness. But these animals are not referred to Sweden in anyway. The named species were tiger, lions, elephants, and crocodiles. Also the habitat suggestion's rainforest and jungle are rather exotic. The data also reveals that 13 percent combined negative connotations with wilderness like chaos. In contrast, no one of the FNP visitors named a negative image of wilderness. It is noticeable, that only five percent of the German population named solitude and remoteness as wilderness associations; while FNP visitors ranked solitude as the second highest idea. Moreover, unspoiled nature is for FNP visitors most important and was named by two third, while this nature state was only named by one third of the whole population.

The FNP visitor sees wilderness more like a platform where it is possible to experience anti-civilizing features (solitude, tranquility, liberty). The unspoiled condition of nature was characterized by the absence of infrastructure and the existence of a functioning ecosystem. The whole population sees wilderness more like natural setting that consists of several characterizing elements (animals, forests, plants).

¹ see chapter 2.2.1

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Figure 13. Wilderness associations of Germans [in %]*. Source: BfN (2013).

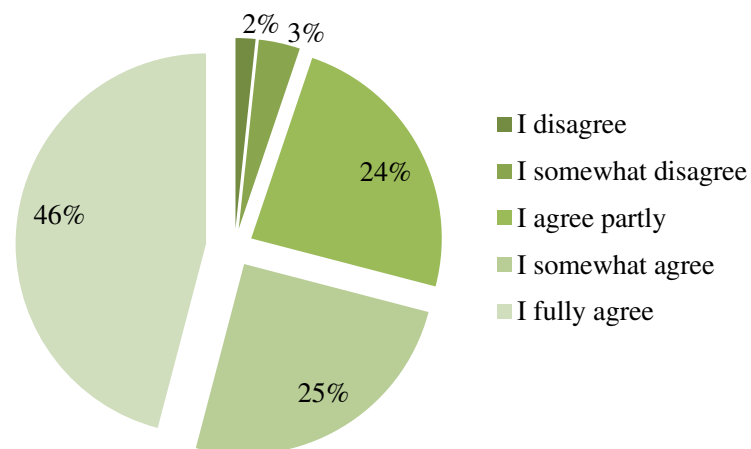


*classification of open question, multiple responses allowed (n = 2,007)

The positive attitude of FNP visitors towards wilderness is also confirmed by the assessment of the statement, *'The wilder the nature, the more I like it'*. Nearly every second FNP visitor agreed completely (Figure 14). In contrast, only 23 percent of the whole German population agreed completely (BfN, 2013). Vice versa more than double as much disagreed. About every third of the German tourists visited the most undisturbed Zone I of the FNP. It seems reasonable to suppose that, people who choose to spend their holidays in a wilderness area appreciate this type of nature also higher than others.

Figure 14. Preference of wilderness by German FNP visitors

'The wilder the nature the more I like it'



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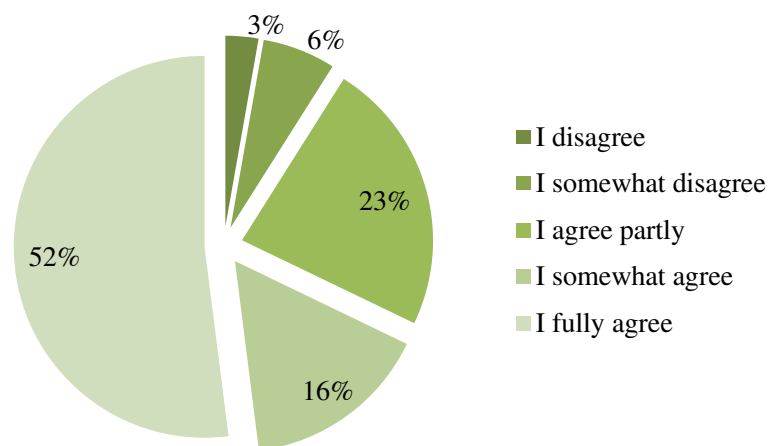
The following parts focus on the FNP and the visitors perceptions of wilderness. Most of the FNP visitors (78%) were influenced partly or completely by the wilderness idea during their travel decision. Even one third was influenced completely. Only nine percent were not at all driven by the idea of finding wilderness. This indicates that wilderness is one important feature of FNP that attracts German visitors. It is now obvious that wilderness formed to certain extend the travel decision.

People had different views regarding the question if the FNP is a wilderness area. Around one third agreed completely; while the rest is divided equal on the category partly and somewhat agree. It was not in the scope of this study to research the exact reasons for this evaluation. But it could be suggested that people did not experienced the classical positive imaginations or prerequisites of wilderness they had before the visit. For example, those FNP visitors who associated solitude with wilderness might have experienced crowding during the visit of Njupesjär. Further, the imagination of being completely alone in a wilderness area seems to be not likeable for every visitor. This could mean that the positive associations imply also slightly negative connotations. Or the total experiences of the wilderness associations are simply not preferred by every visitor.

Out of the frequent wilderness association '*Wild animals*' it seemed to be adequate to determine the value of observing animals in FNP (Figure 15). Every second German visitor is convinced that observing animals (bear, moose) belongs to a wilderness experience. Only three percent disagreed.

Figure 15. Does observing animals belong to a wilderness experience?

'Observing large animals belongs to a wilderness experience'



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The conflict between nature protection and tourism is studied with the help of the next statements. The retreat areas for flora and fauna are completely accepted by 84 percent which is 10 percent more than the acceptance by the whole population (BfN, 2013). Therefore, 77 percent agree or somehow agree that the number of visitors should be limited to maintain the biodiversity. Thus, the visitor is seen as one possible factor of disturbance. This is consistent with the results of the nature awareness study (BfN, 2013); only 11 percent of the whole population asked for a free access to wilderness areas in Germany. Thus, this attitude is transferred to the holiday destination. But the suggestion of implementing guided tours to access the wilderness area was rejected by more than a half (67.8%).

5.3 Analysis of Motivational Items

The following examinations of the motivational items contain the calculation of the IDI, a reliability analysis and a factor analysis. The data is derived from the answers of the German visitors. The IDI provides a first impression of the importance of single items. For the reasons of clarity, a table demonstrates selected items.¹ Moreover, the reliability analysis and the factor analysis were carried out several times. Therefore, some results are subsumed in the appendix.

5.3.1 Item Difficulty Index

Table 6 presents six items with a high item difficulty (p-value >.80). The figures reveal that the item '*experience the scenic quality of nature*' has the highest index of all items with a p-value of .95.

Table 6. Item difficulties, p-value > .80.

Item	N	Min	Max	p-value	s.d.
Experience the scenic quality of nature	184	.25	1.00	.95	.14
A clean and unpolluted environment	184	.25	1.00	.88	.19
Explore the natural environment	183	.50	1.00	.84	.20
See dramatic landscapes	184	.25	1.00	.83	.21
Tranquility and peace	183	.00	1.00	.83	.24
Enjoy outstanding views	183	.25	1.00	.82	.22

At the same time, the standard deviation has the lowest value with .14. These facts indicate the high level of agreement. This item belongs to the domain '*Exploratory*'. Scenic quality is related to the landscape character and the scenic integrity. Landscape character is defined as the overall visual impression of landscape attributes that provide a landscape with an identity and sense of place; whereas scenic integrity is a measure of

¹ for further information about the item ranking see appendix 5

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the wholeness or completeness of the landscape (USDA, 2000). The quality of landscape may be assessed on the basis of two contrasting paradigms, the objective and subjective approach. The objective approach regards visual quality as inherent in the physical landscape, while the subjective approach described the quality as a product of the mind (Lothian, 1999). There are some theories explaining landscape preferences as innate or learnt. One concept is the evolutionary theory (biophilia hypothesis, habitat theory, prospect-refuge theory). This concept suggests that landscape preferences are inner reflection and a result of human evolution. In contrast, the cultural theory (topophilia and ecological aesthetic) explains preferences as learnt and shaped by social, cultural, and personal characteristics (Steg, et. al., 2012). The topophilia concept implies that familiarity and experience are important drivers of landscape preference. While the ecological aesthetic lies a higher value on the knowledge component. The awareness of the ecological functions of a landscape will lead to a higher preference. There are various other theories and interferences of evolutionary, cultural, and personal bases for landscape preferences.

A glance at the German history of wilderness perception may give hints for the appreciation of the scenic quality of nature. Centuries ago wilderness was seen as something threatening, dangerous to life and a total contrast to civilization (Piechoky, 2010). This perception peaked out with the absolute right to control nature during the period of Frederick the Great (1712-1786). Under the total control of nature, the wilderness perception reached another appreciation between 1750 and 1800. The formerly unpredictable nature received a 'new image'. Several philosophers supported the new romantic and esthetical awareness of wilderness (Piechoky, 2010).

It may be self-evident for visitors to experience the landscape character and scenic integrity of FNP to a high degree. Also the protection status could lead to the assumption of finding outstanding and unspoiled nature. About every second German visitor was aware of Fulufjället being a national park before the visit. Furthermore, the travel decision for a nature orientated holiday implements the requirement for a natural setting. The recreational territory is essential and a prerequisite for a satisfying holiday. This argument could be underpinned by the general travel motivation of finding an antithesis to the daily life. The high population density and the highly used landscapes in Germany lead to a desire for unspoiled and remote areas. This fact is also proofed by the following items '*a clean and unpolluted environment*' (p-value .88), '*explore the*

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natural environment' (p-value .84), *'see dramatic landscapes'* (p-value .83) and *'enjoy outstanding views'* (p-value .82). The high levels of acceptance lead to the question of excluding the items from further research. As the importance of the nature factor is too high it may be better for future research to split the factors into several items and describe it more exact. Nevertheless, it is important to take these findings for the domain interpretation into account.

Table 7. Item difficulties, p-value < .30.

Item	N	Min	Max	p-value	s.d.
Opportunity for self-discovery	180	.00	1.00	.29	.33
Reflect on life	180	.00	1.00	.29	.30
Other group members were accepting me for who I am	181	.00	1.00	.29	.35
Stimulate Creativity	180	.00	1.00	.29	.31
Develop a sense of self-confidence	181	.00	1.00	.28	.31
Feel a special closeness with others in my group	182	.00	1.00	.28	.33
Chance to think/solve problems	181	.00	1.00	.25	.29
Share my skills with others	180	.00	1.00	.21	.28
Feel like I was the one of the first people to use this place	179	.00	1.00	.17	.25

There are several possible explanations for a low IDI (Table 7). The item may be ambiguous or not written clearly or there may be more than one answer. According to table 9 (p-value < .30) the item *'feel like I was the one of the first people to use this place'* has the lowest IDI (p-value .17). This item belongs to the domain *'Adventure'*. One possible explanation is the development context of the selected items. Wilderness areas have another spatial dimension in North America. A realistic assessment leads to the assumption that is relatively implausible to find undiscovered places in Europe. The item *'share my skills with others'* has also a relatively low p-value. This could be explained by the activity profile of the visitors. More than eight of ten German visitors (83%) named hiking as the most important activity and travelled mainly private. The training of outdoor survival skills in a group may be neglected.

It is noticeable that the categories with a nature orientation have the highest p-values, while the categories with social items have the lowest values. This is a first indication for the meaning and importance of these categories. Further research will involve these outcomes.

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5.3.2 Reliability Analysis

A reliability analysis was conducted to examine the internal consistency of the previous chosen item domains (Table 8). Another reason is the relative low sample size ($n=184$). All of the ten domains have acceptable reliability scores over .60, which is considered as an acceptable range of internal consistency (Cortina, 1993). The domains ‘*Self-discovery*’ ($\alpha = .885$), and ‘*Remoteness*’ ($\alpha = .825$) present the highest reliability scores with a Cronbach alpha of over .80. The domains ‘*Natural Environment*’ ($\alpha = .691$) and ‘*Exploratory*’ ($\alpha = .665$) have the lowest reliability scores. These low reliability levels were judged to be still adequate.

But the examinations of the corrected item total correlations reveal two items where a deletion would lead to an increased Cronbach alpha. The items ‘*enjoy comfort in natural surroundings*’ and ‘*physical challenge*’ show a corrected item-total correlation less than .30 which does not reflect an acceptable level of internal stability. A deletion would increase the reliability scores to a value higher than .70.

Table 8. Reliability Analysis of REP Items.

REP domains and corresponding items	Corrected Item-total Correlation	Cronbach's alpha if Item Deleted	Cronbach alpha
Exploratory			.665
Experience the scenic quality of nature	.390	.640	
Physical challenge	.282	.702	
Having a sense of discovery	.529	.557	
See dramatic landscapes	.540	.560	
Tranquility and peace	.453	.596	
Remoteness			.825
Being alone/solitude	.707	.734	
Free from observation from all other people	.622	.819	
Develop a sense of remoteness from cities	.719	.720	
Simple Living			.702
Get away from daily routines	.564	.552	
Physical health/and exercise	.475	.669	
Simplify daily priorities	.534	.596	
Natural Environment			.691
Enjoy outstanding views	.510	.618	
Explore the natural environment	.616	.586	
Observe/hear wildlife	.548	.592	
A clean and unpolluted environment	.533	.621	
Enjoy comfort in natural surroundings	.204	.780	
Shared Solitude			.799
A small intimate group	.496	.802	
Privacy from most people but personal relationship	.550	.780	
Feel a special closeness with others in my group	.738	.687	
Other group members were accepting me for who I am	.676	.715	
Connectedness/Spirituality			.761
Feel connected to a place that is important	.613	.686	
Recreate in a primitive environment	.537	.723	

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Feel a connection with others who value wilderness	.516	.727
Observe and appreciate the ecosystem	.577	.704
Obtain a deeper connection in life	.451	.748
Wilderness Travel Skills		.783
Develop a sense of self confidence	.647	
Share my skills with others	.647	
Self-discovery		.885
Chance to think/solve problems	.666	.871
Develop an oneness with nature	.484	.897
Get in touch with true self	.805	.847
Opportunity for self-discovery	.811	.846
Reflect on life	.812	.847
Stimulate creativity	.621	.878
Adventure		.722
Having an adventure	.584	.631
To have a story to tell	.578	.634
Experience places I have read about	.379	.716
Feel like I was the one of the first people to use this place	.517	.669
Freedom of choice as to actions and use of time	.384	.716
Inspiration		.823
Experience nature's magic and mysticism	.597	.833
Find inspiration in natural surroundings	.747	.683

It is surprising that the item '*physical challenge*' (p-value .55) has to be deleted at this early stage, while the item '*physical health/and exercise*' has a relative high mean importance (p-value .72). In this context, Oppermann and Sung Chon (1997) differentiate between the motivational clusters of physical challenges seekers and nature tourists. Both groups appreciate the item in any way but the physical challenge seekers visit nature areas to particularly engage in physical and nature-related activities. As hiking was the most important activity; Germans have to follow other motives than challenges or even risks during a hiking tour. The key finding of REP scale research is also that wilderness users are in search of experiences that are unique from other outdoor recreation pursuits (Borrie & Birzell, 2001). It may be that Germans already satisfied the motives of physical activity and challenge at another recreational setting.

In contrast, the deletion of the item '*enjoy comfort in natural surroundings*' (p-value .32) is more likely interpretable. A simple living is preferred while being in the area of FNP. People did not expect comfort in a national park. They are aware of the conditions. Someone who lays a high value on comfort is more likely to choose another holiday area.

5.3.3. Factor Analysis

An exploratory factor analysis was conducted to establish dimensions between the measured variables. Therefore, a Bartlett's sphericity test and the Kaiser-Mayer-Olkin (KMO; Kaiser, 1970) index were calculated. This measure of sampling adequacy (MSA) is recommended to check the case to variable ratio for the analysis being conducted. Further, histograms and box plots visualize the parameter of the determined factors.

KMO and Bartlett's Test

The statistics reveal an adequate KMO index of .89.¹ An index of over .50 is generally accepted and shows that patterns of correlation are relatively compact (Kaiser, 1974). The interpretive adjective for this level is 'meritorious'. Based on this index the data support the use of a factor analysis and suggest a grouping into a smaller set of underlying factors. The analysis of the anti-image correlation matrix was also examined. The MSA of each variable on the diagonal of the matrix show that all measures are above the acceptability level of .60. The lowest correlation being '*feel a special closeness with others in my group*' (MSA=.79) and '*experience places I have read about*' (MSA=.73). Other correlation coefficients present values higher than .80. Thus, there is no need to delete an item and the matrix is suitable for factoring.

The Bartlett's test of sphericity relates to the significance of the study and thereby shows the validity and suitability of the responses. The study obtained an approximate chi-square of 3629.69 with an observed significance level of zero. The criterion of a value less than .05 is achieved. Thus, it is possible to reject the null hypothesis. The strength of the relationship among the variables is strong and appropriate for a factor analysis.

Exploratory Factor Analysis

An exploratory factor analysis was conducted with 38 items having a corrected item-total correlation higher than .30. Eight factors resulted with an eigenvalue of one accounting for 68 percent of the total variance. The first component contained 34 percent of the variance, while the second contained ten percent of the variance. A closer look at the rotated factor matrix shows that the last two factors consist of an insufficient number of factors. This will not allow a meaningful interpretation. A description of the items as indicative of an underlying factor is not possible. Therefore is a restriction of factors necessary. There are various methods to shorten the number of factors. The

¹ see appendix 6, Table XII

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literature provides not a clear answer but a couple of rules. One rule is to consider only those with eigenvalues over one. This method was already conducted and is not useful under these conditions. A scree plot was developed to visually assess which factors explain most of the variability in the data. The scree plot¹ graphs the eigenvalue against the factor number. The graphic indicates that five of those factors explain most of the variability because the line starts to straighten after factor five. The remaining factors explain a very small proportion of the variability. They are likely unimportant.

A new exploratory factor analysis was conducted with a factor limit of five.² The components present 59 percent of the total variance. Component one factored out as the first factor with each of ten items carrying out a weight of .495 and higher. The variables '*freedom of choice as to actions and use of time*', and '*to have a story to tell*' show cross loadings and are not clearly allocable because of high loadings on two factors. About four of ten visitors ranked the item '*to have a story to tell*' (p-value .31) as completely unimportant. Some recreational researchers (Patterson, et. al., 1998; Borrie & Birzell, 2001; Arnould & Price, 1993) are convinced by the idea of the meaning based approach³ where it is the aim to understand the wilderness experience in terms of the role that it plays in the broader context of the participant's life. The extent is studied to which the experience produced a fulfilling narrative that is reliable within the participant's life situation. Nevertheless, the item '*to have a story to tell*' has the mean agreement 'slightly important' and is according to an unclear distribution deleted from further analysis. Moreover, the item '*freedom of choice as to actions and use of time*' (p-value .58) shows low factor loadings on factor one (.312) and two (.391). The reliability analysis displays also a relative low corrected item total correlation. It may be the ambiguous expressions that lead to a difficulty of assignment. The item is deleted from further analysis.

A new exploratory factor analysis was conducted without the four items '*physical challenge*', '*enjoy comfort in natural surroundings*', '*to have a story to tell*', and '*freedom of choice as to actions and use of time*'. A second reliability analysis proofed the items. Despite of the item '*experience places I have read about*' with a corrected item total correlation of .283 which is considered to be below the level of internal consistency. The Cronbach alpha would increase from .697 to .736 by deleting this

¹ see appendix 6, Table VIII

² see appendix 6, Table XIII

³ see chapter 2.2.4

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item. Thus, a third factor analysis was conducted without the five items including ‘*experience places I have read about*’.

Table 9 illustrates the final rotated component matrix. The first of five components contains 34.5 percent of the variance, while the second contains 10.6 percent of the variance.

Table 9. Rotated Component Matrix (35 items).

	Component*				
	1	2	3	4	5
Reflect on life	.838				
Obtain a deeper connection in life	.785	.304			
Get in touch with true self	.780				
Opportunity for self-discovery	.778				
Find inspiration in natural surroundings	.743	.384			
Stimulate creativity	.682				
Chance to think/solve problems	.675				
Develop a sense of self-confidence	.529			.435	
Feel like I was the one of the first people to use this place	.478				.331
Recreate in a primitive environment		.782			
Observe and appreciate the ecosystem		.759			
A clean and unpolluted environment		.695			
Explore the natural environment		.672			.386
Experience nature’s magic and mysticism	.415	.584			
Observe/hear wildlife		.581			
Develop an oneness with nature	.369	.571	.378		
Experience the scenic quality of nature		.549			
Feel connected to a place that is important		.479		.329	
Develop a sense of remoteness from cities			.798		
Being alone/solitude		.305	.782		
Get away from daily routines		.310	.710		
Free from observation from all other people			.686		
Tranquility and peace		.436	.627		
Simplify daily priorities	.342		.493		
Physical health and exercise			.461		
Feel a special closeness with others in my group				.850	
Other group members were accepting me for who I am				.809	
A small intimate group				.722	
Share my skills with others	.439			.674	
Privacy from most people but personal relationship			.308	.631	
Feel a connection with others who value wilderness	.332			.547	
See dramatic landscapes					.742
Having a sense of discovery		.396			.691
Enjoy outstanding views		.481			.575
Having an adventure				.430	.500
Percent of the variance explained	34.5	10.6	6.2	5.7	3.8

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 7 iterations.

*Loadings > .30

The determined factors base on five to nine items. Component one factored out as the first domain with nine items carrying out a weight of .478 and higher. Factor two contains items with a weight of .479 and higher. The item ‘develop an oneness with nature’ shows one factor loading of .571 and two factor loadings higher than .30.

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Though, this item correlates with two other factors. One possibility would be to delete this item according to three factor loadings over .30. But the Cronbach alpha would not increase by removing this item. Thus, the item ‘develop an oneness with nature’ remains, taking into account the fact of an ambiguous assignment.

Finally, the analysis exposed five factors with excellent to good Cronbach alpha values (Table 10). Consequently, the internal consistency is given and all factors are measuring the same construct. Moreover, the corrected item total correlation gives no reason to delete further items. The underlying ideas of the factors are presented below.

Table 10. Reliability Analysis of five determined domains

Domains and corresponding Items	Corrected Item-total Correlation	Cronbach's alpha if Item Deleted	Cronbach alpha
1. Focus on self – Introspection			.913
Reflect on life	.832	.894	
Obtain a deeper connection in life	.750	.899	
Opportunity for self-discovery	.825	.893	
Get in touch with true self	.790	.896	
Find inspiration in natural surroundings	.689	.904	
Chance to think/solve problems	.645	.906	
Stimulate creativity	.672	.905	
Develop a sense of self confidence	.588	.911	
Feel like I was the one of the first people to use this place	.475	.916	
2. Focus on Nature – Awareness and Sensation			.868
Recreate in a primitive environment	.700	.846	
Observe and appreciate the ecosystem	.718	.843	
A clean and unpolluted environment	.660	.853	
Explore the natural environment	.686	.850	
Experience nature's magic and mysticism	.597	.856	
Develop an oneness with nature	.694	.845	
Observe/hear wildlife	.556	.859	
Experience the scenic quality of nature	.449	.868	
Feel connected to a place that is important	.524	.866	
3. Focus on Freedom – Escape and Balance			.858
Develop a sense of remoteness from cities	.776	.814	
Being alone/solitude	.716	.824	
Free from observation from all other people	.591	.844	
Get away from daily routines	.728	.822	
Tranquility and peace	.629	.840	
Simplify daily priorities	.489	.858	
Physical health/and exercise	.466	.858	
4. Focus on Others – Relationships			.831
Feel a special closeness with others in my group	.744	.774	
Other group members were accepting me for who I am	.704	.781	
A small intimate group	.530	.818	
Privacy from most people but personal relationship	.509	.823	
Share my skills with others	.630	.801	
Feel a connection with others who value wilderness	.528	.820	
5. Focus on Experiences – Exciting Setting			.740
See dramatic landscapes	.599	.644	
Having a sense of discovery	.641	.633	
Enjoy outstanding views	.486	.707	
Having an adventure	.475	.746	

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1) Focus on Self – Introspection

Factor one with high loadings on *'reflect on life'*, *'obtain a deeper connection in life'*, *'opportunity for self-discovery'*, *'get in touch with true self'*, *'find inspiration in natural surroundings'*, *'chance to think/solve problems'*, *'stimulate creativity'*, *'develop a sense of self confidence'*, and *'feel like I was the one of the first people to use this place'* reveals an introspection dimension. The focus lies on the self-perception. Nine items have an excellent Cronbach alpha of .913. Thus, all items measure the same construct and an internal consistency is given.

2) Focus on Nature – Awareness and Sensation

Factor two shows a good Cronbach alpha of .868. This item constellation can be labeled as a focus on nature dimension with high loadings in *'recreate in a primitive environment'*, *'observe and appreciate the ecosystem'*, *'a clean and unpolluted environment'*, *'explore the natural environment'*, *'develop an oneness with nature'*, *'experience nature's magic and mysticism'*, *'observe/hear wildlife'*, *'experience the scenic quality of nature'*, and *'feel connected to a place that is important'*. Nature awareness and sensation is explained by these items.

3) Focus on freedom – Escape and Balance

With high loadings in *'develop a sense of remoteness from cities'*, *'being alone/solitude'*, *'free from observation from all other people'*, *'get away from daily routines'*, *'tranquility and peace'*, and *'simplify daily priorities'*, *'physical health/and exercise'* this dimension is labelled focus on freedom. To get-away from daily routines and finding a balance in nature characterizes this scale. The Cronbach alpha reveals a good value of .858.

4) Focus on others – Relationships

The items *'feel a special closeness with others in my group'*, *'other group members were accepting me for who I am'*, *'a small intimate group'*, *'privacy from most people but personal relationship'*, *'share my skills with others'*, and *'feel a connection with others who value wilderness'* represent a dimension where the focus lies on relationships or simply on 'others'. It is a socialness item constellation with a good Cronbach alpha of .831.

5) Focus on Experiences – Exciting Setting

Finally, '*see dramatic landscapes*', '*having a sense of discovery*', '*having an adventure*', and '*enjoy outstanding views*' load highly to form a factor with the focus on experience. This may be the more adventurous dimensions with a good Cronbach alpha of .740. The item '*enjoy outstanding views*' could be assigned also to the factor two because of a parallel loading (.481). The value indicates also the highest parallel loading of all factors. This seems to be a consequence of an ambiguous assignment. The recreation in nature is reflected (enjoy views) as well as the valuation (outstanding) of nature. Nevertheless, factor five seems to be the most suitable factor because it stands on one line with '*see dramatic landscapes*' and emphasizes the adventurous experience of nature.

Through reducing the high dimensionality of the research area, five factors despite of ten domains are able to represent appropriate relations between the test variables. A comparison of the original list shows the change.¹ All items of the domains '*Remoteness*' and '*Simple living*' build factor three which highlights the temporary escape from the daily life and the compensation at the holiday destination. A distinct assignment is possible. Factor one (introspection) integrates mainly the '*Self-discovery*' domain as well as other self-related items of four further domains. Factor two consists of the former domain '*Natural Environment*' and other nature-related items. Factor four consists of all social items, '*Shared solitude*' items and single items of '*Wilderness Travel Skills*' and '*Connectedness/spiritual*'. Factor five is mixed up with items of the '*Exploratory*' and '*Adventure*' domains.

Histograms and Box plot of Scales

The conducted factor and reliability analysis revealed five factors with an appropriate internal consistency. But the questions arises which factor seems to be the most relevant? And what particularities are noticeable? Thus, the aim is to specify the factor importance as part of the travel decision. Further statistical measures clarify the appreciation of the factor by the visitors.

The histograms (Figure 16) visualize the distribution of the mean level of importance on a converted scale from zero (not at all important) to four (extremely important). Thus, a value of two shows an average value of acceptance. The mean (m) ranges from 1.2 to

¹ see appendix 6, Table XIV

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2.9. The introspection dimension (factor one) with an average importance of 1.2 has the lowest acceptance level. In other words, only 30 percent of the visitors agreed. The socialness factor (factor four) with a mean of 1.3 represents also a low level of importance. On the other hand, the nature-related factor (factor two) reveals the highest mean (2.9). The acceptance is confirmed by 73 percent of the visitors. Also the focus on experience (factor five) demonstrates nearly the same mean value (2.89). The factor with a focus on freedom (factor three) presents a mean above the average (2.48).

The standard deviation ranges from .71 to .99. This value presents nearly one point on the Likert scale which indicates a spread of 25 percent. The factor two spreads the fewest, while factor four spreads the most. This shows that people have rather different opinions on the socialness motive than on the nature motive. These findings are also reflected by the skewness and kurtosis of the distribution. Factor one (.76) and factor four (.66) skewed right. The arithmetic mean is below average. Factor two (-.35), three (-.29), and five (-.29) skewed left. The arithmetic mean is above average. The kurtosis for all curves is negative and varies from -.003 to -.760, which indicates a relative flat distribution. Factor one, with a kurtosis of -.03, is nearly normally distributed.

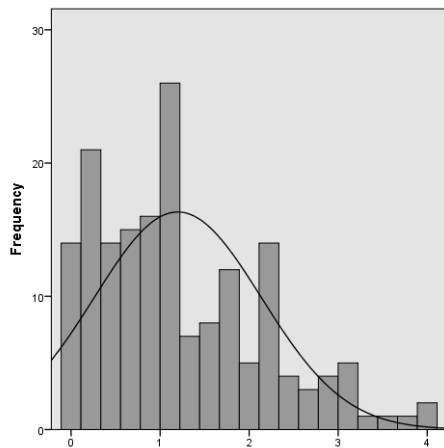
The box plot illustrates a resume of the presented findings (Figure 17). Moreover, the graphical tool shows the upper and lower quartiles and whiskers. It is noticeable, that factor one has the lowest median with 1.1. Therefore, nearly the half of all visitors assessed this factor with the category 'slightly important'. Only one fourth of the visitors were influenced by a value higher than 1.78, which is still under the assessment 'moderately important'. At the same time, the dimension reveals also the lowest 75-quartile (upper quartile) of all factors. The whiskers mark the highest and lowest value of all data. The factor one has the lowest upper whisker with a value lower than .40. This indicates that no visitor assessed the factor one with the category four 'extremely important'.

To sum up, the self-related dimension plays a subordinate role within the travel decision of German visitors. A related picture is shown by the socialness factor. The median has the same level as well as the lower whisker and the upper quartile. Though, the upper quartile has a higher value (2.00) and the upper whisker ranges to the highest level of importance. This implies a higher distribution of data throughout the assessment. The Inter Quartile Range (IQR) reveals the highest range (1.5) of all factors. People agree less consistent with factor socialness than with the self-related factor.

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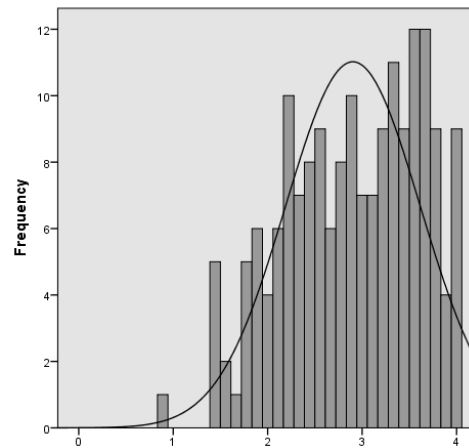
Figure 16. Histograms of determined Domains.*

Factor 1 – Focus on Self



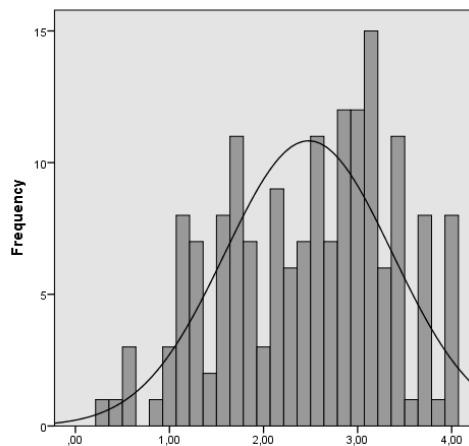
Mean = 1.20/ Std. Dev. = .939 / n= 173

Factor 2 – Focus on Nature



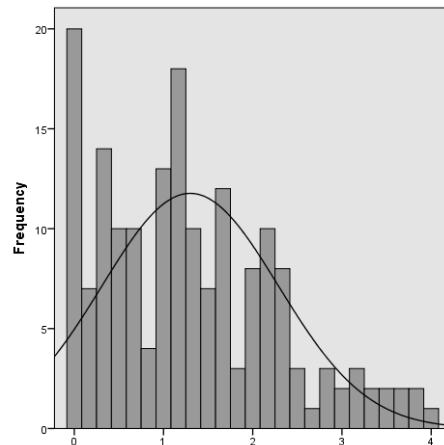
Mean = 2,90/ Std. Dev. = .712 / n= 177

Factor 3 – Focus on Freedom



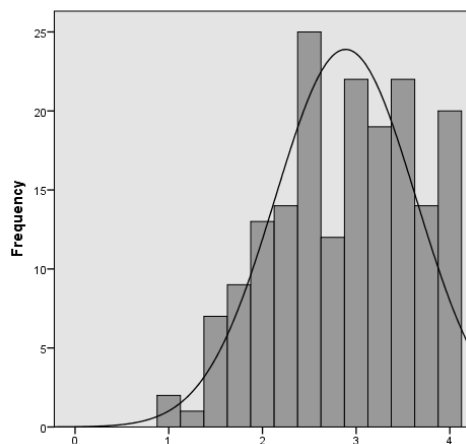
Mean = 2.48/ Std. Dev. = .89/ n= 169

Factor 4 – Focus on Others



Mean = 1.30/ Std. Dev. = .989 / n= 175

Factor 5 – Focus on Experiences

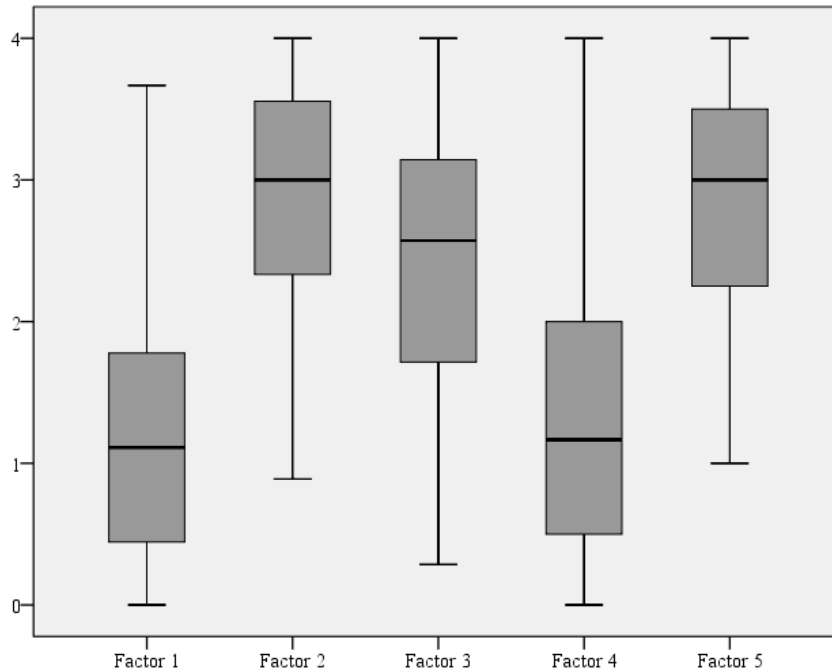


Mean = 2.89/ Std. Dev. = .751 / n= 180

*converted scale ranges from zero (not at all important) to four (extremely important).

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Figure 17. Boxplot of determined Domains.*



*converted scale ranges from zero (not at all important) to four (extremely important)

In opposition to factor one and four, factor two was highly appreciated by German tourists. The ‘focus on nature’ dimension has the highest median with 2.33. Hence, 50 percent of the data has a higher importance than ‘moderate’. The 75-quartile ranges to 3.6; at least 25 percent of all values are above the upper quartile. Thus, still one of four visitors was influenced by the nature factor to a higher degree than ‘very important’. Visitors had also the highest agreement among themselves. In contrast to factor one, the IQR ranges the smallest (1.22). The lower whisker has a value of .89 and ranges to the highest category. It is remarkable, that the lowest assessment of factor two is close to the median of factor one. That means that one of two visitors rate factor one lower than the one visitor who gave the factor two the lowest assessment.

Factor five shows similar findings. The lower whisker is even higher. This implies the lowest level of importance is the category ‘moderately important’. The lower quartile (2.25) is slightly under the 25 quartile of factor two (2.33). The upper quartile shows also a high level of importance. Factor three seems to build the ‘medium’ category among the factors. The focus on freedom ranks in the middle and shows no outstanding position.

A comparison between the box plots of visitors who were completely influenced by wilderness during their travel decision (n=52) and visitors of zone one (n=53) reveal

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similar assessments.¹ It is noticeable, that the importance of nature was slightly more important for both. While the focus on freedom dimension is the most important domain for those who visited Zone I.

To sum up, the travel decision of German visitors was highly influenced by the factor two (focus on nature) and the factor five (focus on experience). The factors one (focus on self) and four (focus on others) were less important for visiting the FNP. A segmentation of the German tourists reveals minor differences regarding the importance of the motivational factors. Nature was slightly more important for visitors of Zone I and Germans who were completely influenced of wilderness during their travel decision. But factor three (focus on freedom) drove primarily the Zone I visitors to stay in the FNP.

5.4 Factor Interpretation

In this section each determined factor constellation is discussed separately as possible travel motive for German visitors. Furthermore, a grouping of items within one factor will provide a better overview. The findings will be supported by qualitative data and literature review.

It is noticeable, that the determined motivational factors show interrelations and interdependencies. Push and pull travel motives work in tandem in this case. The case of factor one (introspection) clarifies the assumption. Nowadays, people have to face a number of stressors like personal, organizational, societal and environmental factors (Stockols & Altman, 1987). Especially environmental stressors like crowding, noise, traffic congestion, poor housing, and neighborhood quality may lead to physiological or psychological discomfort and, in some cases, illness (Steg et. al., 2012; Stockols & Altman, 1987). Escape from physical and social stressors has long been described as a main motive for recreation in natural areas. In contrast, natural areas provide a setting without the exposure to challenging stressors. The pull factor (e.g. enjoy solitude in wilderness) seems to be only existent because of the push factor (e.g. stressor noise). People probably felt a discomfort at their home place (push) and FNP attracts them (pull) in a certain way. The push and pull factors are interrelated. But in practice the level of importance for each factor may be assessed differently. It depends highly on the individual's situation.

¹ see appendix 6, Table XVI

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Moreover, nature's restorative quality does not depend only on the absence of stressors; the scenery, symbolic qualities, and other valued attributes lead to an appreciation of nature and increase the individual's health (Hartig, et. al., 2014). The FNP convinces with a lot of natural features like the main attractions Njupesjär or Old Tjikko. These pull factors may attract German visitors. But also the fact that wilderness or wide and unspoiled natural areas are unusual in Germany may lead to the desire for discovering this setting. It can be seen as an expression of deficiency of this type of nature. Fulufjället seems to promise a benefit which cannot be satisfied in the home region. Besides the scenic and symbolic quality of nature, the setting serves also as a room for activities, exploration and adventures. Hiking is appreciated by a lot of visitors. Furthermore, being in the wilderness may be one appropriate way of strengthen relationships to others like family and friends. It may be that people already collected experiences in a wilderness settings and a reflection reinforces the desire to attend again.

The named travel motives show interrelations and interdependencies. However, in following the factors are illuminated individual. It is evident that each factor fulfills, with graded level of importance, a function that lead at the end to the desired action, the visit of the FNP.

5.4.1. Focus on self – Introspection

'What lies behind us and what lies ahead of us are tiny matters compared to what lives within us.' Henry David Thoreau.

The interaction between physical environment and psychological processes in wilderness settings with a high value of individual psychological outcomes seems to be one relevant dimension for German FNP visitors. The nature of Fulufjället seems to be viewed as an inspiration source as well as an instrument to build up self-confidence and to find the way to the inner self. Focus on self or introspection is described as the degree to which the elements of the experience are internalized (Borrie & Roggenbuck, 2001). Recreation and leisure are considered to be the ideal situations in which identities can be confirmed (Borrie & Birzell, 2001). Borrie and Birzell (2001) describe wilderness recreation in the context of the meaning based approach as more than just satisfaction with activity, setting attributes or fulfillment of unfulfilled psychological needs and wants. Recreation experiences could be viewed as significant component of a person's

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identity, and perhaps relationship to a place. This described self-affirmation category is also reflected among Fulufjället visitors.

The items '*reflect on life*', '*get in touch with true self*', and '*opportunity for self-discovery*' can be summarized as the individual's concentration on internal thoughts and processes in the setting. It is the possibility to reflect the current and past situation. The nature seems to be the activator of these items and offers an ideal platform for stimulating the motives.

People confirm the identities that they perceive as positive in the context of self-affirmation. In this phase, it is not important to find an immediate solution. It is more the self-centered confrontation with the true self and a reflective thought process. The aim is to find a balance which offers the possibility to strengthen the inner self.

This leads to the questions if the setting is exchangeable and why people assume that Fulufjället satisfies these assumptions to a higher degree than other areas? A suggestion could be that some qualitative natural features and elements of FNP's wilderness like outstanding views and attractions stimulate the person to think about the life even better than others would do. The focus on single natural elements signals the importance of preserving whole landscapes, and enforces the desire of exploring them. Kaplan and Kaplan (1989) found out that contact with nature or elements with nature have a positive effect on the human mind and life quality. In particular, mentally fatigued people gain a high recreational value by contact with nature. Hågvar (1999) describes the phenomena by the fact that nature offers a 'soft' fascination and quietness and remoteness recharges the attention. The target orientated attention may clear the mind for the nature as an '*arena for the quality of life*' (Hågvar, 1999). Also physical activities like hiking, the most important activity for Germans in FNP, may contribute to a reflective mind process. It is well known and promoted by the public media that hiking provides spiritual and ruminant (pilgrim ways) qualities.

A national park offers a wide area where one can experience complete solitude. The Wilderness Act (1964) describes what wilderness should offer visitors, '*outstanding opportunities for solitude or a primitive and unconfined type of recreation*'. This seems to be a condition which is relevant for the fulfillment of the introspection factor. Disturbances may hinder people to achieve their aim. Crowding may have effects on the restorative forces of nature. And visitors who seek solitude have their tranquil moments

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often disrupted (Cole & Hall, 2008). In this context a 48 years old family father (B16,m,48) stated,

- *'It is an experience you cannot do somewhere else. Such a unique experience that is not available in a normal life, in a town or a park. (...) get back to your inner self. And be mainly preoccupied with your own [...] without disturbances.'*

The experience of solitude in a wilderness setting seems to be more intensive (or even existent) than in other settings like local recreational areas. Cole (2010) found out that even a few hours in wilderness are sufficient for substantial stress reduction and mental rejuvenation. The non-exchangeable character towards the restorative recreational experience in a wilderness setting was confirmed several times. A green area in the suburb would not fulfill the restorative capacities as well as a wilderness setting does (Chang, et. al., 2008). That is also the expectation of several interviewed visitors particularly those who were frequent wilderness visitors.

A high appreciation of factor one is not urgently dependent on the size of the residence; a comparison between all visitors and visitors with a high appreciation of factor one shows no conspicuousness. But a closer look at the conducted activities reveals that the visitors hiked rather for a longer time (several days) than for a few hours. A longer hiking tour seems to be more suitable to satisfy the motives of factor one. The average length of the stay was also longer.

Ittelson (1978) described four forms of experiencing the environment: environment as object, as self, as value, and as setting for action. The most obvious way of experiencing environment is characterized by defining environment as an external object with no connection to the individual, as something 'out there'. As long the position of the setting is externalized and no relation exists, the setting is exchangeable. But in the context of the studied factor one, the environment is seen as a part of self that is empowered to change the individual's inner thoughts. The environment is an integral component of self-identity. The visitor acts within and is part of it and the boundaries between self and environment become unclear. In an extreme form, the individual adapts the environment as 'environmental self'. This process of merging environment and self was not reported by the interviewees. However, Ittelson (1978) described that the individual is never passive in experiencing the environment.

The item '*Reflect on life*' describes the factor one the best. The mean importance is judged by the visitors as moderately (p-value 29). Visitors with a high agreement on '*Reflect on life*' (Likert scale 4, 5) as a part of the travel decision were more than twice as much as the whole sample alone in the area. The most frequent activity was nature

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photography (72%) and hiking for one day (44%). The satisfaction level could be seen as a hint for the ability of realizing the travel motives during the FNP visit. Eight of ten visitors realized an increased well-being (stress reduction etc.) to a moderate or large extent. While only 59 percent of the whole sample realized the same status. Also the amount of people with a completely positive image of wild nature is higher. These results prove the possibilities of inner reflection in FNP

The items *'develop a sense of self-confidence'*, *'chance to think/solve problems'*, and *'obtain a deeper connection in life'* seem to be the outcome of the first item constellation. Regardless of whether the visitor participated in the first phase in the FNP, at home or in another setting; these items seem to be more future-oriented. The current state was already recognized and a desired status should be developed during the visit of the FNP. In this context, a 70 years old woman (B06,w,70) stated,

- *'To be active in the natural environment is simply restorative. And of course, one can find inner peace. When a human goes to the loneliness he always gains a benefit. That is an individual benefit for the soul and the spirit. This stands also behind – behind wilderness.'*

She uses the terms loneliness and wilderness synonym and describes the outcome as an individual profit. Various experiences and activities may be suitable for reaching these conditions.

The following items *'find inspiration in natural surroundings'* and *'stimulate creativity'* may be summarized as additional values that will not lead to a previously definable exact outcome. While inspiration is defined as the process of being mentally stimulated to do or feel something (especially to do something creative); creativity is the use of imagination or original ideas to create something; inventiveness (Oxford Dictionaries, 2015). It is a thing or a person that leads someone to be creative. Being creative seems to be the imperative of nowadays. The competitive advantage 'sets oneself apart from the rest'.

For the German tourists finding inspiration (p-value .42) was more important than stimulating creativity (p-value .29). Every second German ranked the item *'inspiration'* as 'moderately' important or higher. However, no one of the interviewed persons stated to be inspired directly by nature. Nevertheless, one example could be provided by the visit of an architect. He stayed with his family in FNP to see, among others, the architecture of the naturum. His wife (B21,w,41) reported, *'(...) and the naturum are architectural very nice (...) it is everywhere different but always modern.'* Besides,

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seeing the waterfall and teaching the children about the flora and fauna, the architect stated that he is very interested in the integration of the building into the nature. The family father was fascinated by the architecture and may also be inspired by this place. The naturum belongs to the infrastructure of the FNP. The SEPA (2009b) described the purpose of a naturum like follows,

- *‘to describe, explain and build an understanding of the values of an area as well as to inspire people to spend time and experience nature there.’*

The aim of inspiring people may be achieved in this case as the family started to hike after the visit.

The last item *‘feel like I was the one of the first people to use this place’* has the lowest factor loading and is also loaded on the last factors. This discovery item has the lowest mean agreement of all 40 items (p-value .17). As mentioned in chapter 6.3.1, a realistic assessment would lead to the assumption that it is relatively implausible to find European places where no one has been before. Nevertheless, finding remote places where the impression exists of no one being there, was named as one motive by a 57 years old visitor (B17,m,57). The participant of a travel group and frequent FNP visitor explained the way of finding remote places in Dalarna:

- *‘We just drove along a forest road and then we discovered it. That is simply the free access to nature. That is the Columbus Principle.’*

He invented his own concept, *‘Columbus Principle’*, that reveals a sense of discovery. The visitor reported that he feels restricted on forest tracks in Germany. Prohibition signs hinder him to enter forest areas. Push and pull factors seem to work in tandem in this case. He felt limited in Germany and out of this reason the everyman's right in Sweden attracted him.

In following a closer look to the visitors with a high appreciation (Liker scale 4, 5) of factor one revealed interesting facts. As already indicated, the satisfaction level of the visit could be a hint for the fulfillment of the travel motives. It is pleasing that seven of ten Germans realized an increased mental well-being during the visit. This number, which is above the average, confirms the ability of FNP to restore the individual's psychological outcome. Moreover, about everyone (97%) was completely or mainly satisfied with the visit even if the well-being did not increase. 40 percent of the visitors who were motivated by intrinsic reasons already visited the FNP and/or are frequent visitors.

5.4.2 Focus on Nature – Awareness and Sensation

‘There is a love of wild nature in everybody, an ancient mother-love showing itself whether recognized or no, and however covered by cares and duties.’

John Muir.

The factor *‘Focus on Nature –Awareness and sensation’* proposes reward associated with the esthetic experience found in the natural environment. The extent to which people pay attention to the biophysical aspects of the environment is represented by this category. There is a commonality with factor one but factor two reflects more the enjoyment of the physical setting rather the emotional experience aroused by it.

Increasing urbanization and changes in agricultural practices and policies have drastically changed the landscape of Europe (Steg, et. al. 2012). In fact, Germany is endeavored to secure two percent of its national territory for wilderness development and five percent of the wooded area for natural forest development until 2020. However, the total terrestrial wilderness area is far less than one percent and includes mainly the core zones of national parks (BfN, 2010). A lack of wilderness in Germany may lead to the desire for visiting wilderness areas in other places. The dialog of a family supports this argument.

- I: *We have also national parks in Germany (...).*
- B29: *But not that wide and beautiful like in Scandinavia. (m,16)*
- B26: *We have also some beautiful national parks but they are simply different. (m,45)*
- B27: *(...) the nature is for us more familiar then in Sweden or America. To be in a national park means also being in a complete different landscape. (w.43)*

Being in a national park and discovering new landscapes with its unique features seemed to provide an incentive to visit Sweden. They reported also about experiences with a canoeing tour in the German Müritz National Park. But being in a familiar landscape seemed to be unexciting for them; especially for the two boys (14 and 16 years). They chose a hiking tour (4 hours) as an appropriate form to experience the park that is *‘scenically interesting’*.

In that respect, the items *‘experience the scenic quality of nature’*, *‘recreate in a primitive environment’*, *‘explore the natural environment’*, and *‘experience nature’s magic and mysticism’* can be summarized as the activity (active or passive) related experiences of the qualitative assessed environment.

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The item '*experience the scenic quality of nature*' received the highest single mean; about nine of ten Germans ranked this motive as extremely important (p-value .95). This result is also comparable with the conducted interviews. Nearly all interviewees mentioned the quality of nature in any way. Nature played the most important role during the interviews. '*Magnificent*', '*beautiful*', '*natural*', and '*magical*' are only a few esthetic quality determining descriptions of the FNP. A few quotes illustrate the meaning,

- '*That is the most beautiful stop after three month travelling.*' (B01,m,67)
- '*It is very beautiful here.*' (B12,m,36)
- '*Beautiful, a lot of nature.*' (B25,m,40)
- '*Very natural, very beautiful.*' (B26,w,37)
- '*The nature is magnificent.*' (B01,m,67)
- '*It is magical to see a moose in the wilderness.*' (B08,w)
- '*Magnificent! We wanted to hike to the waterfall.*' (B30,m,45)
- '*Interesting, because of its landscape.*' (B27,m,45)

As already discussed, the perception of nature can follow two theoretical approaches. The objective approach regards visual quality as inherent in the physical landscape and the subjective approach describes the quality as a product of the mind (Lothian, 1999). Evolutional and cultural approaches are used to describe why people value nature differently. It is certain that beauty and aesthetics have a high ranking in all cultures. Nevertheless, the interpretation of beauty lies in the hand of each individual. In this sense a geographer (B06,m,36) expressed his esthetical perception of nature,

- '*(...) I experience nature very esthetic and what other people perceive as very inhospitable and dislike is for me actually something beautiful. People, who go camping, hope for no rain. To my mind camping during rain is the best thing you can do. There you see that I am a nature romanticist*'.

The inhabitant of Cologne appreciates the rough and wild character of FNP. In the romantic period, nature was perceived as a metaphor for the sublime. Forces of nature were not frightening any longer; nature transferred to 'something beautiful' (Piechoky, 2010). The interviewee wanted to start a long-time hiking tour with his friends. He specified that he wants to enjoy solitude in the mountains while being in a small group. It may be that the primitive experience also played a role for him. The immediate and deep contact with raw nature was named also as one travel motive. The just quoted visitor defined it like follows, '*Pristine nature! But, more wild and rough.*' Other people like an inhabitant of Hamburg (B16,m,48) attempted to put the feelings into words, '*I think it is the search for primitiveness (...).*' While B16 was insecure in describing his approach, some people were more precise in underlining the primitive character of the

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Fulufjället Mountains. Two interviewees (B02,w,67/B01,m,67) described the reasons for the visit of Fulufjället,

- *'Here nature is still nature – primordial nature.'* or *'The nature is original and unaffected. The landscape is still open.'*

Two different approaches of defining the primitive character were observable during the interview phases. On the one hand, people referred to a primordial nature. They wanted to revisit nature as our ancestors might have found it. Through leaving civilization behind, people might feel as a part of the past generations. This fact is connected with the desire for simple living and escape; like it is described in factor three. On the other hand, people referred to missing features of civilization or the low population density. In this case, the primitiveness highlights the contrast to a modern and technological shaped society. A couple stated (B5,m,77),

- *'The South of Sweden is also very beautiful. There you find national parks. Super! But the higher you drive to the North. The more pristine it is. (...) The lower the number of people, the lower the civilization.'*

Davis (2014) stated that the encountering of a natural world, directly and openly with less of the insulation of modern life, is necessary for experiencing primitiveness; even if signs of human intervention are not far away (Davis, 2014). Thus, the perception of primitive nature may be individual and depends also on previous wilderness experiences as well as on influence factors at the place of residence.

Moreover, interviewees referred to the motive of exploring the natural environment. Visitors often listed their preferences like *'getting to know new plants'*, *'animals'* or just the *'ecosystem'* as a whole, *'We want to explore the diversity of nature and habitats.'* (B7,m). The curiosity to explore the environment could be understood as a basic human need (Kaplan & Kaplan, 1989; Hågvar, 1999). To discover the *'mystery'* of nature, unknown landscapes and to explore hidden information is seen as a challenge. Humans may also like to test their physical abilities. To explore the tundra zone of FNP, which does not exist in Germany, was an incentive for several interviewees,

- *'Experiencing nature is something different here. You do not have this type of nature all the time around you.'* (B27,w,43)
- *'The landscape and the plants are completely different to Germany.'* (B29,m,16)
- *'We have only some small oasis in Germany, assigned as primeval forests (...)'* (B6,w,70)

The landscapes of FNP are contrasting and diverse; the plateau, belt of spruce trees around, old pine trees, peat bog areas, as well as the coverage with lichens and mosses. Collecting berries was named by 20 percent Germans as one realized activity during the visit. About the same number studied the nature. A couple (B11,w,67/B10,m,72)

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highlighted their personal Swedish landscape elements, forests and waters, berries and secret paths,

- *B11: Forests and waters that is what we experienced in Sweden. And the blueberries and raspberries!*
- *B10: A huge amount of berries. The most beautiful areas have no streets; there you have only gravel paths.*
- *B11: And we prefer particular to drive this ways. We have time (...).*

The item '***A clean and unpolluted environment***' as a state of the environment had the second highest agreement (p-value .88). More than six of ten German visitors ranked this item as extremely important. It may be self-evident that a wilderness area with its discussed contrast to civilizing features offers a clean and unpolluted environment. One interviewee (B13,m,34) mentioned the clean environment after asking him for his first impression., '*Very clean, very tidy and inviting.*' Another participant (B07,m) reported about air pollution in Germany that made him worry,

- '*The areas are smaller not bigger than 20 km². You cannot call it wilderness. It is not like hear. We have a lot of air pollution in Germany.*'

Nonetheless, no one directly stated this item as a motive of visiting FNP or Sweden in general. It was rather the opposite that people provoked to demonstrate. One interviewee (B5,m,77) made negative experiences while being in the wilderness, '*Do humans have to spread everywhere and leave their waste?*' But the results of the survey show that there is no cause for concern. People who named the motive as extremely important experienced also to a higher extent (65%) a completely nice and tidy environment than all Germans (51%). The travel motive may also influence the perception at the setting. The tourists were more focused on finding a clean environment and probably found it. Everyone experienced a partly to completely clean and unpolluted environment. Thus, the quote may be an exception and the overall visit was satisfying.

The items '***develop an oneness with nature***' and '***feel connected to a place that is important***' suggest that participants develop a sense of place that becomes intertwined with their self-perception. These items are related to the meaning based approach which attempts to understand the wilderness experience in terms of the role that it plays in the participant's life (Arnould & Price, 1993). When a travel destination plays a crucial role in life and when one develops a sense of place, it is likely that he visits this place again. Some visitors already developed sympathies with the travel destination. One man (B01,m,67) stated, '*Because of my business we visited Sweden really often with the*

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whole family. We visit Scandinavia since 30 years. It is still beautiful. Further, another interviewee (B05,m,77) expressed his feelings towards the travel destination, *'We are here every year, since centuries. We speak Swedish (...) we inhale it like the air we breathe.'* Another couple (B03,m,64) reported that they are even infected by the *'Scandinavian fever'*. They are attracted by Scandinavia where they spent their most joyful holidays, *'The Scandinavian fever has taken us. In the last 15 years we were spending 13 holidays in Sweden.'* Some equalized Scandinavia with being outdoors: *'We don't like to go to museums and galleries when we are on holiday. We love to be outdoors.'* (B01,m,67)

Listing the reasons why people frequently travel to Sweden seems to generate an open-ended report. It is obvious, that visitors developed a feeling of familiarity to Sweden and therefore a special sense of place. The sense of place refers to the meanings, feelings, and subjective perceptions to a specific setting. In the case of FNP, the statistics of the survey reveal that one third visited the park already before. During the interviews, frequent visitors reported that they were affected on-site by a positive, indescribable feeling. This unique feeling is connected to the destination and influenced people in their future travel decision. FNP, as a recreational setting, becomes irreplaceable. The emotional and symbolic ties to this area led to a follow-up visit of the specific setting. For instance, one couple (B10,m,72/B11,w,67) was 2003 already in the FNP for hiking. They were simply attracted by the area and could not describe the reason precisely.

- *'We read somewhere about the national park and it just attracted us. The national park fascinated us. We hiked to the waterfall and to the plateau (...). It has made a lasting impression. We are on a tour to the high north but we had to stop here one more time.'* His wife confirmed, *'Yes, we had to see it urgently one more time. We liked it and definitely felt attracted.'*

Moreover, a 49 years old woman (B22,w,49) reported that she hiked already in the area during a previous visit and wanted to hike the route again, *'We knew the area already and knew that the hiking trail is beautiful.'* A certain familiarity with an area, even if it is just a well-known hiking trail, gives the security that the visit will be 'satisfying' again.

Williams and others (1992) found that the attachment seems to be stronger among individuals who concentrate on the setting rather than to other aspects of the recreational engagement. The survey results show that an appreciation of the item 'scenic quality' lead also to a slightly increased importance of the motive

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connectedness. One interviewee (B2,w,67) stated that he was impressed by FNP's nature and already announced to come back, *'The nature is great, unbelievable. We are going to come back.'*

Wilderness areas play a superior role in place attachment. Williams and others (1992) found out that long-term wilderness visitors create unique meanings for wilderness (specific place-based experiences and attachments) that may not be available in non-wilderness areas. Additionally, the visitor will develop an attachment to the general concept and values of the wilderness settings. This special attachment among long-term visitors was also proven by the conducted interviews. Two members of a private organized travel group felt such a strong connection to the FNP that they were even reinforced to adopt party for the FNP.

- I: *How often did you visit Fulufjället?*
- B17: *Oh dear! 30 times, we are here every year. One or two times per year. We were several times here. (m,57)*
- B18: *We were already here when nothing was open. This spring we were here in May.'* (m,79)
- B17: *That is why we know the park at any time of the year. (...)*
- B17: *Quietness, less humans and without human influences. That is why the construction of this object [naturum] certainly not seemed wise for us. It last a long time until we accepted it. But after the completion of the construction we perhaps had even sympathies because they build it so lovely. (...)*
- B17: *Maybe it would have been better for the national park to do nothing.*

The frequent visitors knew the FNP already before its designation. They think that the former motives of traveling to Fulufjället (quietness, less humans, and without human influences) are unsecure in these days. They felt disturbed by crowding during the high season and hold the FNP facilities, expressed in form of the naturum, to account. Nevertheless, they announced already the next visit in winter. Apparently, the sense of place is stronger than the disturbance factor.

The sense of place could also become intertwined with the sense of self (Borrie & Birzell, 2001). Nature can also be perceived as a 'mental anchor' (Hagvar, 1999). People may have anchors in life and are possessive towards the spots like places with good memories. They consider to it be their 'own' especially valuable areas which are likely to remain undestroyed (Hagvar, 1999). FNP as a protected area may represent a stable and unchangeable condition, to which it is possible to return and to recharge. A couple (B10,m,72) found a second home in the FNP, *'That may sound hypothetical and exaggerated, but I feel like coming home.'* In this context, Opaschowski (2008) describes that the so called 'feel-good tourism' is going to be the new tourism among

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Germans. The holiday will not be any longer a simple adventure holiday or recreational holiday; the holiday will build a second home, different to home, away from the daily life, but comfortable like home. The general trend may affect various types and forms of travel. If recreational tourism to national parks will be affected in the future was not examined. But it may be also a general concept which has been valid over years. In the context of wilderness John Muir (Our National Parks) already stated in the early 20th, *‘Thousands of tired, nerve-shaken, over-civilized people are beginning to find out that going to the mountains is going home; that wildness is a necessity.’*

The items *‘observe and appreciate the ecosystem’*, and *‘observe/hear wildlife’* laid the importance on observing wildlife and the ecosystem. Humans are strongly attracted by wildlife (Steg, et. al., 2012). In general, the relationships between humans and wildlife are complex, as they are closely tied to the evolution of humans in natural environments and are also manifestations of socialization and past individual experiences. Wildlife can evoke strong positive and negative thoughts, feelings, and actions. Wildlife-based tourism and recreation are increasingly popular and wildlife documentaries attract large audiences. The survey results reveal that about nine of ten Germans agreed partly too completely that observing wildlife belongs for them to a wilderness experience. Every third agreed completely. However, this is not evidence that observing animals is also a travel motive. Nevertheless, there was no other topic during the interviews which was adopted by the interviewees so well and enthusiastic. Frequent Sweden visitors even developed a high expectation to observe wildlife during their visit of Sweden. The interviewees revealed that it is not a matter of course for them to observe wildlife. But the expectation determines the whole journey. The following quotes give the impression that it is like a ‘duty’ or even big ambition to see a wild animal like a moose or reindeer during the holiday in Sweden. That is, of course, exaggerated but the observation seems to be like a release from the duty.

- *‘Since 40 years we drive to Scandinavia, but we had seldom seen moose - maybe ten times. But thank goodness, we have seen reindeers this year.’* (B06,w,70)
- *‘(...) there were masses of reindeers. That is the embodiment of the North. In the last year we saw none. We were really disappointed. And this year we saw some, finally (...) first we thought that they slaughtered every one.’* (B05,m,77)
- *‘During our holidays of the first nine years we saw no moose. But now we saw a cow with two calves. Finally! They were standing very calm and they were so peaceful. It was possible to run back and take the camera and they were still there. I had to take pictures!’* (B02,m,64)

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The quotes also reveal that people developed feelings for the animals or interpret human behavior within the observation. The following interviewee (B08,w) was part of a travel group with children. She described the encounter of a moose on an emotional level and even developed respect and appreciation for wildlife and nature, *'We have seen already moose. That was overwhelming. I would be glad to hug them. But the animals are very shy. The moose has something magical. We experienced it at our first evening.'* Furthermore, a couple (B11,w,67) experienced two times a pack of wolves near a camp ground in Dalarna. They were fascinated and regarding the question if they were afraid they answered, *'No. not at all. But it gave me a chill.'* Because of the sensory impression they felt a special connection to this place. The man (B10,m,72) stated, *'The camp ground is our must spot. Now we are the fifth or sixth time in Sweden. We have to go to this place with the hope to hear them again.'* The actual product of the observation is a kind of holistic experience. Not the setting of the wolf encounter attracts the visitor; it is a sensual experience, the feeling of a connection to a greater whole. After asking if observing wildlife belongs to his holiday the woman (B11,w,67) stated, *'Absolutely, when you have the possibility you have to enjoy it. That is unpredictable you cannot force it.'* Further, they listed the animals they have already seen in Sweden and reported about each experience. The woman explained a moose observation. She still knew every detail of the scene which confirms the impressive meaning of the encounter. The observation gave her a good feeling, *'We had to concentrate highly to observe him. Then we saw him. It felt so good to me.'* But even being without success was still all right for them (B10,m,72), *'One time we were on a bear safari. It was a beautiful walk. Sadly we saw no bears but tracks on trees and ant hills. (...) That was really in the middle of the wilderness.'*

A frequent FNP visitor (B18,m,79) described very existing that he saw a bear close to Särna, *'Bears? Yes, last year. It happened to me!'* This statement was like an introduction for his input to the interview as he was the whole time rather reserved. He started to describe the observation in detail,

- *'It was raining; I mean it was raining buckets. The windshield wiper almost failed. I came from Mora and suddenly 20 kilometers before Särna an enormous bear crossed my way from the right to the left. Awesome! (...) I had to slow down he was so close. That was my first bear since I come to this place. I have not seen a bear in the wilderness before (...) if you see a bear in nature that is an experience!'*

After asking him if he was afraid he answered, *'No. I was in the car and the bear was also afraid.'*

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It may be that the presented cases are particular ones. But it is evident that the sensory impressions and emotional affinities led to reflective responses. It is a common ground that an encounter is not self-evident; it seems to be a desire that varies in its urgency and its claim of fulfillment. In this context, a couple (B19,m,52) from Hamburg stated:

- *'I really like to see the calm nature with its forests and animals. We like to take pictures. And it is an event to see an animal. Yesterday we saw a common viper. If we could observe a moose in reality! We had only seen moose on streets but not in nature – I have always my binoculars with me.'*

For some (B21,w,41) it is important to see big animals, others are satisfied to observe also small animals in the natural environment,

- *'Wild animals? Yes, even birds, lizards or small snakes. It is nice to see the big animals (...) the animals are very important for the kids. How many trees and stones you have is not that important. (...) shimmering lakes and streams would be the best.'*

Why Fulufjället offers an ideal platform to encounter animals was confirmed by another interviewee (B06,w,70),

- *'(...) and naturally there are not so many people in wilderness. The chance is higher to make nature observations.'*

In sum, no topic was so ambivalent like wildlife observations. People reported highly emotional about wildlife observations or attitudes. By respecting the animals retreat areas, people still hold a distance. The statistics reveal that over nine of ten completely agree that wilderness areas are important retreat areas for animals. Humans are often regarded as factor of disturbance, *'People leave the path and go further and further. But that is only for the animals otherwise they have to migrate'* (B2,w,67). Some interviewees (B05,m,77) even informed their selves about security procedures for a bear encounter, *'(...) you have to sing when you see a bear in the wild. No joke!'* Nevertheless, the spread of animals like wolves is a controversial and actual topic in Germany since the last years. A number of 44 percent Germans dislike the fact that wolves are spreading in Germany (BfN, 2013). This attitude is also transferred to the holiday destination,

- *'I am sometimes afraid when it is getting wild. I do not particularly like to see a bear running over the street. (...) I am from Brandenburg and there they resettled wolves. That is why I have the opinion that you do not urgently need it. Maybe a few packs could live spread on a large area.'* (B24,w,49)
- *'In summer the pack of wolves will not cause anyone harm. In winter, I do not know. Depends if they starving. (...) A horde of wild pigs is enough for me. In Scandinavia it is so sparsely populated that human and animal could avoid contact.'* (B23,m,50)

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Even if there were some fears and complaints, it is shown that the overall visit of FNP offers a satisfying experience to discover the natural environment with its animals and plants. Additionally, people who rate the travel motive '*observe/hear wildlife*' extremely high (Likert scale 5) experienced animals and plants to a larger extent (59%; all 37%). It is also noticeable, that people with a high wildlife acceptance appreciate the nature the wilder it is also to a higher extent (m 4.32; all 3.87). They confirm that the observation of wild animals belongs to a wilderness experience and do not agree to limit the access to wilderness areas. Thus, visitors with a higher positive attitude towards wildlife have also a higher appreciation of wilderness.

To sum up, nature orientation was the most important factor that determined the travel decision. Especially the scenic quality of nature was appreciated by the German tourist. This is explicitly confirmed by the interviews and the survey results.

5.4.3 Focus on Freedom – Escape and Balance

'Our life is frittered away by detail. Simplify, simplify.' Henry David Thoreau.

Factor three places value on wilderness experience because it allows one to escape from problems associated with urban living or daily work life at home. The items '*being alone/solitude*', '*free from observation from all other people*', '*tranquility and peace*', and '*develop a sense of remoteness from cities*' indicate the reasons for escaping from home. The desired status cannot be reached by staying at the common surroundings. People felt hemmed in their daily life. Also environmental stressors may contribute to this motive spectrum. One interviewee (B01,m,67) stated: '*Our three most important reasons for visiting Fulufjället? That is simple: tranquility, being without stress, and remoteness.*' Indeed, items with emphasize on tranquility, get-away from daily routines and remoteness were listed in the survey and remained for further interpretation.

Being in a remote and natural area without human generated noises and experiencing tranquility and peace were the items which received the highest single mean of factor three. The mean agreement was .83 on a scale to 1.00 which is in accordance with a mean agreement of 83 percent of the sample. It signifies that FNP is an ideal area to obtain feelings of individual freedom, peace of mind, and privacy. The natural environment promotes the freedom and cognitive control to concentrate on the

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individual perception of the ecosystem. A woman (B11,w,67) reported about the sensational impressions of nature,

- *'Silence, but it needs not to be absolutely quit. In the morning when we are in our mobile home and I am the first one awake, I hear so many birds. That is amazing. And also the rush of the creeks (...).'*

Moreover, a 10 year old girl (member of the travel group, Interview four) stated that she loves to enjoy the tranquility and nature sounds in FNP. She worries about the daily urban noise ('hooter', 'cars').

The item '**being alone/solitude**' contributes also to the enjoyment of stillness in the wilderness. Being alone allows the unique opportunity to establish or re-establish close relationships with nature. People see themselves as connected to and dependent upon the rhythms of nature (Borrie & Roggenbuck, 2001). But being alone does not urgently mean to be completely on one's own. Many users seek solitude in the wilderness but they have their family or friends with them. It is the so called 'shared solitude' that is important in this case. The item solitude should be more understood in the context of being away from home and enjoying a transitional isolation from social structures. Moreover, being alone in wilderness could also be seen as a self-challenge and a way to develop an ethical attitude towards nature,

- *'(...) such certain loneliness, but also a sense of awe – to be at the mercy of nature. You have to trust yourself to return home safely.'* (B13,m,34).

In this case, the forces of nature and the lack of control over the wilderness environment are able to awake feelings of humility or feelings of insignificance. People become aware that humans are a small part of a much larger community of beings; each with its own rights of existence. An ethical reflection could lead to an increased appreciation of nature.

However, a prerequisite for this process is privacy. The statistics reveal that 37 percent of the Germans were completely undisturbed during their visit. The rest felt disturbed to a certain degree. Crowding was often named as a disturbance factor. For example, a couple (B03,m,64) described a case where they felt disturbed. They hiked in the area for several days to enjoy the solitude of the wilderness setting. But a travel group '*destroyed*' the idyll they had before,

- *'Five years ago we visited Fulufjället and stayed overnight in the Tangsjöstugan. We really liked it. But in the evening a big travel group with 20 people came to the cabin. The weather was bad. A big thunderstorm broke out and especially the women slept in the cabin and not in the tents. It was completely overcrowded. That was no idyll for us anymore. Too many people were out there.'*

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Moreover, a couple (B10,m,72/B11,w,67) reported to be in FNP because of the remoteness they experienced during a former visit. At this day they were surprised to experience crowding at the main entrance of naturum and along the waterfall trail. They explained that they normally travel to Sweden in the off-season.

- *B10: We are here to an unfavorable time. Usually we are here afterwards.*
- *B11: When they roll up the sidewalks in Sweden. (...)*
- *B10: The national park opened 2002. We were here 2003. Almost nothing happened here. And that's it – the lonelier the area the better we feel.*

Remote areas are appreciated in largely urbanized countries for providing a contrast to the stress of urban life. This is confirmed by the statement of a couple (B01,m,67) from Nord-Rhine-Westphalia. They felt disturbed near their home residence. Additionally, a man from the metropolis Hamburg (B13,m,34) expresses not only the desire for being alone; the interviewee reflected also the daily life which is not endurable for him any longer. The discomfort at his home place caused the 'escape' for a defined period of time.

- *'Close to our home, near Cologne/Bonn, the cities are really close together and you have to drive far and a long time until you get access to nature. Here is the most beautiful place.'* (B01,m,67)
- *'It was spontaneous. Also just going out, out of the city. Things went completely mad. Maybe it was an anti-civilization impulse! We wanted to go to a place where it is not crowded and where we find less settlement. Actually, we wanted to relax [...] being absolutely away.'* (B13,m,34)

In this context, the items '**get away from daily routines**', and '**simplify daily priorities**' are more specific in describing what exactly lacks in the daily life. People seek rest and relaxation, distraction from everyday life. The geographical and temporal distance is an attempt to reflect life and to obtain an overview. After asking for the reasons to be in FNP a 45 years old man (B30,m,45) reported,

- *'Nature, being outside, hiking. Simply get away from the normal infrastructure; you have in a daily life. No mobile network. Nothing more – everything you need is on your back.'*

The mobile seems to be one last remaining indicator of the daily life which stays also in the setting. It is undesirable in the recreational setting but still with everyone. A few quotes show the attitude towards the mobile phone.

- *'I do not need mobile network. Actually that is why we are here.'* (B14,m,43)
- *'We do not expect mobile network.'* (B25,w,37)
- *'Far from it! If you hear your phone ringing all the time or if you hear it from other people then it is really disturbing.'* (B24,m,40)
- *'That is double-edged. On the one hand, I don't expect it. But on the other hand, I could call help when I need it. That is the only reason where I would say that is ok.'* (B26,m,45)

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While some of the visitors do not expect mobile network, some see it as a form of security. Nevertheless, a constant availability seems to be a reminder that the daily life waits already for the arrival. One couple refused the disagreeable ‘souvenir from home’ by the explanation to slow down life.

- *I: Would you like to take the opportunity to live at a slower pace?*
- *B10: Of course! (m,72)*
- *B11: The phone is switched off. (w,67)*

Simple forms of living are preferred during the visit of wilderness. The item ‘*to enjoy comfort in natural surroundings*’ had a low agreement and was deleted during the analysis process. Every participant developed individual forms of how to simplify the life. Most of the visitors referred to the activity or accommodation. One interviewee (B05,m,77) simplifies lifetime while just sitting on a tree trunk or having a rucksack on the back,

- *‘(...) first I always sit down on a tree trunk and see what happens. I am not the man of action. If you would walk like this through the wilderness nothing will happen. Because of the lack of time we are all forced to be ‘maker’ instead of just rest a while (...).’*
- *‘Wilderness starts when I have my tent on the back.’*

Furthermore, a couple (B03,m,64) preferred to travel in a small mobile home where they have all important belongings with them, ‘*We are traveling with a small mobile home. That is uncomplicated. Here a nice camping grounds also outside in pristine areas.*’ In this context another couple (B10,m,72) described the advantages of their mobile home.

- *‘Our mobile home is very small. (...) You live well in it and it is possible to drive through every street. We do not attract attention – it is a green car. It is simply perfect to sit in front of the car or inside and observe the landscape. We do not have a TV in our car. Our TV is the nature.’*

This statement shows the attempt to integrate the ‘personal home’ into the nature scenery. The nature is easily and comfortably accessible without any admissions. A further advantage is the freedom of choice in regard to the length of stay and destination selection. The same couple stated that they are not restricted in time. They have no commitments at home and enjoy the unrestricted decision making.

- *I: How long do you stay in Sweden?*
- *B10: Five, six or eight weeks? That is the first time that we have no time limit. Otherwise we have always something that draws us back, an event or a family get-together.*

The item ‘**physical health**’ becomes more and more important in our society and raises attention in the context of public health. In urban societies urbanization, resource exploitation, and lifestyle changes reduce the opportunities for stress-reducing nature

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contact and increase the exposure to environmental stressors. Across the Western world the health level decreases in a rapid rate because of stress, mental fatigue, and an inactive way of life (Steg, et. al. 2012). But ecosystem services like clean air and water, food, and other resources are essential for people's health and well-being. Contact with nature may affect health via multiple pathways. Stimulation of physical activity builds one pathway (Hartig, et. al., 20014). Some interviewees named hiking as the main reason for visiting FNP. Some of them combined it with a challenge (*'to the mountain tops'*) or a condition (*'remoteness'*).

- *'We are here for hiking.'* (B20,w,48)
- *'We like to hike to the mountain tops.'* (B21,w,41)
- *'Hiking in nature and remoteness.'* (B24,m,40)

The statistics also display that hiking was the most important activity for Germans during the visit of FNP. The item *'physical health and exercise'* was ranked on average as very important. About four of ten rated the item to be extremely important. Those were also younger compared to all visitors (44 years). Nevertheless, several elderly interviewees were proud to be physical active in a higher age.

- *'It is the activity in an old age for us. Our friends cannot compete with us. They hike two kilometers and that's all.'* (B01,m,67)
- *'We are in a good health. That is why we choose to hike the long way up there.'* (B05,m,77)

Within a task or exercise orientation context the participant's actions or activities within the wilderness become the dominant feature (Borrie & Roggenbuck, 2001). People are mainly concentrated on the activity because of struggle or involvement in the task. Other concerns become peripheral. People forget the daily life and follow the rhythms of timelessness and stillness. Some examples show the individual interpretation of hiking in wilderness. While a family (B26) defined the activity via a temporal limit, another interviewee (B06) emphasized the challenging character of moving in an unknown terrain, a frequent hiker (B30) described the level of experience that gets recognition, and a tour guide (B07) emphasized that special skills are helpful when moving in nature.

- *'We are not the people who like to hike with a tent and backpack three days through the area. But we prefer three or four hours of hiking. Like this small round trip – that is great!'* (B26,m,45)
- *'That is actually beautiful about wilderness. You move completely different. You need to be much more careful so that nothing happens. It is like a natural keep-fit trail. You are challenged. Basically it is not very exhausting.'* (B06,w,70)
- *'I hike often. It is the question if this is already experiencing wilderness. For some people it may be a deep wilderness experience. For others, who hike three weeks across Canada, it means nothing.'* (B30,m,45)
- *'One needs a special sensitivity when moving in nature.'* (B07,m)

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To sum up, the item constellation combines the most important features that characterize a wilderness area (remoteness, tranquility, and solitude) with an activity orientation approach (health, and exercise; especially hiking). As a result, FNP offers the unique opportunity to recreate from daily life.

5.4.4 Focus on Others – Relationships

‘Happiness [is] only real when shared.’ Jon Krakauer, Into the Wild.

The social experience in wilderness could be multifaceted. Visitors may interact with their family and/or friends or get to know new people; from distant and task-oriented forms to close, intimate, and casual forms. Concerns about presence (or absence) and responses of other people shape the meaning of the moment (Borrie & Roggenbuck, 2001). The items *‘feel a special closeness with others in my group’*, *‘other group members were accepting me for who I am’*, *‘a small intimate group’*, *‘privacy from most people but personal relationship’*, *‘share my skills with others’*, and *‘feel a connection with others who value wilderness’* present the opportunity spectrum.

The family played a major part during the visit; nearly 70 percent were with the family in the FNP. An interviewee (B21,w,41) spent with her family two weeks in the surroundings of Fulufjället,

- *‘We wanted to show it to our children, at least once in a lifetime (...) this type of tundra zone with the berries and the renders. It was amazing to see some! In this age class you can tell them that Santa Claus lives here.’*

Thus, the transfer of knowledge was the incentive to visit an unknown terrain. Many users seek the so called ‘shared solitude’ as mentioned in the previous chapter. In this context, visitors highlighted that they prefer to travel private and not organized. They emphasized to be ‘individualists’.

- *‘No. we prefer to enjoy the nature private. A travel group? That is nothing for us.’* (B01,m,64)
- *‘We are total individualists. And we have always been like that.’* (B06,w,70)

A woman (B06,w,70) observed the behavior of other German visitors. She made positive experiences with other tourists and came to a result,

- *‘We observed that the Germans who travel to Sweden are all aware of nature. They also behave appropriate and they are so enthusiastic when you start talking to them. They exactly know why they are here.’*

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But not all of the visitors were satisfied to meet like-minded people. One particularly important aspect in a social context is the degree of crowding. Some people experienced crowding in FNP especially around the waterfall trail,

- *'Too many people. It is a special story because we know it different – in the early and after season or during Christmas when little is happening.'* (B17,m,57)
- *'In wilderness are not so many people in the area and it is calm. It is not like the Njupesjär-trail. There is no crowding.'* (B01,m,67)
- *'The Njupesjär trail was so crowded. That is completely different when you hike on the plateau. Here you have more wildernesses. The impression is completely different.'* (B01,m,67)

Particularly close to the facilities and the main attraction of FNP, the trails often get congested. Under such conditions, visitors who seek solitude often have their tranquil moments disrupted. An experience of crowding at this place may lead to a spillover effect. Crowding contributes to stress and conflict and people start to complain. But the statements also indicate that the people were successful in seeking alternatives (off-season visit, change of zone/setting). This problem was already recognized by the management and researchers. The result was the implementation of a zoning concept with different criteria related to human influences, physical environment, probable visitor experiences, and appropriate activities.¹

To sum up, the mentioned motives were underrepresented in the survey and interviews. Germans were below average with children and family in the area. On the other hand, the visit with friends (21%) was over-represented. However, to build up new relationships and share skills was less important. It is more the isolation from others and the enjoyment of a 'shared solitude' that counts. A crowded area is experienced as highly negative and minimizes the desire for solitude (factor three). Thus, people already clearly define the wilderness borders as *'everything despite of the Njupesjär-trail'*.

¹ see chapter 3.2

5.4.5 Focus on Experiences – Exciting Setting

‘I had some terrific experiences in the wilderness since I wrote you last – overpowering, overwhelming (...) but since then I am always being overwhelmed. I require it to sustain life.’ Jon Krakauer, Into the Wild.

According to the last factor, the FNP is seen as an arena for action and adventure. The items *‘see dramatic landscapes’*, *‘having a sense of discovery’*, *‘enjoy outstanding views’*, and *‘having an adventure’* are able to represent the meaning of the factor. The setting becomes the central mode of the environmental experience. From the viewpoint of the participant is the scenery, with its features, the only aspect of a complex environmental experience (Ittelson, 1978). Hågvar (1999) stated that humans love to be fascinated, to observe unexpected phenomena, and processes, and to wonder about possible explanations. A collection of unexplained wonders in nature seems to be like a ‘mental harvest’. FNP proposes a number of wonders like outstanding views, the waterfall, and wildlife. Scandinavia, especially Sweden, offers contrasting landscapes to Germany. One man (B29,m,16) stated, *‘We have also national parks in Germany but not as big and beautiful like in Scandinavia.’* But FNP is even an outstanding landscape in Sweden. One interviewee (B12,m,36) overdraws the reason why Fulufjället sets apart from other Swedish landscapes:

- *I: Why are you here?*
- *B12: Recommendation. Someone told us that the national park is a bit more mountainous. That is a more challenging landscape than tree – lake – tree.*

Two frequent FNP visitors (B20,w,48/ B2,w,67) stated that they like to discover further unknown places. A follow-up visit signals that they felt attracted by the area.

- *‘We are here for hiking one more time. Last time we hiked only for two days. This time we like to hike more and discover other places.’*
- *‘There are several wild places in Sweden, we have discovered a part and decided then to discover everything.’*

A comparison of frequent visitors with first time visitors shows that especially the nature attracts them an additional time. Researchers assumed that certain visitors (e.g. day users) do not seek ‘wilderness experiences’, while other types of visitors (e.g. overnight users) do seek them (Papenfuse, et. al., 2000). In the case of FNP, it is noticeable that it is not possible to distinguish between wilderness perceptions of short-time hiker and long-time hiker. For example a first-time visitor and short-time hiker (B26,m,45) combined danger with the wilderness setting, *‘Wilder is relative. (...) Wild could also stand for danger. Dangerous because of forces of unpredictable nature and wild animals, waterfalls and river.’* In contrast a first-time visitor (B30,m,45) with the

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same activity-spectrum indicated, *'I would not combine danger with wilderness.'* Moreover, a long-time hiker and first-time visitor (B12,m,36) admitted that wilderness could be dangerous but it is predictable for an experienced visitor, *'Experienced people may reach other places also less accessible one, maybe also more dangerous. That is a question of self-assessment.'*

Two follow-up visitors (B17,m,57/B06,w,70) who hiked for a short-time described further personal prerequisites (bravery, knowledge, wilderness travel skills) for being active in the wilderness.

- *'You also need bravery because you have to engage in nature. And that is for a civilized human not simple. (...) A relative low number of people have the idea to move free into the wilderness. The city dweller is afraid of nature.'*
- *'Wilderness is mainly not easy accessible. Maybe you have to find your own ways, follow pathways of animals and there are no signs. That is completely wilderness for me when you haven't got any hiking signposts. You have to know the terrain. You have to realize that it is getting marshy and you cannot go further. And you have to observe the weather when you are alone in the wilderness (...). I'm afraid that you have to be well schooled before going into the wilderness.'*

Security forms like mobile network are not demanded. This condition seems to be the certain appeal of the wilderness experience.

- *'We don't need any security forms. But we made the experience that the trails were not good signed and we were lost and had to turn around. But it may also be the appeal in this business.'* (B03,m,64)
- *'They have not mobile network up there. But they know it and that is actually what they want.'* (B06,w,70)

To sum up, the motives aim to provide an experience which is uniquely combined to a wilderness setting. Individual assessed challenging, risky conditions as well as dramatic and outstanding settings, guarantee a high satisfaction regarding this motive constellation.

5.5 Additional Interview Facts

The conducted interviews revealed five additional evidences that influenced the travel decision of German tourists. The identified categories are supplemented with tourist's statements. The reasons and corresponding motives are presented in a brief overview below.

Service Quality:

- *'It is good to have information in English and in German. Thus, it is easier to discover the area. The German information is very detailed otherwise everything is in Swedish. We were in another naturum and they developed a book. That was really interesting. Now you see the area with different eyes.'* (B02,w,67)
- *'It is nice to have some information along the trails about things you would not discover on a first glance for example formations of trees.'* (B06,w,70)
- *'The pedagogic presentation (...) is just exemplary. Sweden is very good at doing it anyway. We observed it everywhere. They work for the tourists. It is good accessible, there is enough information about the nature – the flora and fauna (...). The naturum in Sweden are fantastic. The information centers are great. It is all designed with loving care.'* (B06,w,70)

Service quality is one of the most important sources for a competitive advantage of tourism destinations. To maintain this competitive position, there is a need to manage the quality. The naturum, as representative of the national park, is often the visitor's first contact and is therefore responsible for the first impression and the formation of an opinion; it is about the keyword 'customer care'. Currently, the national park center provides information about the FNP and its flora and fauna. All visitors are welcome. Thus, brochures are available in different languages (Swedish, English, and German) and the information boards in the naturum and along the trail to the waterfall are also translated. During summer 2014 it was possible to attain at tours in seven different languages (incl. German).

Motives: Generating knowledge in your own language.

Infrastructure and Management Quality:

- *'It is not far away from Särna where you can buy your foodstuffs. There is also a camping ground. Here we have good hiking possibilities and the waterfall attracts people. You are relatively fast in the fjäll.'* (B03,w,64)
- *'It is good organized. Here are several marked trails. You cannot get lost. The hiking trail signposts are better than in Norway. There you have only the color on a stone. In Norway we hiked only for a short time because we were afraid to lose the way. We turned around as we realized that we followed a path of animals by mistake. We feel more secure here.'* (B01,m,67)
- *'There should be signposts. That is enough. Further infrastructure is not necessary.'* (B01,m,67)

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- *'Wilderness could also be life-threatening. I appreciate to have some signposts and also mountain huts. I am not the one who does expeditions into the nothingness.'* (B21,w,41)
- *'(...) easy hiking trail.'* (B01,m,67)

The on-site infrastructure consists of the naturum, food facilities and a parking lot at the main visitor entrance. There is also a camp ground and a hotel nearby, in Mörkret. The FNP provides a well-developed net of marked hiking trails and cabins. The difficulty levels are diverse. The cited town, Särna, is about 30 km away from the FNP and provides everything basic for the livelihood. Overall, it guarantees a certain feeling of security even when being in wilderness.

Motive: Obtain the feeling to be secure in wilderness.

Geographical Location:

- *'During our round trip we wanted to see the fjäll again before we head back to Germany. We experienced Fulufjället and we confirm that there is no difference between here and Lapland. We met nobody – that is wilderness for us.'* (B03,m,64)
- *'It is easy accessible.'* (B01,m,67)
- *'We choose this park because it is the southern park which contains mountains. We did not want to drive too much to the north. That is why we choose this one. It was also good combinable with our original route and what we read about it was very attractive.'* (B24,m,40)
- *'We come from the high North of Sweden and we are here because it is the last fjäll region in the South and we wanted to take the chance for hiking.'* (B03,m,64)
- *'First it was on the way and second we wanted to see the waterfall.'* (B14,m,43)
- *'Desire for solitude, a good air quality and also being at the top – I mean completely at the top. That is the only chance for us without travelling to fast.'* (B16,m,48)
- *'We just wanted to see the North of Sweden. We already made two holidays in the South of Sweden; we wanted to convince ourselves of the nature. We often read it in Scandinavia magazines.'* (B21,w,41)
- *'It lies on our way back. My husband was already here 30 years ago. He liked it at that time.'* (B21,w,41)
- *'We would have liked to drive higher to the fjäll but we had not enough time. We assumed to have an insight here.'* (B30,m,45)
- *'The cost-effectiveness approach. Get to somewhere low priced and discover a lot and unspoiled things'* (B12,m,36)
- *'Away from the wide open spaces, in the direction of Norway. That was the rough idea.'* (B26,m,45)

One crucial advantage of FNP is the geographical location and its accessibility. On the one hand, the area lies on the passage to Norway and on the other hand, it is the first possibility to see the *fjäll* as one typical and famous Swedish landscape type. The time and cost effective argument is important in this case.

Motive: Seeing the *fjäll* but in a time and cost effective way.

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Right of Public Access:

- *'That is the access, because it is allowed to drive every road in Sweden. In Germany there is always the sign "forest road – no access". Here you are allowed to drive every path and we did it often.'* (B17,m,57)
- *'Free camping is nice here. That is not allowed in Poland - High Tatra, there are cabins. The protection status is more important than the original recreational meaning of nature.'* (B12,m,36)

The Right of Public Access allows accessing certain public or privately owned land for recreation and exercise. The right has only a few restrictions that vary among the zones of the FNP.

Motive: Obtain a feeling of freedom. Roam free in the landscape.

Sightseeing:

- *'You often find a landscape like this in Sweden but a waterfall of this size is not everywhere.'* (B22,m,50)
- *'We wanted to show the kids the waterfall. That is the promotional element.'* (B30,m,45)
- *'We hiked around the waterfall but there were too many people.'* (B01,m,67)
- *'Because it is the main attraction in the region and the hiking trail net is developed very well.'* (B17,m,57)
- *'We wanted to encourage our kids and show them the waterfall. So the car drive is not that long. Actually we wanted to see it ourselves to and made a small detour.'* (B21,w,41)
- *'The nature and the waterfall - that is how we found attention.'* (B26,m,45)
- *'Actually, it was primary because of the national park – but the idea was mainly influenced by waterfall. The primary idea was to see the waterfall. That was not really clear. We just started and did not plan the journey. We just drove.'* (B27,w,43)

The main attraction of FNP, Njupesjär, the highest waterfall in Sweden, attracts a lot of visitors. There was no category asking for the motive to see the waterfall. However, it is assumed that the waterfall is a natural feature of the FNP and belongs to the above mentioned factor *'Focus on Nature'* or *'Experiences'*. A ranking of the factor importance shows that the item constellation nature and adventure have the highest agreement among visitors of Njupesjär. An amount of the interviewed visitors combined the stay at the naturum with a round trip or a longer hiking tour.

Motive: Seeing incomparable and spectacular attractions.

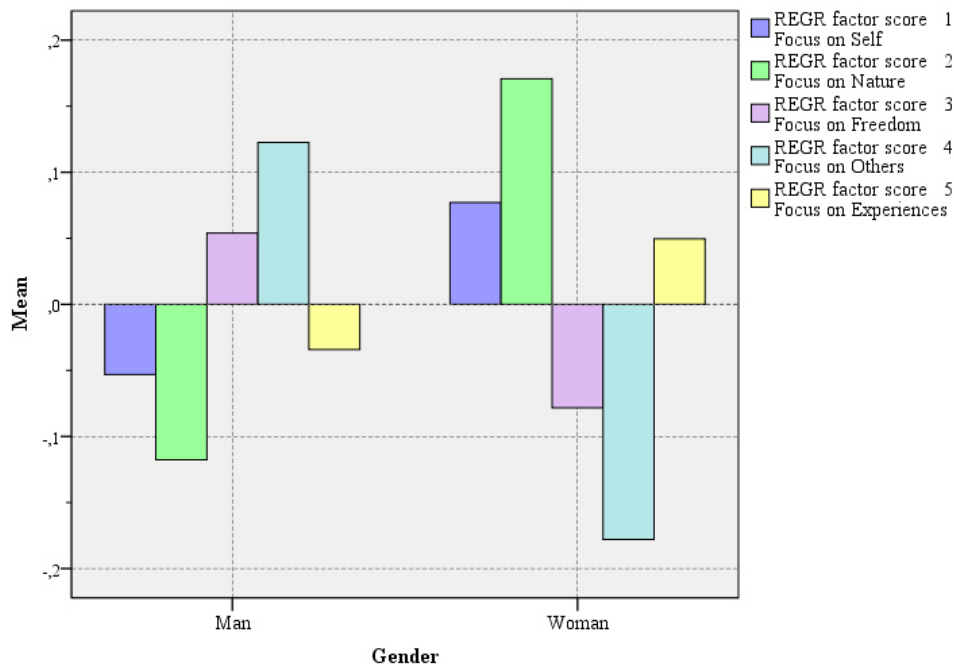
5.6 Cross-sectional Interpretation

The relative importance of factor scores varies among individuals. This was also observable from the conducted interviews. Out of this reason, it would be interesting to compare socio-demographic data as well as data about the visit with factor loadings. The following descriptions provide an overview of the main differences.

Gender specific Divergences

The data reveals that men valued the factor three (*freedom*) and four (*relationships*) above average. In contrast, women valued factor one (*introspection*) and two (*nature*) higher than the average (Figure 18).

Figure 18. Factor loadings and Gender.



Why are men rather motivated by *socialness* and *freedom* motives? The reasons for this divergence remain a matter of conjecture. A closer review of the on-site companionship and activity spectrum may provide an indication. A slightly higher number of men were with the family, children or friends in the area. Half of them hiked for a day, while nearly the same amount of woman preferred the short hiking tour. Looking forward to a longer stay in FNP, men may expect to experience rather solitude, tranquility and freedom as well as physical activity in the area. The size of the hometown may give also a hint for the escape-seeking theory of men because it is ultimately connected with an exposure to stressors. Every second man lives in a town with more than 20,000 inhabitants. But the percentage of women, living in big or medium sized cities, is slightly higher. Therefore, a higher percentage of woman lives in a rural area than man.

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However, it depends rather on the perception of stressors at the home place. Therefore, Steg and others (2012) reported that men show stronger physiological reactions, like elevated blood pressure, towards crowding than women. It may be that men have larger personal space zones. Though, being in the wilderness of FNP seems to provide an appropriate form to change this discomfort. It is remarkable, that a higher percentage of men were influenced by the idea of wilderness. While more than twice as many women (15%) were not influenced by wilderness at all. Nevertheless, women may have a more esthetical view on nature that led them to a higher valuation of the motivational factor *nature*. They laid also a higher value on *introspection* and *experiences*. Women chose mainly a short hiking tour as an appropriate form to fulfill these motives. But this fact seems to be also a matter of perception. The intensity of nature perception may be higher; the request for the most important activities confirms that women studied the nature more intensive than men. Studying and observing nature could be also a passive way to confront with the inner self more intense.

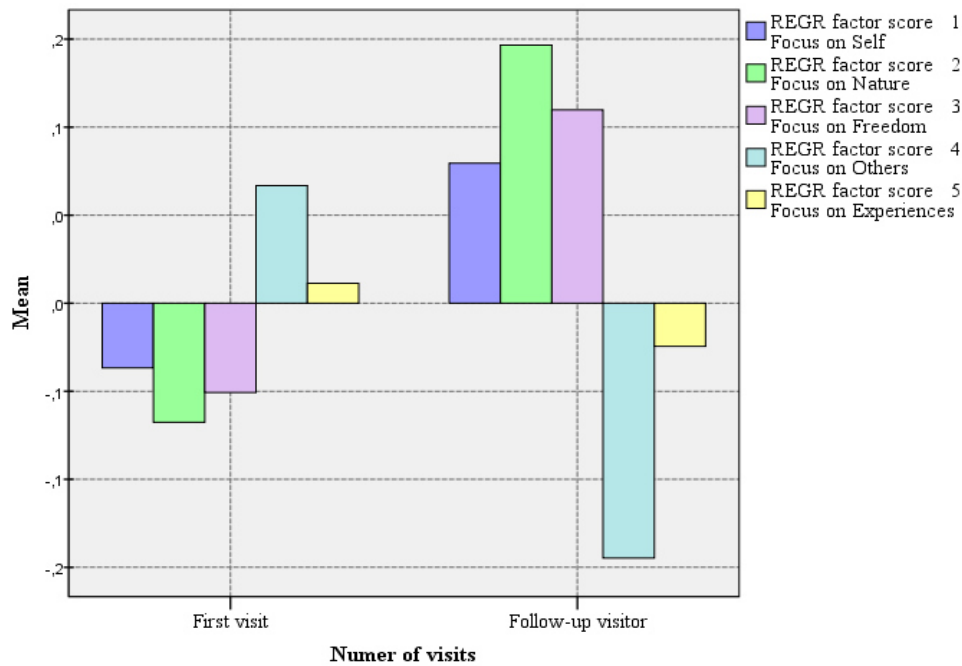
Number of visits and motivational focus

The main amount of the Germans, two third, visited the FNP the first time (n=125). This means that this number of visitors was influenced by external informational channels about the possibility to recreate in the FNP. The media or recommendations etc. may have shaped the travel decision. In contrast, people who were already in the area (n=58) were influenced by previous on-site perceptions and experiences. It seems likely that a follow-up visit indicates a satisfied ‘consumer’. They know what to expect. Knowing where one stands means also that the chosen motive constellation gives an evident which motive could be fulfilled the best. If an individual visits the park with the desire to get to know new people but is completely alone on-site, he might not visit the area again.

The graphic (Figure 19) displays that first-time visitors valued the motivational factors *experiences* and *relationships* higher than the follow-up visitors; whereas people who were already in the park, laid a higher importance on the factors *focus on self*, *nature* and *freedom*. The motivational spectrum of the follow-up visitor affirms that *nature* played the most important role as a travel motive. But people felt less attracted by the highlighting attributes like outstanding and spectacular, it is more the quality of nature (naturalness; unspoiled, and primitive state) that counts within a follow-up visit.

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Figure 19. Factor loadings of first-time and follow-up Visitors.



Wilderness played also a stronger role in the travel decision process, only six percent were not influenced by wilderness. Every third was completely influenced by wilderness. The chosen form to experience the wilderness area (day long hike, 59%) builds also the best possibility to experience FNP's tranquility, remoteness and solitude. The *freedom* dimension motivated people to experience the area during a longer period of time. That builds also the ideal chance to think about the self (*introspection*). The contact to others was not required. This presented profile may indicate a satisfied German tourist; this is also confirmed by a closer look to the requested satisfaction level. People who were completely satisfied with the visit (44%) show a similar factor assessment, despite of the *experiences* domain which was also valued above average. Nature remains the most important factor.

The profile of the first-time visitor indicated that they were more spread over the area; about every third visited the Zone I, while nearly everyone was in the Zone IV (91%). About every second hiked for a short time. This is also the most important activity. In contrast, the follow-up visitors visited the Zone I less (24%) but stayed to the same amount in the Zone IV. It may be that they do not need to discover all popular places because they knew them already. But it leads also to the assumption that a visit of the waterfall is still worth while for all visitors. The same amount of follow-up visitors and first-time visitors visited the main attraction; Njupesjär waterfall (85 %).

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Moreover, first-time visitors had explicit requirements towards socialness. If the desirable status was reached remains questionable. It may be that the intention to find nature was not distinct enough to value the obvious features FNP is providing; unspoiled nature.

Activities and motivational focus

As already indicated, was the activity choice influenced by the travel motivation. More than eight of ten Germans hiked in the area for a short or a long period of time. The one day tour was preferred (35%), followed by the short hiking tour (30%), and the long-time tour with overnight stay (18%). The probability of seeing remote places increases with the time budget of the visitor. Only 23 percent of the Germans who hiked a short time saw the Zone I, while 76 percent of the Germans who hiked for several days visited one requested place of the core zone.

The factor loadings reveal (Figure 20) that Germans who hiked only a short period of time ranked the motive constellations *nature* and *introspection* above the average, while the motive *freedom* was underrepresented as well as the *socialness* category. It is obvious, that a restricted time limit causes also a limited spatial spreading. People will not reach distance places and it is likely to meet other people during a tour. Thus, experiencing solitude, remoteness or physical activity (*freedom*) was less important. The nature seems to be the main attracting factor that drives people to hike.

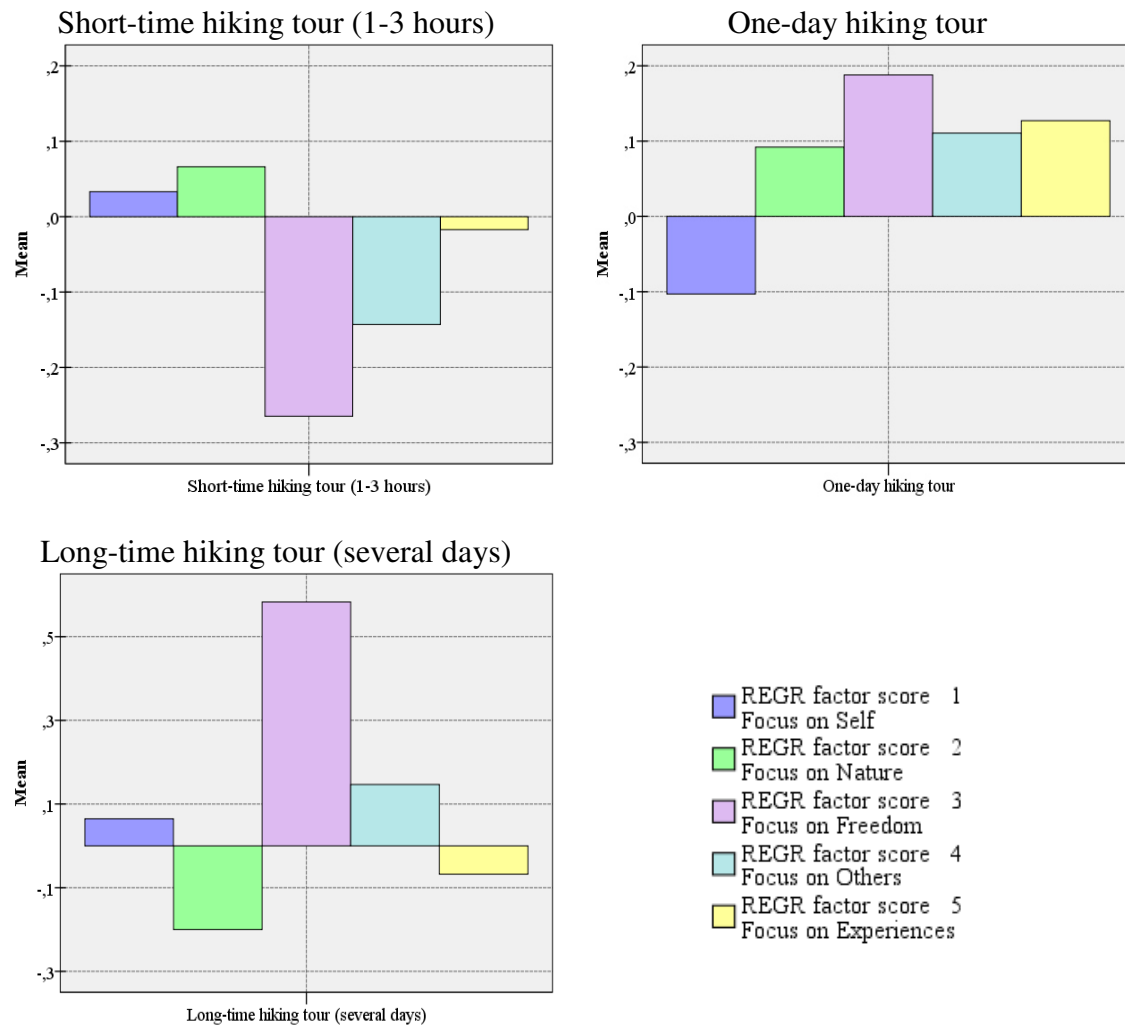
The visitors who hiked one day laid a higher value on nearly all factors despite of the *introspection* dimension. The factor *freedom* influenced the travel decision above the average. This fact may be explained by the previous ideas. It is likely that a wider spatial spreading lead to the experience of solitude and remoteness. The physical engagement is also higher during a daylong hike.

The attendants of a long-time hiking tour with overnight stay had a completely other factor distribution. The *freedom* dimension reached the highest valuation. The *nature* and *experience* dimension were below average important. The *socialness* and *introspection* factor were ranked higher. These findings reflect the desire to simply get-away from daily life and to recreate in a natural setting. The nature seems to be not any longer the crucial aspect that drives people to be physical active; it is more the fact of being 'alone'. But the valuation of *socialness* indicates that the visitor was not completely by oneself, moreover it is the 'shared solitude' that counts. Additionally, the chosen activity allows, like no other, the inner confrontation. The natural setting acts like a platform that provokes a temporal isolation. The hiking tour is the instrument for

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a profound purpose; the temporal escape from home with an inner reflection and social cohesion in mind.

Figure 20. Factor loadings and Activities.



But the assumption that the expectation to experience wilderness drove the long-time hiker to visit remote areas in FNP, could not be confirmed. Even a reverse picture is visible. A number of 19.4 percent of the long-time hiker were influenced by wilderness during the travel decision; 33.3 percent of day-hikers, and 31.6 percent of the short-time hikers. These findings could be underpinned with the interviews. There was no clear reference to the term wilderness by any group; some Njupesjär visitors were completely driven by wilderness and others not. Additionally, the understanding of the construct may be as various as the number of FNP visitors.

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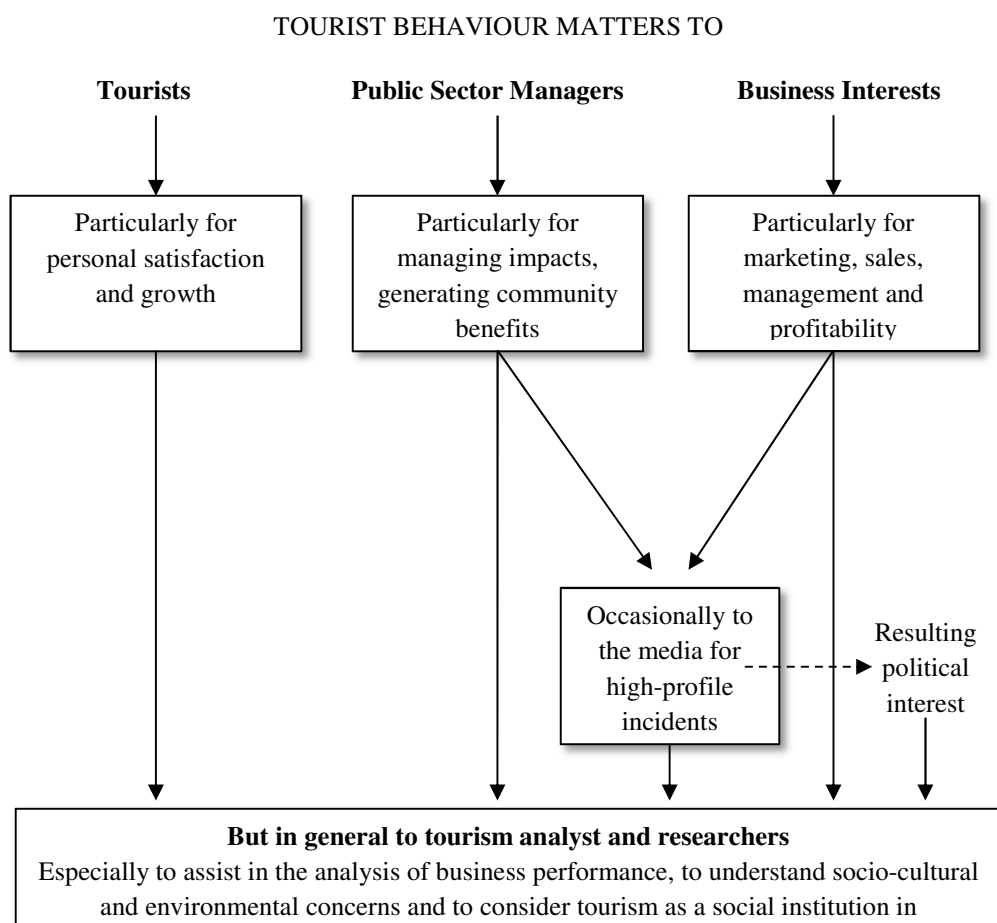
6. Conclusion

First, the implications of the findings are discussed in two different contexts: the touristic, and the national park management perspective. The work comes full circle after a critical review and an outline of future perspectives.

6.2 Implications

The determined data about the visitor behavior may influence different operators which are concerned about the FNP and its future development. Pearce (2005) stated that the tourist behavior may involve different participants (Figure 21).

Figure 21. To whom does tourist behavior matter? Source: Pearce (2005).



The first theory indicates that the tourist behavior matters to the tourists. Tourists themselves tend to understand their own experiences and try to maximize their benefit or satisfaction level during their holiday trip. But tourist behavior tends to matter also to stakeholders who decide and influence policies about tourist activities. These decision makers could be subdivided into public sector manager and business decision makers. The public sector managers are particularly interested in managing impacts, and generating community benefits. This includes joint public-private cooperative

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endeavors who are interested in influencing the destination choice of the tourist. The business stakeholders are concerned about using the data for marketing, sales, management and profitability purposes. The interests focus on what the tourist prefers and how the travel decision process could be influenced (Pearce, 2005).

There may be also other less frequently interested operators like the media and the political sector, concerned about for example impacts. But in general analyst and researchers are interested in tourism behavior; addressing the interests of the tourists themselves and to reflect and influence the work of the decision makers. In this case the influences of the FNP management as well as of touristic stakeholders are discussed.

6.2.1 Touristic Stakeholders and Communication

Knowledge about the tourist behavior, and in effect travel motives, is essential for tourism planning and marketing activities of tourism business managers. Swarbrooke and Horner (1999) stated that consumer behavior is a key to the underpinning of all marketing activities, *'(...) then we will know when we need to intervene in the process to obtain the results that we want.'* Huang (2009) described the positive effects as a chain reaction that is provoked by studying tourist motivations systematically. Understanding travel motivation enhances the awareness of customer needs and wants. In effect, industry practitioners offer more customized services which are designed more effectively to meet the particular needs and wants. The creation of more memorable customer experiences is guaranteed. As a consequence, the business operators obtain more repeat businesses and the business success increases. These expectations reflect an ideal scenario based on theoretical assumptions. Travel motives do not explain the travel behavior as a whole. But an understanding of motives, as initiators of the travel decision process, builds the key to successful business activities. The individuals have to be aware of a product or service and must perceive that the purchase has a positive effect on the need satisfaction. Only then, will the customer be motivated to buy.

Marketing – Image formation

Scandinavia is largely understood as a region with vast natural resources and unspoiled nature. The image of Sweden is mainly based on natural assets and recreational activities. Thus, experiencing nature is considered as a primary travel motive among foreign visitors of the Nordic regions (Gössling & Hultman, 2006). But what distinguishes FNP from other Nordic national parks? And how is the FNP highlighted by the touristic stakeholders? Are there already motive constellations implied and are

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they consistent with the findings? Marketing slogans of different tourism stakeholders provide an insight into the commercialization of Sweden's and FNP's nature in particular (Table 11).

Table 11. Marketing slogans of different touristic stakeholders.

Swedish National Tourist Board	
-	<i>'Did you know that Sweden is one of Europe's largest and least populated countries? Or that Swedish Lapland is the last remaining wilderness in Europe. And that off Sweden's wild coastline there are tens of thousands of islands. With an extensive network of national parks, trails and hostels, even the most remote part of the country are accessible. Come and explore.'</i>
-	<i>'For all season adventure, Fulufjället National Park in central Sweden is (...) a nature haven. Here, you can ramble through ravines, traverse plateaus and see the world's oldest tree.'</i>
Source: Visit Sweden (2015)	
Svergies Nationalparker	
-	<i>'Dramatic waterfalls, primeval forests and brightly coloured lichens. Fulufjället offers an exceptional alpine experience. You can see traces of Sweden's largest fauna here and enjoy the wide open spaces on cross-country skis, by snowmobile or from a reindeer hide rug with a cup of hot chocolate.'</i>
Source: Naturvardsverket (2015)	
Tour operator: Rucksack Reisen	
-	<i>'High in the north, in the central Swedish province of Dalarna, we follow the call of the wild! We explore the fantastic mountain terrain of Scandinavia on day trips and one-week tours (...) with the canoe and by bike!'</i>
-	<i>'Bizarre rock formations, forests, marshes, waterfalls, sparkling mountain streams and beautiful, bright lichen carpets.'</i>
Source: Rucksack Reisen 2015/ translated	
Tour operator: Schweden Aktiv	
-	<i>'In the province of Dalarna, in the far north of Sweden, a call of the last wilderness can be heard that will captivate every one (...) Wild rivers, tranquil lakes and the natives of Sweden, the moose, bears and wolves are waiting for you already.'</i>
Source: Schweden aktiv (2015)/ translated	

The Swedish National Tourist Board (Visit Sweden, 2015) advertises the Swedish nature on the website with the terms naturalness, accessibility and exploration. It awakes the desire to discover the 'last remaining wilderness hotspots' in Europe. The open questions are thought-provoking. Especially FNP is highlighted by the advantage of all season nature adventure and experiences. Adventures and nature exploration are promised experiences but the accessibility guarantees a certain degree of infrastructure. Regarding to this study, it seems that Germans who valued the factor *focus on experiences* (five) should feel highly addressed. This is especially valid for one-day hiker. About two of ten visitors valued the item 'having an adventure' as extremely important. But this reflects an average valuation. Germans feel rather addressed through the assured experience of nature exploration. Every second ranked the item as extremely important. The interviews revealed that Germans do not seek a challenge in wilderness or even risk. It is more the active or passive (observing animals) exploration that is significant. A certain infrastructure like cabins for rest, a marked trail network, and a national park center as information source are demanded. Moreover, the slogans

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reproduce mainly pull factors that characterize the natural setting. Push factors are involved only indirect. The reference to the low population density may be attractive for the individual who seeks solitude and wants to develop a sense of remoteness from cities.

Another slogan of FNP is provided by the umbrella brand 'Svergies nationalparker' (Naturvardsverket, 2015). The information platform has the purpose to inspire people to visit Sweden's national parks and to convey the value of nature conservation. The slogan of FNP is rather nature (flora and fauna) and activity orientated. A certain familiarity and sense of place arises with this description. The image is rather connected to the factor *focus on nature* (one) which has the highest assessment among Germans. Thus, it places special emphasis on the scenic and aesthetical appeal of natural resources with the possibility to experience the setting via modern or traditional forms of activity like snowmobiling or cross-country skiing.

A consideration of German tour operators reveals another picture. The German tour operator Rucksack Reisen (2015) tries to persuade the German consumer with the help of wilderness and activity orientated advertising messages. The exploration of the wilderness by suitable forms of activity (bike, canoeing) seems to be the central element of the travel product. Moreover, the emerging impression of an exchangeable character of the setting becomes manifest in labelling the FNP with typical landscape associations (*bizarre formations, forests, mountain streams*). Thus, characteristic natural elements of FNP should support the destination choice. The former impression of a replaceable product does not exist any longer. The German tour operator Schweden aktiv (2015) has a similar marketing slogan with the exception that there is no reference to activities. Anyway, both images have a strong focus on the wilderness setting. But Schweden aktiv rather emphasized the observation of wildlife (*bear, moose, wolves*), while Rucksack Reisen rather highlights the natural features of FNP (*forests, marshes, waterfalls, etc.*).

It is surprising, that no slogan directly refers to the main attraction of FNP, Njupesjär waterfall. However, it is certain that Njupesjär promises an added value for the area. It is a unique selling proposition (USP) that should further find attention in the marketing strategies. A large amount of visitors paid only attention to the FNP because of this remarkable sight. That is also confirmed by a high number of people who visited the

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main natural attraction. Thus it is obvious, Njupesjär will attract tourists. But it is the challenge to communicate suitable, additional values of the FNP that addresses the tourists. The fact that Germans are more spread over the area indicates the interest to discover the national park as a whole.

The 'call of the wild'

The 'call of the wild' seems to be an effective marketing slogan that addresses German tourists. The results of this study reveal that wilderness plays for one of three Germans a dominant role during the travel decision process. This visitor group may feel highly attracted through this slogan. But the influence of wilderness could not be referred to the spatial distribution of the visitor. Various people may feel attracted; form a Njupesjär visitor to a hiker who stays overnight on the plateau.

It is noticeable, that marketed images like wilderness may have not an immediate influence on underlying motivations for destination selection. The images rather develop place specific attachments and expectations. This will of course influence the perception of availability to satisfy the modified motivations. Thus, a marketing slogan arouses the thought process of how the developed idea of the setting is able to satisfy the individual travel motives. As already stated, lies the meaning of wilderness in the hands of the individual. Only five percent do not like nature the wilder it is. Most of the FNP visitors connected unspoiled/primitive nature and solitude/liberty with wilderness. These associations may be a hint for the assumed expectations before the visit. But the term wilderness needs to be specified for target group orientated marketing activities as the spectrum of understandings is wide. Short-time and day hikers felt probably more attracted by the experience of natural qualities, wilderness is providing. Especially long-time hiker would feel addressed by a temporal isolation and anti-civilizing features. Thus, the 'call of the wild' may be interpreted as the demand for a natural and remote setting that promises to provide the feeling of freedom. It is an antithesis to the existing world. But a certain demand for infrastructure (hiking net, cabins) is expected. This is also reflected by the conducted interviews. Tourists do not seek to interact with nature in terms of experiencing risks and challenges. Visitors want to engage in nature in protected, secured arrangements.

This meets the neo-romantic trend of understanding nature as good but endangered (Hultman & Cederholm, 2006). Furthermore nature builds a romanticized platform in which the visitor is embedded in a passive process of being engaged. The expectations of a natural setting need to be combined with guaranteed sensational experiences. To

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experience and explore a natural and pure environment which offers a scenic quality determined the travel decision of the most Germans. For example observing animals belongs for nine of ten Germans to a wilderness experience. Exploration should not be interpreted in the sense of discovery. Exploration should be understood in combination with experiencing outstanding, unique views, and natural attractions. The determined factors *focus on nature* and *focus on experiences* represent the current research findings. Gössling (2006) stated that nature no longer exists as a scientific entity; it is now a romanticized playground for experience-interested tourists. The marketing approach changed from a serious (presenting criteria of ecotourism) to a hedonistic (experience as playful travel).

In general, it is not recommendable to use items of the determined introspection or social dimensions for marketing purposes. Especially, the problem orientated motives like '*having a chance to think*', or '*solve problems*' were less confirmed. Also the transfer of knowledge to others did not play a role. But it is noticeable, that target group addressed marketing activities should take divergences into account. Visitors of Zone I, long-time hikers, and those with a high integration of wilderness in the travel decision process were motivated to a higher degree by the *focus on freedom*. To escape from the existing world and to find compensation (activity) in a natural setting needs to be emphasized to reach customers effectively.

Elaboration of new products

The elaboration of new products is also affected by the determined information about the travel behavior. A large amount of Germans (70%) named nature photography as one activity realized during the FNP visit. That is about twice the average and indicates the high appreciation of the nature. A tour operator may benefit with the implementation of photography workshops. Moreover, the observation of animals belongs for nine of ten Germans to a wilderness experience. Some interviewees revealed that they wish to see more wildlife like moose or birds. Therefore, a guided tour by qualified personnel could be one suggestion. A high emotional perception increases the probability to develop a certain sense of place; a follow-up visit is likely.

Further, the study revealed that Germans are interested in adventurous activities where it is possible to explore the unspoiled area while being still on the 'secure' site. Geocaching, as an outdoor recreational activity where participants use a Global

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Positioning System receiver to hide and seek containers, would be an suitable form to discover the area under the assumed conditions.

Moreover, hiking is an appropriate form to experience the area. Germans rather appreciate long hiking tours than short trips. A combination of seeing the main attraction, Njupesjär, with a hike to the plateau seems to be an appropriate form to explore the area. According to the data, Germans rather prefer the 'shared solitude' with family or friends than to be in a group. This is also reflected in the assessment of the factor *focus on relationships* (four). But this may be considered as an expression of the organizational degree of the journey. Only a small amount of people travelled within a group. The recommendation to offer travel group programs or adventure camps would not be appropriate in this context. But the suitability of FNP for organized adventure trips, learning about wilderness skills etc. is given. An analysis of potential markets in Germany seems to be more promising.

In summary, it can be assumed that the findings could be used as a fundamental basis for marketing and promoting activities to potential markets as well as for the elaboration of customized products. But this may not be the only application option. The national agency, SEPA (2009a), is aware that Sweden is famous for its unspoiled landscape. The promotion of protected areas as tourist destinations is an issue of the marketing strategy. But, this popularity has also brought about increased impacts, and management agencies are being faced with significant visitor management issues. Having knowledge of the visitors and understanding their motives and expectations is therefore important for shaping expectations and for directing users to appropriate parks. Therefore, the following part provides an overview about possible management implications.

6.2.2 National Park Management

The impression is often given that a form of tourism, which fosters environmental principles, will have limited impacts on the areas in which it is promoted (Boyd & Butler, 1996). But some protected areas have already suffered extensive impacts as a result of an increased number of tourists. Once begun, ecotourism, like any other form of tourism, requires management to ensure that the impacts from the activity are controlled and minimized. One challenge is to maintain the resource for its own sake and to guarantee that it remains attractive to tourists and to other users like local residents. Tourism, especially in FNP, is highly dependent upon the quality of the environment. About nine of ten visitors were mainly driven by the idea to explore the

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scenic quality of nature. Thus, it can be affirmed that the protection status should be maintained to ensure this status. But the second problem is more challenging as it cannot be generalized; it is the maintenance of the recreational experience quality for the tourists themselves. Key factors which may affect the quality of the experience include the number and type of other users encountered, as well as the expectations, preferences and experience of the users themselves (Boyd & Butler, 1996).

ROS – Zoning system

Within the context of ecotourism growth and the increasing demand for recreation, a number of visitor management frameworks and procedures have been developed over the past decades.¹ One solution is the already implemented management framework ROS. The national park management may adapt the results into the management frameworks on the basis of the identified motivational patterns. Long-time hikers who probably visited the most undisturbed zone of the FNP (Zone I) showed other motivational patterns than visitors who hiked only a short period of time. The factor *focus on freedom* (three) was particularly pronounced by long-time hikers. As a result, the experience of solitude needs to be guaranteed in the undisturbed zone. It may be not in the sense of the everyman's right to restrict the number of visitors; even if 18 percent of the Germans completely agreed. But this may be an expression of the appreciation of such a wide and unspoiled area that is not existent in the cultural landscape of Germany. The high importance of retreat areas for plants and animals is confirmed by eight of ten Germans. However, meeting like-minded people in the wilderness zone should not be a disturbance factor as long as the appreciation of nature remains on a suitable level. Germans want to experience a clean and unpolluted environment; waste disposal is a concerning topic. It is the task of the management to explain how to behave appropriate in a protected area. The zone system with its permissions and restrictions should be communicated and monitored frequently. A monitoring allows screening whether management actions have desired effects. Trends or changes in clientele may have also effects on the area.

Njupesjär and crowding problematic

As indicated, people react sensitive towards crowding. The Njupesjär trail is especially in the high season frequented by many visitors. The interviews indicated that some people even define wilderness as '*everything despite of the Njupesjär-trail*'. It is not in

¹ see chapter 2.2.4

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the sense of the management to limit the number of Njupeskär visitors. A different perspective may find a solution. Humans are perceived as disturbance factor when the affected person feels a discomfort and therefore touched in his personal space zone. This is possible through waste disposal, width of the walkway, size of the Njupeskär platform, number of information signs, and rest benches, damage to plants etc. The management should take these facts into account. The four kilometer long round trip to the Njupeskär waterfall is a good way to get people involved. Information signs in different languages make the nature more accessible and lead to the generation of knowledge.

Naturum as information source

The advantage of the name recognition of Njupeskär should be used more effectively by the naturum. It is the aim to encourage and convince the visitor to discover the national park. An attachment for a longer time immediately contributes to the revenues of the nearby tourism (and intertwined) businesses. But the naturum should call attention. Some visitors overlooked the entrance of the naturum, as they were prepared to start immediately the trail to the waterfall. Moreover, the communication of events and guided tours has to be reworked. The time schedule of the guided tours (seven different languages) was not well-known and the demand was therefore relative low. The internet platform of the naturum is an ideal way to inform international visitors about the added value of the park. Germans informed their selves more about the internet then others. An English translation of the website is recommendable. This may also lead to a longer stay as the visitor could be informed about further hiking trails and possible activities (like fishing) or the range of cabins for rest or overnight stay. The provision of a map is a helpful tool to plan the stay.

Hiking trail network

The fact is that a marked trail network is appreciated by the German tourists. The overall satisfaction was on a good level. But there were a few concerns regarding the hiking trail signs. There were confusions about the hiking paths from the campground in Mörkret to the naturum and the branching off to the plateau (*fallet runt*). Further, some tourists were not able to estimate the length of the hiking tour according to the displayed number of kilometers. In fact, the map of Fulufjället (available free of charge at the naturum) describes the possible hiking paths very detailed. But there is not a time specification. Some people returned or even did not start a hiking tour because of wrong

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time estimations. A further problematic is the pathway to one attraction of the FNP, Old Tjikko. The oldest tree of the world is highlighted as attraction but there is no official way to find this remarkable sight. Some visitors were disappointed because they failed the tree. The protection of the tree is currently more important than the accessibility. But in this case, the management has to take a clear position towards the issue. Otherwise, the expectations of the visitors are not fulfilled or visitors even leave the trails to look out for the sight.

To sum up, the outlined issues demonstrate the complex relationships between national park management and appropriate tourism use and demand creation. Future mechanisms need to involve supply and demand stakeholders and regard it rather like a correlated network where a cause has an effect on the other side than parallel and independent entities. Regarding the special case of FNP, it is essential to know that travel motivation has an effect on the whole travel decision process including the on-site experience. It is the release of a need formation and should be regarded as an indispensable tool to customize the product. Business successes as well as the maintenance of the protection status are immediately connected with the understanding of the reasons why people are motivated to visit the location. It helps to realize how people behave in the area and determines if they are satisfied and if the most pleasant form of appreciation, a follow-up visit, is likely.

6.2.3 Critical Review and Perspectives

Survey and general issues

It was in the scope of this study to determine one part of the travel decision process. Very soon it became obvious that the factors are not easily separable and are highly intertwined. This is also the fact why a comparison of on-site experiences or satisfaction levels with motivational patterns was useful to explain the reasons for differences. Further, a concentration on the travel motives of Germans had the consequence of a high specification. But the former plan to compare different nationalities could not be fulfilled because of the scope of the work. Anyway, a short comparison of the German visitor and of the mean visitor profile remained as beneficial tool for the clarification of the standpoint. Moreover, the drafting of a wilderness profile of the German visitor was helpful to understand the identified motivational patterns. But the previous idea to

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underpin this section with interview statements did not seem to be productive. This would mean to drift too far away from the original topic.

The survey was conducted after the visit of the FNP. This could imply that participants had difficulties to recall important outcomes when they made their decision to recreate in a specific activity. On the other hand, it is possible that responses are rather a reflection of experience attainment instead of experience preferences. This is valid for responses shortly after the experience. However, these discrepancies were excluded.

Moreover, a comparison between wilderness users (customers of a wilderness tour operator) and the rest of the visitors failed because of an insufficient number of return deliveries of registration cards. Anyway, the compromise was to compare people who indicated to visit one requested place of the Zone I which is at the same time the most undisturbed zone.

Additionally, a segmentation of leisure and vacationists was not possible due to the low sample size. A cluster analysis revealed no significant data.

Interviews

The task of the interviews was to get the interviewees actively involved. It was sometimes challenging to find the underlying reasons for the visit of FNP. It was just the simple sentence like *'It is nice here.'* that had to be specified. But scientists are aware of this problem in motivational research. Wilson (1992) stated,

- *'They crowd the national parks to view natural landscapes, looking from the tops of prominences out across rugged terrain for glimpses of tumbling water and animals living free. They travel long distances to stroll along the seashore, for reasons they can't put into words.'*

Moreover, interviewees referred repeatedly to the actual on-site experience rather than to the pre-visit phase. But some statements about former experiences were helpful to understand why people visit the area again. The former plan to involve more people who hiked on the plateau was not easily performable. It is obvious that the chosen place on the plateau was visited by Germans from time to time; but rather on passage than for a rest. Further, the translation of the interviews was conducted as well as possible. But there may be some slight discrepancies that may modify the connotation.

Future Research

The study was an exploratory study and the findings are relative comprehensive. There are still unanswered issues or questions. Therefore, future research could take various facts into account which are summarized below.

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- A motive comparison of different nationalities in the FNP.
- Asking travel groups would give another picture of the motivational patterns.
- Implementation of further identified motives into the REP scale.
- Consideration of German visitors of a comparable northern Swedish national park.
- Specification of the esthetical perception of nature among Germans.
- The influence of the travel motives on on-site experiences and satisfaction levels.
- The role of a follow-up visit and specification of the phenomenon 'sense of place'.

7. Summary

The significance of examining visitor experiences is to understand factors that motivate tourists to travel. The drivers are the first link in the chain of the travel behavior examination and responsible for the need formation, which is a fundamental basis for a visit of a travel destination. Further decisions like the selection of the setting or the chosen form of activity are related to the motivational assumptions. Relevant influence factors like images and attitudes are able to shape the travel decision significantly. Therefore, it is in the interest of various parties to understand the development of tourist's motivation.

Providing opportunities for high quality visitor experiences is an important management objective in national parks and wilderness areas. It is also one aim of the selected research setting, the Fulufjället National Park in Sweden. The study was conducted during summer 2014 and consisted of a qualitative (semi-structured, in-depth interviews) and a quantitative part (visitor survey). It was the aim to identify the travel motives of the largest international FNP visitor group, German tourists, with the help of an exploratory approach. The managerial tool REP scales was used to develop appropriate motive constellations which were underpinned by interview statements of German FNP visitors. The findings reveal that five motive domains are able to represent the motive spectrum,

- Focus on Self – Introspection (m = 1.20; sd = .94)
- Focus on Nature – Awareness and Sensation (m = 2.90; sd = .71)
- Focus on Freedom – Escape and Balance (m = 2.48; sd = .89)
- Focus on Others – Relationships (m = 1.30; sd = .99)
- Focus on Experiences – Exciting Setting (m = 2.89; sd = .75)

The domain '*Focus on Nature – Awareness and Sensation*' had the highest mean agreement followed by the domain '*Focus on Experiences – Exciting Setting*'. To experience and explore a natural and pure environment which offers an outstanding scenic quality determined the travel decision of the most Germans. But exploration should not be interpreted in the sense of discovery. Exploration should be understood in the generation of nature-related knowledge in combination with the experience of unique views and natural attractions. The perception of nature with all senses leads to the development of a particular emotional attachment in form of the 'sense of place'. For example, observing animals belongs for nine of ten Germans to a wilderness experience. These facts prove that nature builds a romanticized platform in which the visitor is embedded in a passive process of being engaged. Tourists do not seek to

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interact with nature in terms of experiencing risks and challenges. Visitors want to engage in nature in protected, secured arrangements. A certain infrastructure like cabins for rest, a marked trail network, and a national park center as information source are demanded.

Rather unimportant were the items of the factors '*Focus on Others – Relationships*' and '*Focus on Self – Introspection*'. The high degree of individual organized journeys may be one reason for a low assessment of the socialness category. Further, the setting of Fulufjället seems not to be an appropriate way for a confrontation with the inner self.

Germans were generally more spread over the area but the significance of Njupesjär as attraction is uncontroversial. Njupesjär is the USP of the park and has a promotional function. But the FNP offers also other remarkable opportunities for recreation. The added value needs to be communicated, mainly during the pre-visit phase. An extended stay is a desirable result. However, FNP is still an insider tip under Germans.

Through the phases of the study, it was demonstrated that travel motivation could be identified as patterns and combinations of multiple motives that are influenced by previous travel experience, activities and gender. For example, follow-up visitors felt less attracted by the highlighting attributes like 'outstanding' and 'spectacular', it is more the quality of nature (naturalness; unspoiled, and primitive state) that counts. Furthermore, short-time hiker and long-time hiker had a reversed motivational profile. The esthetic value of nature seems to be the main attracting factor for the short time hiker. While a hiking tour of several days is the crucial instrument for a profound purpose; the temporal escape from home with an inner reflection and social cohesion in mind. The reward associated with escape might be sought through withdrawal within the urban environment. The involvement in a primitive environment or wilderness setting enables visitors to obtain valued rewards unobtainable in civilized settings. The scenery has a unique instrumental significance in days of increasing populations, land use, and pollution. A rare wilderness resource reduces the instrumental potential for values such as those studied here. The maintenance of the area through an appropriate management framework is essential for the protection for nature's own sake as well as for the foundation of tourism.

7. Summary

In sum, business success as well as the maintenance of the protection status is immediately connected with the understanding of the reasons why people select a specific location. It helps to realize how people behave in the area, determines if they are satisfied, and if the most pleasant form of appreciation is likely; a follow-up visit.

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Appendix

APPENDIX

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A1: Models of the Travel Decision Process

Figure I. Phases of tourists decision making. Source: Clawson and Knetsch (1966).

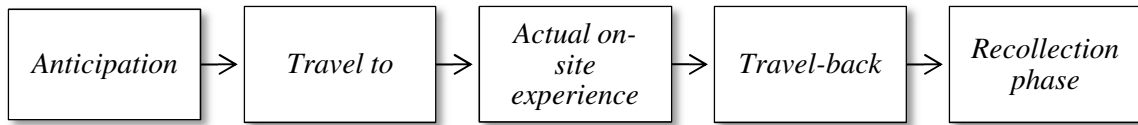


Figure II. Factors that determine the vacation sequence. Source: van Raaij and Francken (1984).

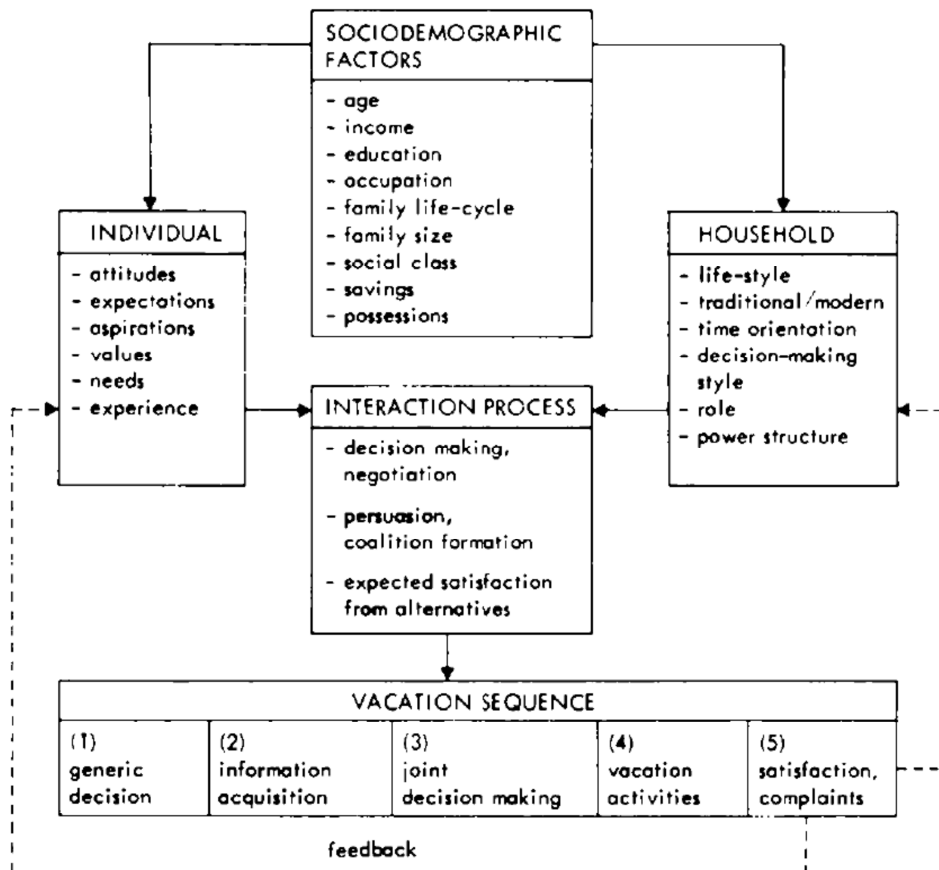
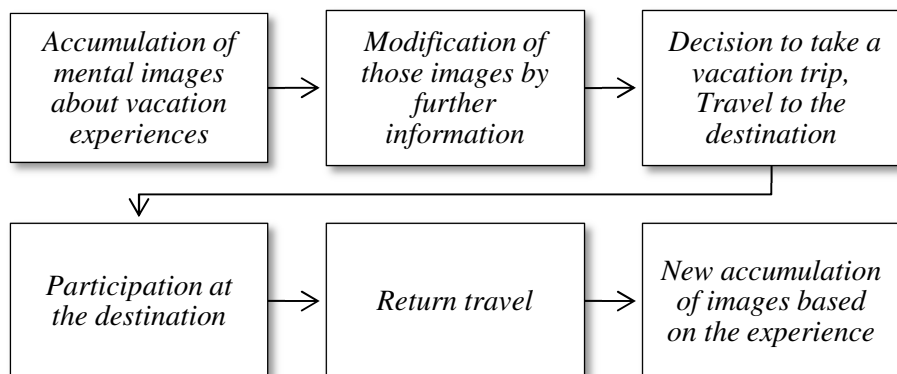


Figure III. Decision process of the leisure travel experience. Source: Gunn (1989).



A2. Questionnaire of the Visitor Survey

To Fulufjället National Park visitors

Receiving this e-mail means that you have recently visited Fulufjället National Park and filled in a registration card in order to participate in this follow-up visitor survey. The purpose of the survey is to collect information about the use of the area so that the national park can be managed in the best possible way. We are also studying the motives to visit the park and impacts from visitation. The study is part of a research project at the tourism research institute ETOUR at Mid-Sweden University in Östersund, Sweden.

More information about our research is available at www.storslagnafjall.se under the project "Den nya fjällupplevelsen - Friluftstrender och hållbar utveckling för en storslagen fjällmiljö".

Fulufjället National Park includes both the Swedish and Norwegian section of the park. If you have done more than one visit to the park in 2014, the questions concerns the visit during which you filled in the registration card.

Please answer the questions as good as you can, all answers are equal valuable to us. The survey takes about 15 minutes to complete and we appreciate if we have your answer by (...).

Please click here to access the questionnaire:

Many regards

Elin Hägglund
Project assistant
elin.hagglund@miun.se

Peter Fredman
Professor
peter.fredman@miun.se

A. To start with, a few questions regarding your stay at Fulufjället National Park

1. In what company did you visit Fulufjället National Park? *Check all alternatives that apply.*

- ☐ I visited the park alone
- ☐ Members of my family
- ☐ With children
- ☐ Relatives
- ☐ Colleagues
- ☐ School class
- ☐ Friends
- ☐ Other company, specify: _____

2. Which of the following activities did you engage in during your visit to Fulufjället?

Check off one or more alternatives.

- ☐ Short walk (1-3 hours)
- ☐ Day-long hike
- ☐ Hike of several days (include overnight stays)
- ☐ Fishing

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- ☐ Hunting
- ☐ Picking berries or mushrooms
- ☐ Nature photography
- ☐ Bird-watching/nature study
- ☐ Biking/mountain-biking
- ☐ Trail-running
- ☐ Competition
- ☐ Outdoor swimming
- ☐ Geocaching (treasure hunt with GPS)
- ☐ Organized event/meeting
- ☐ Other, please specify: _____

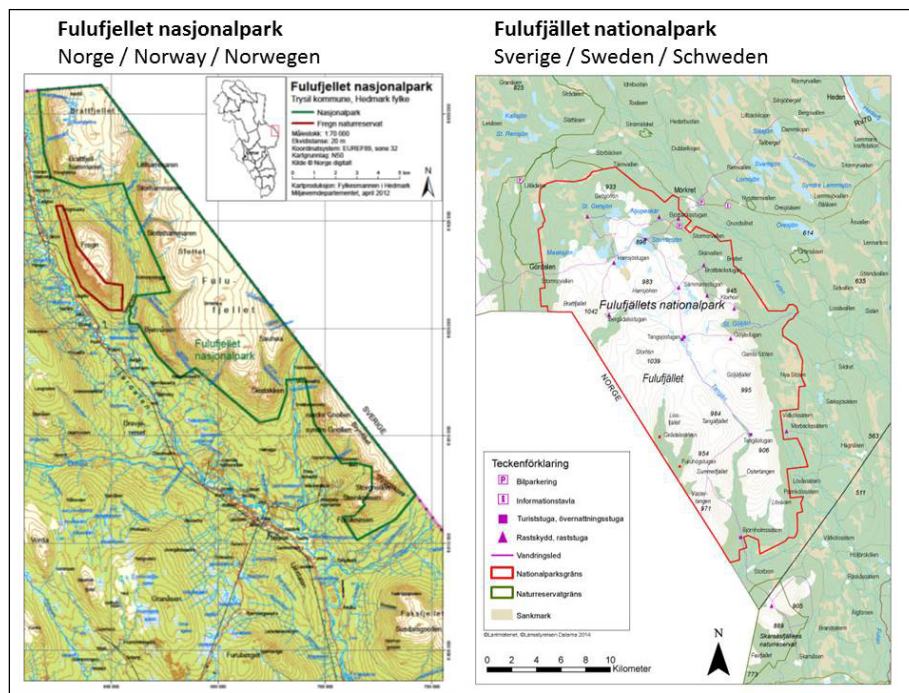
3. Check the activity which was the most important for you during your visit to Fulufjället National Park? Check off one alternative.

- ☐ Short walk (1-3 hours)
- ☐ Day-long hike
- ☐ Hike of several days (include overnight stays)
- ☐ Fishing
- ☐ Hunting
- ☐ Picking berries or mushrooms
- ☐ Nature photography
- ☐ Bird-watching/nature study
- ☐ Biking/mountain-biking
- ☐ Trail-running
- ☐ Competition
- ☐ Outdoor swimming
- ☐ Geocaching (treasure hunt with GPS)
- ☐ Organized event/meeting
- ☐ Other, please specify: _____

4. During your visit to Fulufjället National Park, did you visit any of the following places?
(Also see attached map)

- ☐ Göljådalen (area severely affected by great storm in autumn of 1997)
- ☐ Klordalen
- ☐ Rörsjöstugan
- ☐ Girådalen
- ☐ Harrsjöstugan
- ☐ Bergådsstugan
- ☐ Tangsjöstugan
- ☐ Tangåstugan
- ☐ Altar ring (west of Tangsjöstugan)
- ☐ Göljåstugan
- ☐ Björnholmsstugan
- ☐ Njupekärs waterfall
- ☐ Café beside trail to Njupekär waterfall
- ☐ Naturum beside trail to Njupekär waterfall
- ☐ Skärvallen
- ☐ Lorthån
- ☐ "Old Tjikko" (oldest tree in the world)
- ☐ Storbekkåsen
- ☐ Brynsflået
- ☐ Ljøratunet

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5. Approximately how many kilometres did you walk altogether during your visit to Fulufjället National Park?

Approx. _____ km

A15. What is your overall impression from your visit to Fulufjället?

- ☐ Very poor
- ☐ Poor; just about everything could be improved
- ☐ Fairly positive, but much could be improved
- ☐ Favourable, but some things could be improved
- ☐ Very favourable; only a few things could be improved
- ☐ Perfect!

7. Approximately, how often do you usually visit Fulufjällets National Park? Check the alternative which best applies to you.

- ☐ This is my first visit
- ☐ Less than once a year
- ☐ Once a year
- ☐ 2-4 times per year
- ☐ 4-10 times per year
- ☐ 10-20 times per year
- ☐ More often than 20 times per year

B. Now a few questions concerning the management of Fulufjället National Park and services in the area

8. What is your opinion regarding the supply of cabins, trails, boardwalks, etc. in Fulufjället National Park? Check the appropriate alternative for the items listed below.

	Far too few	Too few	Sufficient	Too many	Far too many	No opinion
Overnighting cabins.....	1	2	3	4	5	0
Wind shelters/rest cabins	1	2	3	4	5	0
Marked trails.....	1	2	3	4	5	0

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Boardwalks.....	1	2	3	4	5	0
Bridges	1	2	3	4	5	0
Rubbish bins.....	1	2	3	4	5	0
Signs/trailposts	1	2	3	4	5	0
Information displays on Fulufjället.....	1	2	3	4	5	0
Restrooms	1	2	3	4	5	0
Trails for disabled	1	2	3	4	5	0
Fire-places/barbecue areas	1	2	3	4	5	0
Picnic tables	1	2	3	4	5	0
Parking lots.....	1	2	3	4	5	0

9. What is your opinion regarding the quality of cabins, trails, boardwalks, etc. in Fulufjället National Park? Check the appropriate alternative for the items listed below.

	Very poor	Poor	Acceptable	Good	Very good	No opinion
Overnighting cabins.....	1	2	3	4	5	0
Wind shelters/rest cabins	1	2	3	4	5	0
Marked trails.....	1	2	3	4	5	0
Boardwalks.....	1	2	3	4	5	0
Bridges	1	2	3	4	5	0
Rubbish bins.....	1	2	3	4	5	0
Signs/trailposts	1	2	3	4	5	0
Information displays on Fulufjället.....	1	2	3	4	5	0
Restrooms	1	2	3	4	5	0
Trails for disabled	1	2	3	4	5	0
Fire-places/barbecue areas	1	2	3	4	5	0
Picnic tables	1	2	3	4	5	0
Parking lots.....	1	2	3	4	5	0

10. Do you consider wear, littering or noise to be a problem in Fulufjället National Park?

	No, not at all	No, not much	Yes, somewhat	yes, very much
Wear (along trails, rest areas etc.).....	1	2	3	4
Littering.....	1	2	3	4
Noise	1	2	3	4

11. To what extent did the following add value to your visit in Fulufjällets National Park?

	No, not at all	No, not much	Yes, somewhat	Yes, very much	Don't know
The large information displays (with maps, illustrations, descriptions, etc.) at the entrances to the national park					
The nature centre (Naturum) located near the café at the start of the trail to the Njupeškär waterfall					
Information displays along the trail to the Njupeškär waterfall					
The information brochures about Fulufjället National Park?					
The viewpoint on the road from Särna to Fulufjället National Park?					
The café at the start of the trail to the Njupeškär waterfall					
The divide of the National park into four zones					

12. How did you get information about Fulufjället National Park?

	Not at all		Partly	To a large extent	
Visitor centre (Naturum)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Internet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tourist bureau	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Relative/friend	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Brochure/guidebook	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Newspaper/TV/radio	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Road sign	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Social media (e.g. Facebook)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I know the place from before	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other: _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

13. Have you visited any of the following Internet pages before, or during, your visit to Fulufjället National Park?

	Yes	No	Don't know
sverigesnationalparker.se			
fulufjallet.se			
fulufjallet.nu			
trysil.com			
trysil.no			
skistar.com			
lforatunet.no			
fulufjellet.no			

14a. Did you find enough information about the National Park before your visit?

☐ Yes
☐ No

14b. If you answered "no" to the previous question, what information was missing or deficient?

C. Now a few questions about your experiences from the visit to Fulufjället National Park**15. How important were the following elements for your decision to visit Fulufjället National Park?**

	Not at all important		Important		Very important
Experience the scenic quality of nature	1	2	3	4	5
Physical challenge	1	2	3	4	5
Having a sense of discovery	1	2	3	4	5
See dramatic landscapes	1	2	3	4	5
Tranquility and peace	1	2	3	4	5
Being alone/solitude	1	2	3	4	5
Free from observation from all other people	1	2	3	4	5

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Develop a sense of remoteness from cities	1	2	3	4	5
Get away from daily routines	1	2	3	4	5
Physical health/ and exercise	1	2	3	4	5
Simplify daily priorities	1	2	3	4	5
Enjoy outstanding views	1	2	3	4	5
Explore the natural environment	1	2	3	4	5
Observe/ hear wildlife	1	2	3	4	5
A clean and unpolluted environment	1	2	3	4	5
Enjoy comfort in natural surroundings	1	2	3	4	5
A small intimate group	1	2	3	4	5
Privacy from most people but personal relationship	1	2	3	4	5
Feel a special closeness with others in my group	1	2	3	4	5
Other group members were accepting me for who I am	1	2	3	4	5
Feel connected to a place that is important	1	2	3	4	5
Recreate in a primitive environment	1	2	3	4	5
Feel a connection with others who value wilderness	1	2	3	4	5
Observe and appreciate the ecosystem	1	2	3	4	5
Develop a sense of self confidence	1	2	3	4	5
Share my skills with others	1	2	3	4	5
Chance to think/ solve problems	1	2	3	4	5
Develop an oneness with nature	1	2	3	4	5
Get in touch with true self	1	2	3	4	5
Opportunity for self-discovery	1	2	3	4	5
Reflect on life	1	2	3	4	5
Stimulate creativity	1	2	3	4	5
Having an adventure	1	2	3	4	5
To have a story to tell	1	2	3	4	5
Experience places I have read about	1	2	3	4	5
Feel like I was the one of the first people to use this place	1	2	3	4	5
Freedom of choice as to actions and use of time	1	2	3	4	5
Experience nature's magic and mysticism	1	2	3	4	5
Obtain a deeper connection in life	1	2	3	4	5
Find inspiration in natural surroundings	1	2	3	4	5

16. To what extent did you experience the following during your stay at Fulufjället National Park?

	Not at all		Partly		To a large extent
Undisturbedness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Noise	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Plants and animals in a natural environment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Calm and peaceful environment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Possibility to recover	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Nice and tidy environment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Safe and secure environment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Possibility to be healthy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Risk-taking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Enjoyable smells and sounds	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Learn about nature	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Views/outlooks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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Physical activity ☐ ☐ ☐ ☐ ☐

Contact with other people ☐ ☐ ☐ ☐ ☐

Other: _____

17. How do you think the visit to Fulufjället National Park has affected your physical, social and mental health?

	No at all		Partly		To a large extent
Better physical health (e.g. movability, condition, balance, strength)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Increased social wellbeing (e.g. social relations, friends)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Increased mental wellbeing (e.g. independence, happiness, stress reduction)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

18. We would like to know what spontaneously comes to your mind when you hear the word "wilderness". Please name the most important "key words".

19. To what extent do you agree with the following statements?

	Not at all		Partly		Completely	Don't know
Fulufjället National Park is a wilderness area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The idea to be in a wilderness area influenced my decision to visit Fulufjället	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The visit to Fulufjället have changed my idea of wilderness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The wilder the nature the more I like it	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wilderness areas are important retreat areas for animals and plants	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Observing large animals (e.g. bear, moose) belongs to a wilderness experience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The number of visitors in wilderness should be limited to maintain the biodiversity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wilderness areas should be only accessible via guided tours	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

D. Now a few questions about the management of Fulufjället National Park and what should be allowed in the area.

20. Were you aware that Fulufjället is a national park before you visited the area?

☐ No
☐ Yes

21. Did the existence of the national park influence your decision to visit the Fulufjället area?

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☐ No
☐ Yes → In what way did it influence your decision? Specify with a few words.

22. What regulations a national park has depend on the values to be protected, but can also differ with respect to local inhabitants and visitors. What is your opinion about the following activities in Fulufjället national Park?

	Should be allowed for all	Should be allowed for local inhabitants only	Should be forbidden for all
Moose hunting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bear hunting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bird hunting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fishing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Berry picking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Snowmobiling (<u>on</u> marked trails)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Snowmobiling (<u>outside</u> marked trails)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Horseback riding	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Biking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mountain climbing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hiking outside marked trails	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overnight camping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

E. In this section we ask questions about your trip to Fulufjället National Park, your stay in the park and the surrounding region, and your economic expenditures

23. During which type of trip did you visit Fulufjället National Park? Check one alternative.

- ☐ Private travel → → → →
☐ Organized group excursion
☐ Other type of travel

Please specify type of private travel:

- ☐ Excursion from home
☐ Excursion from resort, second home or similar
☐ Part of round- or through trip

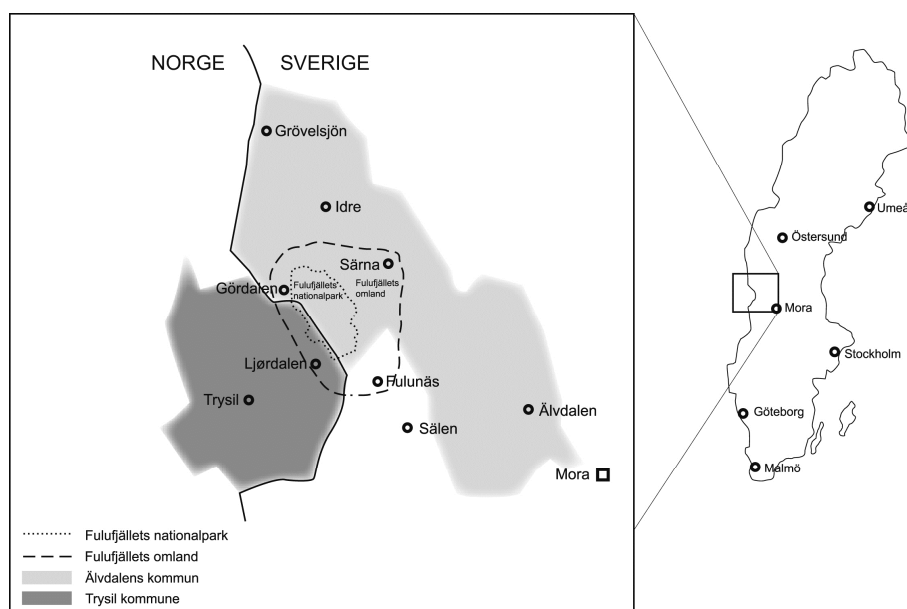
24. How many days did your trip last? Include the total stay at home until the time of your return.

_____ days

25. Here is a map of Fulufjället National Park and the surrounding region with the following areas outlined:

Fulufjället National Park – dotted line
 Fulufjället Gateway Area (omland) – broken line
 Älvdalen municipality (kommun) – bright shaded area
 Trysil municipality (kommune) – dark shaded area

Appendix



Think about the trip you did to Fulufjället National Park and specify how long you stayed in the following areas. If your stay was shorter than one day, please specify the number of hours instead.

Fulufjället National Park (Swedish part): ____ days ____ hours

Fulufjället National Park (Norwegian part): ____ days ____ hours

Fulufjället Gateway Area (omland): ____ days ____ hours

Älvdalen municipality (kommun) outside the National Park and Gateway Area: ____ days ____ hours

Trysil municipality (kommune) outside the National Park and Gateway Area: ____ days ____ hours

26. Now think about the economic expenditures you had during your visit to Fulufjället National Park. This can be hard to remember precisely, but try to give the approximate amounts for each area. In completing the chart, please keep in mind the following:

If you were accompanied on the trip, note only your share of expenses

Include expenses paid by others (relative, employer, etc.) on your behalf

Note expenses for the areas in which they were paid

Specify the amounts in Swedish kronor (1 NOK = 1,15 SEK; 1 EUR = 9 SEK)

If you did not have any expenses for a given item, leave that section blank.

If you travelled with a package tour, indicate your total costs for the tour and all related expenses in the last section of the chart.

	Fulufjället National Park (Sweden + Norway)	Fulufjället Gateway Area (outside the National Park)	Älvdalens municipality (outside Fulufjället Gateway Area)	Trysil municipality (outside Fulufjället Gateway Area)
Lodging	____ SEK	____ SEK	____ SEK	____ SEK
Food, restaurant, café	____ SEK	____ SEK	____ SEK	____ SEK
Shopping (except food)	____ SEK	____ SEK	____ SEK	____ SEK
Activities	____ SEK	____ SEK	____ SEK	____ SEK

Appendix

Transport (fuel, car rental, train, bus, air travel etc.)	_____ SEK	_____ SEK	_____ SEK	_____ SEK
Other expenses	_____ SEK	_____ SEK	_____ SEK	_____ SEK
I participated in an organized package tour and my total costs were:	_____ SEK			

27. If you were to estimate your willingness to pay, i.e. the highest amount you would pay for the visit you did at Fulufjället National Park. How much would that be?

I would be willing to pay at the most _____ SEK for this visit in the national park.

F. Now a few questions about tourism in Fulufjället National Park.

28. How do you feel about the idea of developing tourism in and around Fulufjället National Park?

	Very negative	Negative	Neutral	Positive	Very positive
<u>Within</u> the national park	-2	-1	0	1	2
In the <u>surrounding area</u>	-2	-1	0	1	2

29. In your opinion, how important are the following measures to develop tourism in and around Fulufjället National Park?

	Not at all important	Important	Very important
Wider range of activities.....	1	2	3
More lodging facilities.....	1	2	3
Higher standard of lodging	1	2	3
More camping facilities.....	1	2	3
Wider range of restaurants and cafés....	1	2	3
More guided tours	1	2	3
Better communications.....	1	2	3
More information about Fulufjället.....	1	2	3
Other, please specify: _____			

30. Have you been in contact with any company or other organization providing commercial services for tourists during your visit at Fulufjället National Park or the surrounding region?

	Yes	No
Company/organization providing lodging	<input type="checkbox"/>	<input type="checkbox"/>
Company/organization providing food services	<input type="checkbox"/>	<input type="checkbox"/>
Company/organization providing activities and tours	<input type="checkbox"/>	<input type="checkbox"/>
Company/organization providing transport	<input type="checkbox"/>	<input type="checkbox"/>

31a. To what degree do you think that companies and organizations providing services for tourists in Fulufjället National Park or the surrounding region add value to your experience of the area?

- ☐ Not at all
☐ Partly
☐ To a large extent

31b. If you answered partly or to a large extent, please specify in what way companies and organizations providing services for tourists in Fulufjället National Park or the surrounding region add value to your experience:

X. This section has a few questions concerning search for information about the Swedish mountains (fjällen) in general

32. Where do you find most of the information about experiences in the Swedish mountains (fjällen) in general?

- ☐ Traditional media (newspapers, TV, radio)
☐ Friends/family (or other private sources)
☐ Internet (web-pages, blogs, social networks etc.)

Please specify your primary source of information (web-page) on the Internet

Please specify your primary community/social media platform forum/blog (TripAdvisor/Twitter etc.) on the Internet

33. How often do you use Internet to read about experiences in the Swedish mountains (fjällen)?

- ☐ Several times every day
☐ Once every day
☐ A few times every week
☐ Once every week
☐ A few times every month
☐ Once every month
☐ Less than once every month
☐ Less than once every six months
☐ Never

G. Finally a few questions about yourself. We need this information to compare different groups of visitors and will never report records for individual persons.

34. In what year were you born? _____

35. I am: ☐ Male ☐ Female

Appendix

36. How many of the following categories live in your household?

- _____ children aged 0 – 12
_____ young people aged 13-18
_____ adults (18+)

37. In what country/region is your permanent residency?

Droplist: Sweden, Norway, Denmark, Finland, Germany, Holland, France, Rest of Europa, North America, Rest of the world

If you live in Sweden, please provide your postal code: _____
If you live in Norway, please provide your postal code: _____

38. Do you have a permanent residence or second home in the proximity of Fulufjället National Park (within 10 km of the park border)?

- ☐ Yes, I permanently live in the proximity of Fulufjället National Park
☐ Yes, I have access to a second home in the proximity of Fulufjället National Park
☐ No, none of the alternatives above apply to me

39. What is the size of your place of residence?

- ☐ City with over 200,000 inhabitants (including suburbs)
☐ Town with 20,001 – 200,000 inhabitants
☐ Town/village with 2,001 – 20,000 inhabitants
☐ Village with 2,000 or fewer inhabitants
☐ Rural area

40. What is your highest level of education?

- ☐ Primary school
☐ Secondary school
☐ High school
☐ University degree
☐ Other (specify): _____

41. What is the approximate monthly income of your household? After taxes but including eventual subsidies (1 EUR = 9 SEK)

_____ SEK

Many thanks for your help!

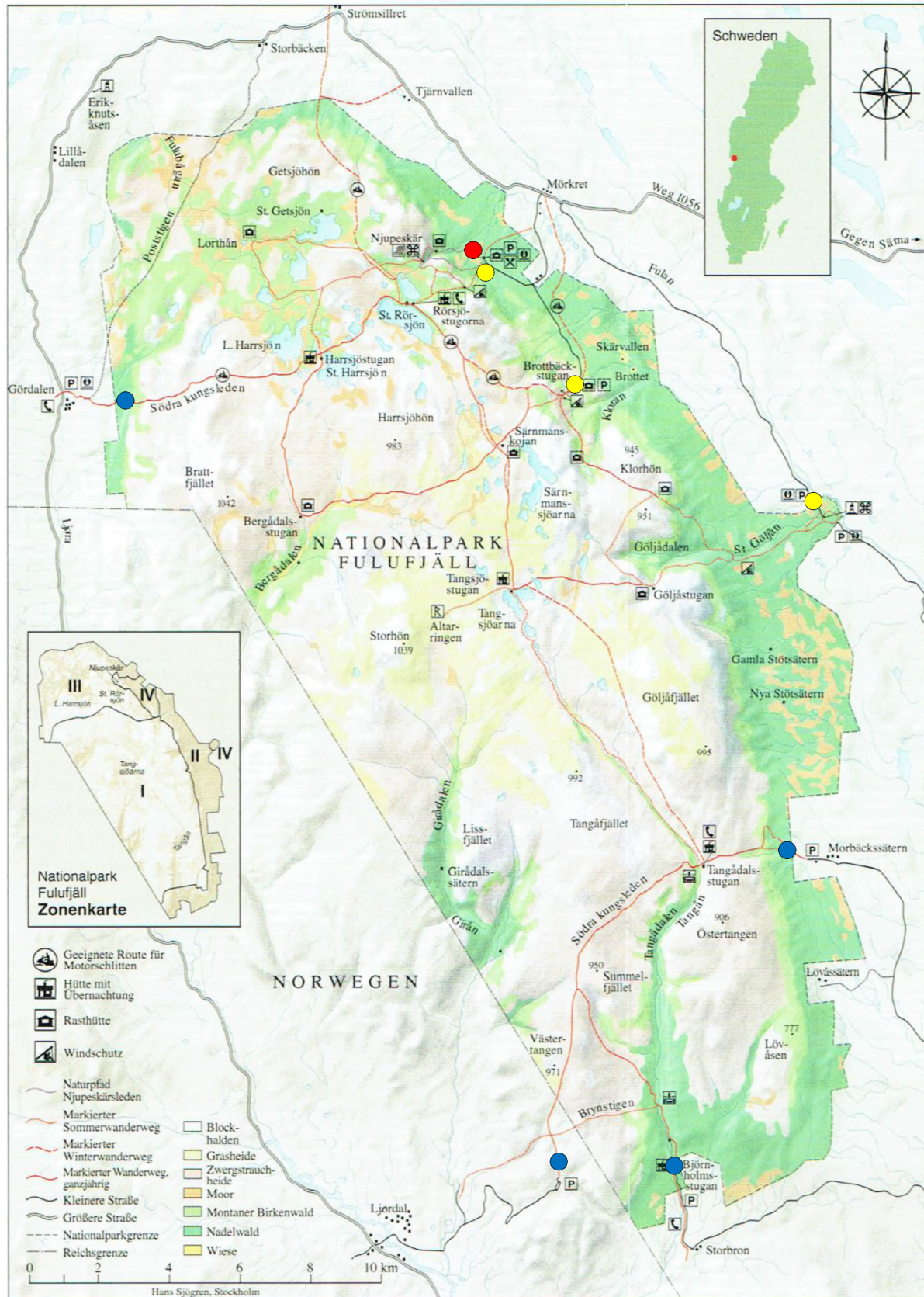
A3: On-site Research

Table I. Interview framework

Part	Possible Questions Spectrum	Time interval
Opening: Greeting, purpose and providing information		
Gathering Information:		
I) Introduction to the Visit of FNP (Ice Breaker Questions)	How is your (first) impression of the national park Fulufjället? How long are you already here? How long do you stay here? How many times have you visited the FNP?	2 min
II) Wilderness in general (Content)	What comes spontaneously to your mind when you hear the word wilderness? How would you describe a wilderness area? Would you agree with the following statement: The wilder the nature, the more I like it? Do you think that the access to wilderness areas should be limited to protect the biodiversity? What expectations do you have of infrastructural facilities in a wilderness area (e.g. cabins, trails, campgrounds)? Do you expect appropriate forms of security (e.g. ranger station, telephone, mobile network, warning signs)? Have you ever visited a wilderness area? If so, which one? Why? Have you ever experienced wilderness? What belongs to a wilderness experience? Did you observe wildlife? How would you describe this experience?	5 min
III) Travel decision, Fulufjället (Context)	Please name the three most important reasons why you are visiting the National Park Fulufjället? How would you describe the area to a person who has never been here? Did the idea to find wilderness influenced your travel decision? In what extent do you agree with the statement: Fulufjället is a wilderness area?	10 min
IV) Wilderness in Germany (Content)	Wilderness in Germany Does wilderness exist in Germany? If so, where? Do you like to have more wilderness areas in Germany?	5 min
V) Socio-demographic Request (Final Questions)	Gender; Year of birth; Number of household members; Place of residence: Name of German state, postal code, size; Email address	2 min
Closing: Thank you!		1 min

Appendix

Figure IV. Location of registration boxes and zone system of FNP



Clearing:

●	every week	Gördalen, Morbäckssäter, Björnholmsstugan, Storbekkåsen
●	every third day	Rösjöstugorna, Brottbackstugan, Göljån
●	every day	Njupekskär

Appendix

A4: Visitor Profile

Table II. Country of origin

	N	Valid %
Sweden	680	65.3
Norway	30	2.9
Denmark	40	3.8
Finland	7	.7
Germany	184	17.7
Netherlands	47	4.5
France	4	.4
Other Europa	39	3.7
North America	5	.5
Other countries	5	.5
Total	1041	100.0

Table III. Monthly Income

	All visitors		Germans	
	N	Valid %	N	Valid %
< 1000	66	9.1	14	17.1
1000 - 1999	55	7.6	12	14.6
2000 - 2499	56	7.7	3	3.7
2500 - 2999	56	7.7	7	8.5
3000 - 3999	119	16.4	10	12.2
4000 - 6999	248	34.1	19	23.2
> 6999	127	17.5	17	20.7
Total	727	100.0	82	100.0

Table IV. Visitors company*

	All visitors		Germans	
	N	Valid %	N	Valid %
Alone	76	5.3	10	5.4
Members of my family	992	69.6	126	68.5
With children	292	20.5	28	15.2
Relatives	93	6.5	2	1.1
Colleagues	113	.90	--	--
School class	4	.30	--	--
Friends	255	17.9	39	21.2

*Multiple choice question

Table V. Assessment of visit

	All visitors		Germans	
	N	Valid %	N	Valid %
Very poor	3	.20	--	--
Poor; just about everything could be improved	1	.10	--	--
Fairly positive, but much could be improved	16	1.2	--	--
Favorable, but some things could be improved	110	8.0	9	4.9
Very favorable, only a few things could be improved	719	52.4	95	51.6
Perfect!	523	38.1	80	43.5

Appendix

Table VI. Visit frequency

	All visitors		Germans	
	N	Valid %	N	Valid %
First visit	750	54.7	125	67.9
Less than once a year	315	23.0	34	18.5
Once a year	167	12.2	21	11.4
2-4 times per year	84	6.1	3	1.6
4-10 times per year	41	3.0	1	.5
10-20 times per year	10	.7	--	--
More often than 20 times per year	5	.4	--	--

Table VII. Sufficient information content

	All visitors		Germans	
	N	Valid %	N	Valid %
Yes	1050	85,4	141	76.6
No	179	14,6	43	23.4

Figure V. Age classes [in %]

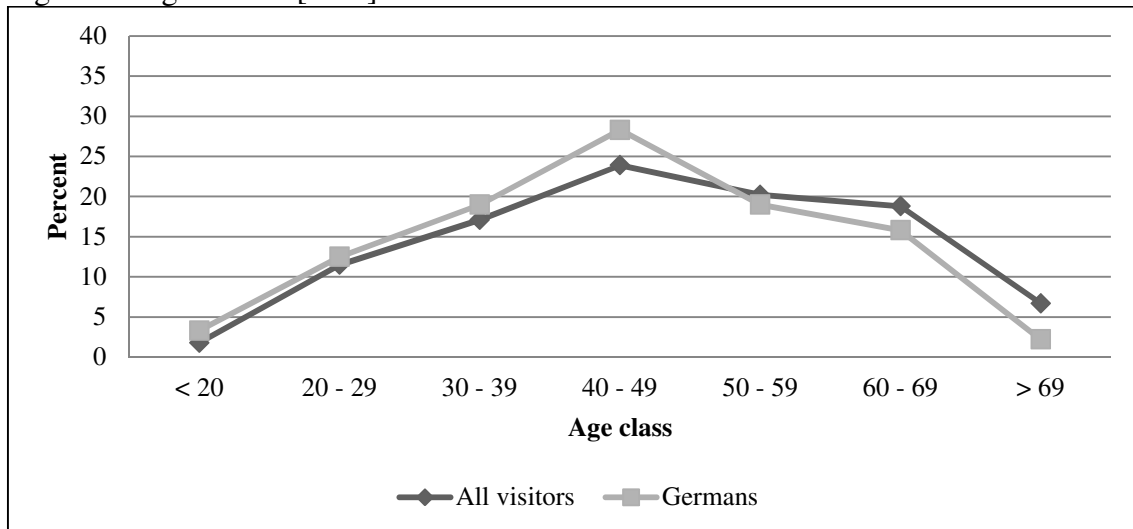
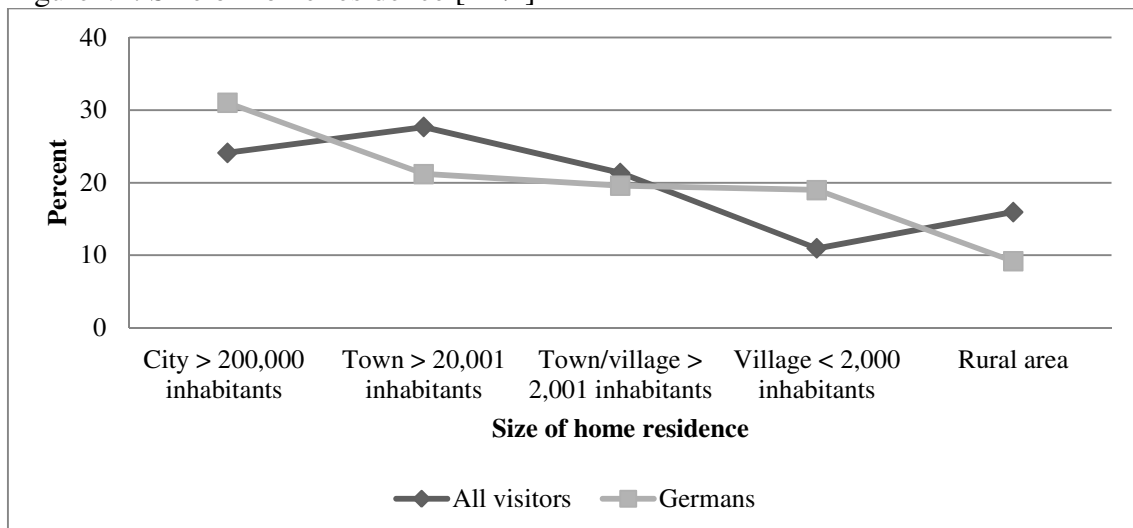


Figure VI. Size of home residence [in %]



Appendix

Table VIII. Original answers to open-ended question: We would like to know what spontaneously comes to your mind when you hear the word "wilderness". Please name the most important "key words".

Nr.	Key words
1.	Natur pur - keine Menschen - keine Häuser - keine Wege - keine Dinge die von Menschenhand gema
2.	naturbelassen - "Natur Natur sein lassen" - frei von menschlicher Veränderung - Widerspruch zwi
3.	naturbelassene Flora und Fauna - Abgeschiedenheit - "Allein Sein"
4.	Abenteuer -Ruhe
5.	unberührte Natur -Ursprünglichkeit -Freiheit
6.	wenige oder keine Menschen - kein Lärm - Natur pur
7.	?
8.	Abenteuer
9.	Abenteuer frei sein Mückenschutz Picknick Ruhe
10.	Abenteuer, Bewegung, Natur, Freiheit
11.	Abenteuer, Freiheit, Naturverbundenheit
12.	Abenteuer, Neues entdecken, Einsamkeit, den Alltag vergessen, Balsam für die Seele, die Stille hören
13.	Abgeschieden Tiere
14.	abgeschieden, keine Zivilisation, ohne Technik
15.	Abgeschiedenheit Ruhe
16.	Abgeschiedenheit ursprüngliche Natur Freiheit
17.	Abgeschiedenheit, Ruhe, Wildnis
18.	Abgeschiedenheit, unberührte, intakte Natur, Ruhe, Wohlempfinden
19.	Abwesenheit von Stressoren, einfaches Leben, sonst ruhende Fähigkeiten nutzen bzw. weiter entwickeln
20.	Allein Frei Natur
21.	Alt. Nicht aufgeräumt. Spannend, Tiere, Pflanzen
22.	alte Bäume
23.	Bär Beeren Reines Wasser "Unendliche" Weite Abenteuer
24.	Bär Einsamkeit Abenteuer Ruhe
25.	Bär, Elch, Wald, klare Flüsse, unendliche Weite
26.	Belassene Natur, Pflanzen, Tiere, Ursprungszustand
27.	Deutsche Touristen, Abenteuer, Rucksackreisende, Jagd und Fischerei,
28.	Die schwedische Natur mit ihren Tieren.... Auch gerne fernab von Nationalparks.
29.	Die Welt bzw. Natur, wie sie vor dem Menschen aussah.
30.	Eigenständigkeit, pers. Fähigkeiten, Grenzerfahrung
31.	einsam, keine Menschen
32.	Einsamkeit Abenteuer Erholung
33.	Einsamkeit ursprüngliche Natur
34.	Einsamkeit, Ruhe, Gott, Natur, Frieden, Mensch sein, den Wunsch die Natur zu erhalten, dafür zu kämp
35.	Einsamkeit, Stille, Ruhe, Tier- und Pflanzenbeobachtung und -fotografie
36.	Einsamkeit, Ungestörtheit, Naturgewalt, Naturschönheit, Freiheit, Gefahr
37.	Elch Löwe Blaubeere
38.	Elch Bären Wölfe Wald Wasser
39.	Elche, knorrige Bäume, wildes Wasser, Wolkenspiele
40.	ENTSPANNUNG ZUFRIEDE NHEIT INNERE RUHE AUSGEGLICHENHEIT
41.	Felsen
42.	Fjäll; Tiere; Natur; Ruhe
43.	Flora, Fauna
44.	freie natur wild lebende tiere viel wald kaltes wasser viele kleine bäche usw
45.	freie Natur, Leben, große Tiere, Freiheit, Ursprünglichkeit, fern der Zivilisation
46.	freie Tiere unberührte Natur wilde Gewitter
47.	Freiheit Natur unschreiblich
48.	Freiheit, Abenteuer, Leben, Freude, Einsamkeit, Ruhe, Liebe, Respekt
49.	Freiheit, Natur, Unabhängigkeit, Abenteuer, Stille, Spontanität, Tiere, Urwald,
50.	Freiheit, Ruhe, Naturverbundenheit
51.	Freiheit, unberührte und ursprüngliche Natur. Erholung, Entspannung.

Appendix

-
52. Freiheit, Ursprünglichkeit
 53. Freiheit, Natur, Ehrlichkeit, Ursprünglichkeit
 54. Freiheit, Ungestörtheit, Natürlichkeit der Umwelt
 55. Fremd, wild, Abenteuer
 56. Gegensätze
 57. Gibt es nicht mehr...jedes Ökosystem ist vom Menschen beeinflusst. Man kann ihr nur nahe kommen.
 58. Intensives Erlebnis Existentielle Einsicht Ökologie Spiritualität
 59. Kebnekaise
 60. kein Massenansturm von Menschen, unberührte Natur, Ruhe, teilweise Abgeschiedenheit
 61. keine anderen menschen
 62. Keine Eingriffe in die Natur wie Häuser, Windkraftanlagen usw.
 63. keine Menschen, mehr tote Bäume, Wildtiere
 64. Keine Straßen, Orte, Telefon. Wenig markierte Wege, Hütten, Brücken.
 65. keine Wege, keine Strassen, Beeren und Bären, Ruhe, Reflektion
 66. Leben, Frieden, Ruhe, Einssein mit der Natur, Körperwahrnehmung
 67. menschenverlassen, wilde Tiere, Selbstständigkeit, Eigenverantwortung
 68. möglichst unberührte Natur, Fauna und Flora
 69. Mücken :-), rauhes Klima, menschenleeres Gebiet
 70. Natur
 71. Natur Kaum Menschen
 72. Natur Abenteuer Tiere und Pflanzen wenig Menschen
 73. Natur darf Natur sein, weitestgehend kein Einfluss von Menschenhand
 74. Natur weitgehend im ursprünglichen Zustand
 75. Natur, Abenteuer, ungebunden
 76. Natur, Berge, Wälder, Tiere, allein
 77. natur, freiheit, abenteuer
 78. Natur, Herausforderung, Abenteuer, Ungestörtheit, Freiheit
 79. Natur, schön, schützenswert
 80. Natur, Tiere, Abenteuer, Freiheit, Romantik zu zweit
 81. Natur, urwüchsig, Tiere und Planzen in Freiheit und natürlicher Umgebung, rar und schützenswert, bed
 82. Natur, wilde Tiere, Wald, Heilpflanzen, "eingeborene"
 83. Natur, Wildtiere, Ruhe, abgeschiedenheit
 84. Natur, Wilde Tiere, Pflanzen,
 85. Naturbelassene Gegend, keine Zivilisation wie Strom
 86. naturbelassene Plätze, bis zum Horizont nichts von Menschen Verbautes, ohne Zivilisationslärm
 87. Naturschönheit
 88. Nicht vom Menschen verändert
 89. nicht von Menschen beeinflusst unverbaut unerschlossen natürlich
 90. ohne eingriffe der menschen natur sich selbst überlassen
 91. planzen tiere keine menschen
 92. Pure nature. notspoiled .
 93. Rau, hart, unbarmherzig, ungestörte Schönheit und Weite
 94. ruhe
 95. Ruhe Abenteuer Tiere Unberührtheit
 96. Ruhe Elche Rentiere Herrlich
 97. Ruhe Familie Wohlbefinden
 98. Ruhe kein Zeitdruck Abgeschiedenheit Urwüchsigkeit
 99. Ruhe Tiere Keine Menschen
 100. Ruhe Freiheit
 101. ruhe natur tiere
 102. Ruhe und Freiheit
 103. Ruhe und Gelassenheit
 104. Ruhe, Abenteuer
 105. Ruhe, Abenteuer , Natur
 106. Ruhe, Abenteuer, Erlebnis, Erfahrung, Selbstbild, Distanz zum Alltag, Besinnen auf Existenzielles
 107. Ruhe, Einsamkeit, Tiere,
 108. Ruhe, kein Stress, dem Alltag entfliehen, sein Leben selbst zu bestimmen (Ohne ein System, das einen
 109. Ruhe, Natur, Erlebniss
 110. Ruhe, nur natürliche Geräuschkulisse, saubere Luft, keine motorisierten Fahrzeuge
-

Appendix

-
- 111. Ruhe, ungestörte Natur, keine Zivilisation
 - 112. Ruhe, Weite
 - 113. Ruhe, Ungestörtheit, Natur
 - 114. schön, sollte "wild" bleiben und nicht zu sehr gezähmt werden (nicht "infrastrukturiert" werden),
wi
 - 115. schöne Landschaften
 - 116. schöne Landschaften, wilde Tiere, unberührte Natur
 - 117. Schönheit der Natur, Unberührtheit, Tiere, Ausgeglichenheit
 - 118. Schweden!, Freiheit, Zufriedenheit, Ursprünglichkeit
 - 119. Stille - Rauschen des Wassers - Beeren/Pilze - Wald - Tiere - Einsamkeit
 - 120. Stille, Tiere, Pflanzen, Ruhe, Abgeschiedenheit
 - 121. Tiere
 - 122. Tiere , Ruhe , Unberührtheit , Lebensraum , Schutz,
 - 123. Tiere, Abgeschiedenheit, Herausforderung
 - 124. Tiere, Einsamkeit, Erholung, Abenteuer
 - 125. Tiere, unberührte Natur, Abenteuer, Abgeschiedenheit
 - 126. Tiere, unberührte Natur, Freiheit
 - 127. Überraschung Spontanität Erlebnis Begeisterung
 - 128. unabhängigkeit alleine sein
 - 129. Unbehandelte Natur
 - 130. unberührt
 - 131. Unberührt menschenarm
 - 132. unberührt, beeindruckend, groß
 - 133. Unberührte Natur
 - 134. unberührte Natur körperliche Herausforderung Einsamkeit Ruhe
 - 135. unberührte Natur Tiere Wanderung
 - 136. unberührte Natur wenige Menschen kein Lärm wohltuende Ruhe wenige ausgebaute Wege
 - 137. Unberührte Natur ohne viele menschliche Einwirkungen
 - 138. unberührte Natur, als Mensch fühlt man sich klein und unbedeutend
 - 139. unberührte Natur, keine anthropogenen Einflüsse, Wald
 - 140. Unberührte Natur, Tiere, Blumen, Wasser, Entdeckung, Ruhe
 - 141. Unberührtheit
 - 142. Unberührtheit Ruhe Abgeschiedenheit Weite
 - 143. Unberührtheit, Freiheit
 - 144. Unberührtheit, Naturgewalten, Wildlife, Unzivilisiertheit
 - 145. unendeckt
 - 146. unverändert, unbehandelt, sauber, Ruhe, Abenteuer, Herausforderung, Natürlichkeit
 - 147. unveränderte, urbelassene Natur
 - 148. unverbaute Natur Ruhe saubere Luft/Wasser Pflanzen/Tiere Pilze/Beeren wenige oder keine
Mensche
 - 149. unverfälschte Natur, Abgeschiedenheit,
 - 150. unverfälschte Natur, Tiere in ihrem natürlichen Lebensraum
 - 151. ursprünglich natürlich nicht künstlich ungestörte Tier- und Pflanzenwelt
 - 152. Ursprünglichkeit, Abenteuer, Risiko, kein Touristenrummel, Individualismus
 - 153. Ursprünglichkeit, Natürlichkeit, Lebendigkeit, Schönheit,
 - 154. Ursprünglichkeit, Natürlichkeit, Vertrautheit, Geborgenheit,
 - 155. ursprüngliche Landschaft, freilebende Tiere
 - 156. Urtümliche Natur, Tiere, saubere Umwelt
 - 157. Urwald Tiere Unberührtheit kein Eingriff des Menschen Undurchdringlichkeit
 - 158. Urwald, Berge, reissende Flüsse, klares Wasser, Fels, Bären
 - 159. Urwald, Natur, Schweden, Abenteuer
 - 160. urwüchsige Landschaft
 - 161. urwüchsige Natur (Tiere, Pflanzen) saubere Luft Ruhe bzw. nur Naturgeräusche
 - 162. Urwüchsige Natur, Tiere, Einsamkeit
 - 163. Verschiedenste Bäume und Pflanzen, Blumen, viele Büsche, Vielfalt an Tieren, die man sonst
nicht zu
 - 164. Vom Menschen wenig beeinflusst. Nicht mehr vorhanden!
 - 165. von der Zivilisation ungestörte Natur
 - 166. von Menschen unberührte Natur in der Flora und Fauna vollkommen unbeeinflusst existiert.
 - 167. Wald, Felsen, Einsamkeit, Lagerfeuer, Wandern
 - 168. Wald, Tiere, Natur, Naturgeräusche, Wasser
 - 169. Wald, Tiere, Wasser
 - 170. Wandern Einsamkeit (positiv) Herausforderung Glück
-

Appendix

171.	Wasser Bäume Felsen
172.	Wasser und Wald
173.	Weg von den Städten Ruhe und Ungestörtheit Mal alleine sein
174.	Weite
175.	Weite, Stille, Reinheit, Demut, Respekt, Schönheit
176.	weites Fjell, Urwälder, reißende Flüsse
177.	Wilde Tiere Abwesenheit von Menschen und menschlicher Infrastruktur Natur in ihrem Urzustand Aben
178.	wilde Tiere menschenleer Erholung Wandern
179.	Wilde Tiere Pflanzen Einsamkeit
180.	Wildnis ist überall wo Natur ist, man muss nicht erst nach Schweden um dies zu erleben. (Wildnis = u
181.	Wildnis war einmal!
182.	Wolf
183.	Wolf, Einsamkeit, Winter,

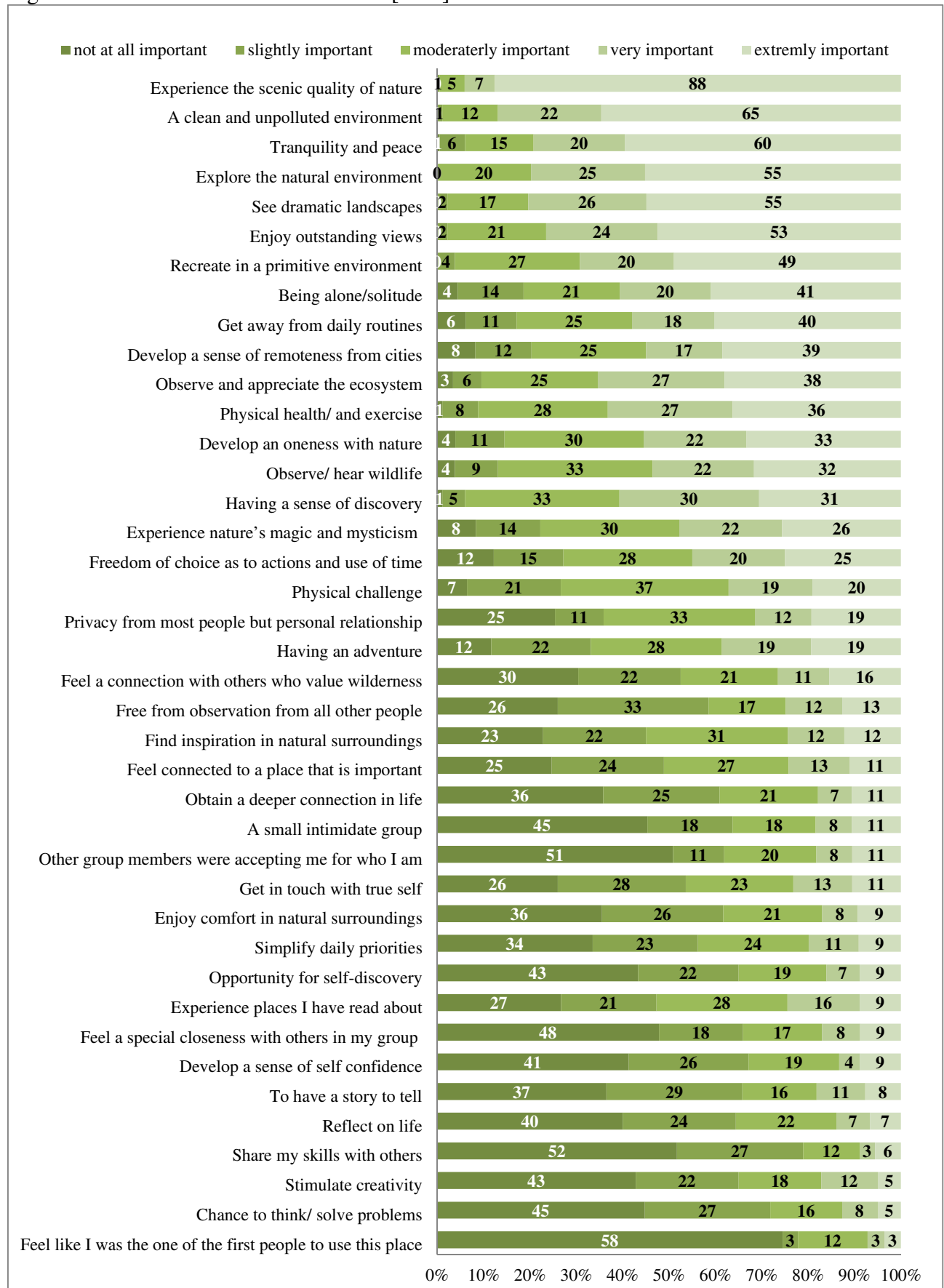
Table IX. Results of Wilderness related Questions.

	Don't know		Disagree		Slightly agree		Neutral		Agree		Strongly agree	
	N	%	N	%	N	%	N	%	N	%	N	%
FNP is a wilderness area.	2	1.1	1	0.5	4	2.2	61	33.5	61	33.5	53	29.1
The idea to be in a wilderness area influenced my decision to visit Fulufjället.	1	0.5	17	9.3	22	12.0	46	25.1	5	24.6	52	28.4
The visit to Fulufjället have changed my idea of wilderness.	3	1.6	80	44.0	48	26.4	40	22.0	9	4.9	2	1.1
The wilder the nature the more I like it.	10	5.5	3	1.6	6	3.3	41	22.5	43	23.6	79	43.4
Wilderness areas are important retreat areas for animals and plants.	8	4.4	1	0.5	--	--	4	2.2	17	9.3	153	83.6
Observing large animals (e.g. bear, moose) belongs to a wilderness experience.	5	2.7	5	2.7	11	6.0	41	22.5	28	15.4	92	50.5
The number of visitors in wilderness should be limited to maintain the biodiversity.	15	8.2	11	6.0	16	8.7	77	42.1	32	17.5	32	17.5
Wilderness areas should be only accessible via guided tours.	8	4.4	98	53.6	26	14.2	41	22.5	5	2.7	5	2.7

No answer is treated like missing values

A 5: Motivational Item Ranking

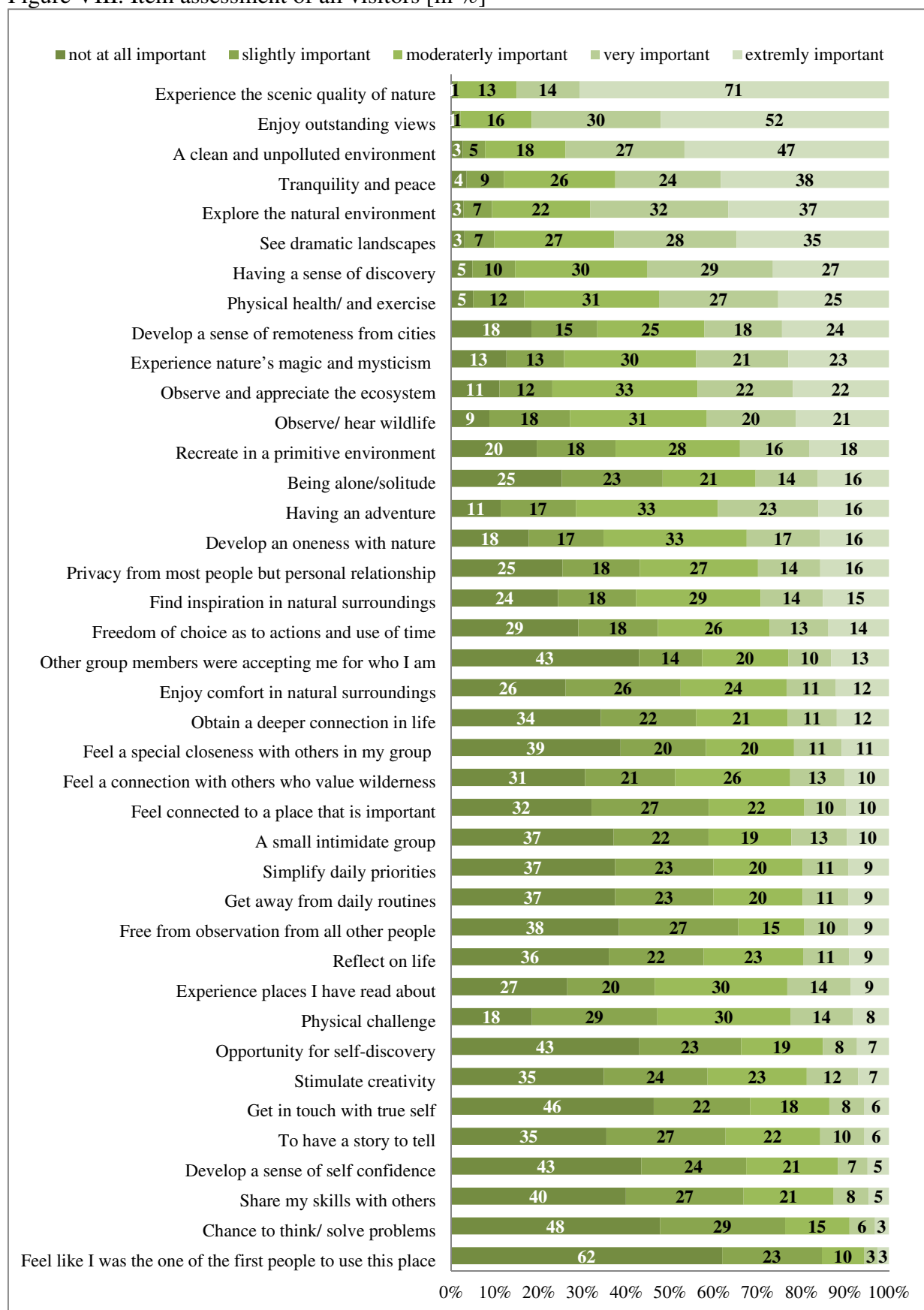
Figure VII. Item assessment of Germans [in %]*



*classification by 'extremely important'

Appendix

Figure VIII. Item assessment of all visitors [in %]*



*classification by 'extremely important'

Appendix

Table X. Ranking of Motivational Items*

Item	N	Min.	Max.	M	s.d
Experience the scenic quality of nature	184	2	5	4.81	.55
A clean and unpolluted environment	184	2	5	4.51	.75
Explore the natural environment	183	3	5	4.35	.78
See dramatic landscapes	184	2	5	4.33	.84
Tranquility and peace	183	1	5	4.32	.96
Enjoy outstanding views	183	2	5	4.27	.87
Recreate in a primitive environment	182	2	5	4.14	.95
Observe and appreciate the ecosystem	179	1	5	3.91	1.09
Physical health/and exercise	182	1	5	3.90	1.02
Having a sense of discovery	183	1	5	3.84	.96
Being alone/solitude	183	1	5	3.79	1.24
Get away from daily routines	181	1	5	3.75	1.26
Develop an oneness with nature	180	1	5	3.71	1.15
Observe/hear wildlife	183	1	5	3.68	1.13
Develop a sense of remoteness from cities	182	1	5	3.65	1.32
Experience nature's magic and mysticism	180	1	5	3.43	1.24
Freedom of choice as to actions and use of time	180	1	5	3.31	1.33
Physical challenge	183	1	5	3.19	1.14
Having an adventure	181	1	5	3.13	1.28
Privacy from most people but personal relationship	181	1	5	2.90	1.42
Find inspiration in natural surroundings	180	1	5	2.69	1.29
Feel connected to a place that is important	182	1	5	2.62	1.29
Feel a connection with others who value wilderness	181	1	5	2.59	1.45
Experience places I have read about	180	1	5	2.59	1.28
Get in touch with true self	181	1	5	2.54	1.29
Free from observation from all other people	181	1	5	2.53	1.34
Simplify daily priorities	176	1	5	2.39	1.30
Obtain a deeper connection in life	179	1	5	2.32	1.31
Enjoy comfort in natural surroundings	183	1	5	2.29	1.28
To have a story to tell	181	1	5	2.24	1.26
A small intimate group	179	1	5	2.20	1.37
Opportunity for self-discovery	180	1	5	2.17	1.30
Other group members were accepting me for who I am	181	1	5	2.16	1.40
Reflect on life	180	1	5	2.16	1.22
Develop a sense of self confidence	181	1	5	2.14	1.25
Stimulate creativity	180	1	5	2.14	1.24
Feel a special closeness with others in my group	182	1	5	2.12	1.33
Chance to think/solve problems	181	1	5	2.01	1.17
Share my skills with others	180	1	5	1.84	1.12
Feel like I was the one of the first people to use this place	179	1	5	1.68	.981

* Scale 1 (not at all important) to 5 (extremely important)

Appendix

Table XI. Item Difficulty Index*

Item	N	Min	Max	P-value	s.d.
Experience the scenic quality of nature	184	.25	1	.9524	.1362
A clean and unpolluted environment	184	.25	1	.8764	.1866
Explore the natural environment	183	.50	1	.8374	.1993
See dramatic landscapes	184	.25	1	.8329	.2097
Tranquility and peace	183	.00	1	.8306	.2387
Enjoy outstanding views	183	.25	1	.8169	.2176
Recreate in a primitive environment	182	.25	1	.7875	.2367
Observe and appreciate the ecosystem	179	.00	1	.7263	.2715
Physical health/and exercise	182	.00	1	.7239	.2555
Having a sense of discovery	183	.00	1	.7104	.2391
Being alone/solitude	183	.00	1	.6967	.3105
Get away from daily routines	181	.00	1	.6878	.3151
Develop an oneness with nature	180	.00	1	.6764	.2879
Observe/hear wildlife	183	.00	1	.6708	.2820
Develop a sense of remoteness from cities	182	.00	1	.6621	.3301
Experience nature's magic and mysticism	180	.00	1	.6069	.3105
Freedom of choice as to actions and use of time	180	.00	1	.5764	.3312
Physical challenge	183	.00	1	.5464	.2857
Having an adventure	181	.00	1	.5331	.3200
Privacy from most people but personal relationship	181	.00	1	.4738	.3550
Find inspiration in natural surroundings	180	.00	1	.4222	.3218
Feel connected to a place that is important	182	.00	1	.4038	.3224
Feel a connection with others who value wilderness	181	.00	1	.3986	.3190
Experience places I have read about	180	.00	1	.3978	.3544
Get in touch with true self	181	.00	1	.3854	.3222
Free from observation from all other people	181	.00	1	.3826	.3339
Simplify daily priorities	176	.00	1	.3480	.3240
Obtain a deeper connection in life	179	.00	1	.3296	.3282
Enjoy comfort in natural surroundings	183	.00	1	.3224	.3197
To have a story to tell	181	.00	1	.3094	.3156
A small intimate group	179	.00	1	.3003	.3418
Opportunity for self-discovery	180	.00	1	.2917	.3253
Other group members were accepting me for who I am	181	.00	1	.2903	.3050
Reflect on life	180	.00	1	.2901	.3488
Develop a sense of self confidence	181	.00	1	.2861	.3094
Stimulate creativity	180	.00	1	.2845	.3127
Feel a special closeness with others in my group	182	.00	1	.2802	.3321
Chance to think/solve problems	181	.00	1	.2528	.2923
Share my skills with others	180	.00	1	.2097	.2799
Feel like I was the one of the first people to use this place	179	.00	1	.1690	.2452

* Scale 0 (not at all important) to 1 (extremely important)

A6: Components of the Factor Analysis

Table XII. KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.892
	Approx. Chi-Square	3629.692
Bartlett's Test of Sphericity	df	703
	Sig.	.000

Figure VIII. Scree Plot

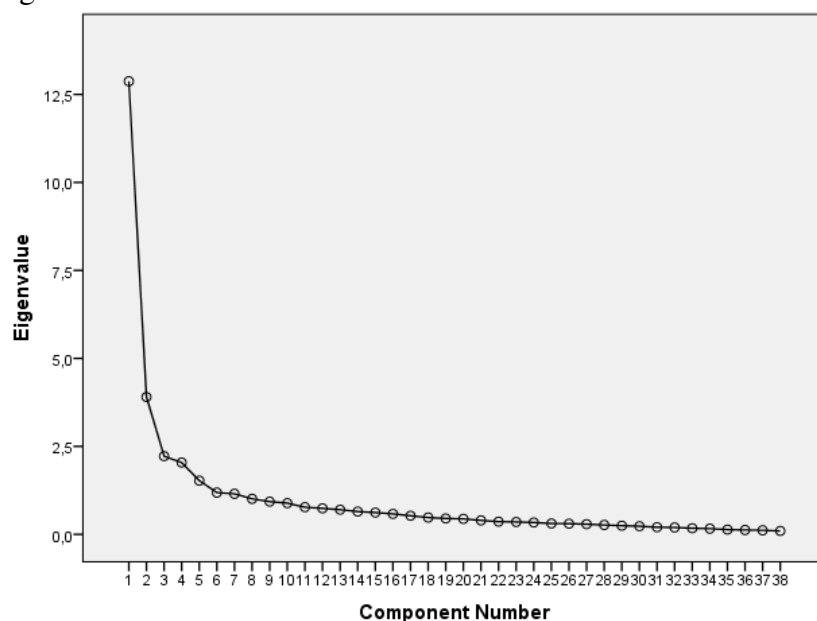


Table XIII. Rotated Component Matrix (38 items)

REP items	Component*				
	1	2	3	4	5
Reflect on life	.828				
Obtain a deeper connection in life	.781	.311			
Opportunity for self-discovery	.770				
Get in touch with true self	.762		.330		
Find inspiration in natural surroundings	.743	.374			
Chance to think/solve problems	.671				
Stimulate creativity	.668				
To have a story to tell	.585				.553
Develop a sense of self-confidence	.555			.388	
Feel like I was the one of the first people to use this place	.495				.369
Recreate in a primitive environment		.786			
Observe and appreciate the ecosystem		.763			
A clean and unpolluted environment		.698			
Explore the natural environment		.674	.305		.380
Experience nature's magic and mysticism	.433	.603			
Develop an oneness with nature	.349	.590	.399		
Observe/hear wildlife		.583			
Experience the scenic quality of nature		.550			
Feel connected to a place that is important	.307	.487			
Freedom of choice as to actions and use of time	.312	.391			

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Develop a sense of remoteness from cities			.805		
Being alone/solitude			.744		
Free from observation from all other people			.696		
Get away from daily routines	.333		.695		
Tranquility and peace	.421		.583		
Simplify daily priorities.	.348		.520		
Physical health and exercise			.499		
Feel a special closeness with others in my group				.846	
Other group members were accepting me for who I am				.803	
A small intimidate group				.716	
Privacy from most people but personal relationship				.672	
Share my skills with others	.463			.630	
Feel a connection with others who value wilderness	.366	.300		.510	
See dramatic landscapes			.333		.655
Having a sense of discovery	.444				.556
Enjoy outstanding views	.493				.549
Experience places I have read about					.524
Having an adventure	.336			.365	.520
Percent of the variance explained	33.9	10.3	5.8	5.4	4.0

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 8 iterations.

* Illustration of Loadings > .30

Table XIV. Comparison of original domains and determined domains

	Factor				
	1	2	3	4	5
Exploratory					
Experience the scenic quality of nature		X			
Physical challenge	deleted				
Having a sense of discovery					X
See dramatic landscapes					X
Tranquility and peace			X		
Remoteness					
Being alone/solitude			X		
Free from observation from all other people			X		
Develop a sense of remoteness from cities			X		
Simple Living					
Get away from daily routines			X		
Physical health/ and exercise			X		
Simplify daily priorities			X		
Natural Environment					
Enjoy outstanding views					X
Explore the natural environment		X			
Observe/hear wildlife		X			
A clean and unpolluted environment		X			
Enjoy comfort in natural surroundings	deleted				
Shared Solitude					
A small intimidate group				X	
Privacy from most people but personal relationship				X	
Feel a special closeness with others in my group				X	
Other group members were accepting me for who I am				X	
Connectedness/Spirituality					
Feel connected to a place that is important		X			

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Recreate in a primitive environment		X			
Feel a connection with others who value wilderness				X	
Observe and appreciate the ecosystem		X			
Obtain a deeper connection in life	X				
Wilderness Travel Skills					
Develop a sense of self confidence	X				
Share my skills with others				X	
Self-discovery					
Chance to think/solve problems	X				
Develop an oneness with nature		X			
Get in touch with true self	X				
Opportunity for self-discovery	X				
Reflect on life	X				
Stimulate creativity	X				
Adventure					
Having an adventure					X
To have a story to tell	deleted				
Experience places I have read about	deleted				
Feel like I was the one of the first people to use this place	X				
Freedom of choice as to actions and use of time	deleted				
Inspiration					
Experience nature's magic and mysticism		X			
Find inspiration in natural surroundings	X				

Table XV. Factor characteristics*

	Factor				
	1	2	3	4	5
Mean	1,1985	2,9021	2,4793	1,2990	2,8875
Median	1,1111	3,0000	2,5714	1,1667	3,0000
Mode	,00 ^a	3,56 ^a	3,14	,00	2,50
Skewness	,762	-,353	-,292	,656	-,286
Kurtosis	-,003	-,756	-,725	-,170	-,760

a. Multiple modes exist. The smallest value is shown

* Scale 0 to 4

Table XVI. Data for Boxplot explanation*

		Factor				
		1	2	3	4	5
All Germans (n = 184)						
N	Valid	173	177	169	175	180
	Missing	11	7	15	9	4
Mean		1.1985	2.9021	2.4793	1.2990	2.8875
Median		1.1111	3.0000	2.5714	1.1667	3.0000
Mode		.00 ^a	3.56 ^a	3.14	.00	2.50
Std. Deviation		.93919	.71188	.88960	.98881	.75129
Minimum		.00	.89	.29	.00	1.00
Maximum		4.00	4.00	4.00	4.00	4.00
Percentiles	25	.4444	2.3333	1.7143	.5000	2.2500
	50	1.1111	3.0000	2.5714	1.1667	3.0000
	75	1.7778	3.5556	3.1429	2.0000	3.5000
Visitors influenced 'completely' by wilderness during the travel decision (n = 52)						
N	Valid	50	51	50	51	52
	Missing	2	1	2	1	0
Mean		1.3622	3.2505	2.6257	1.5327	3.1587

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Median		1.2222	3.3333	2.7857	1.3333	3.2500
Mode		.00	3.22	1.14 ^a	.00 ^a	3.50
Minimum		.00	1.78	.57	.00	1.50
Maximum		4.00	4.00	4.00	4.00	4.00
Percentiles	25	.4444	2.8889	1.8214	.5000	2.7500
	50	1.2222	3.3333	2.7857	1.3333	3.2500
	75	2.2222	3.7778	3.2143	2.3333	3.6875
German Zone One Visitors (n = 53)						
N	Valid	50	52	52	53	53
	Missing	4	2	2	1	1
Mean		1.2733	3.0363	2.9148	1.4654	3.0000
Median		1.2222	3.1667	3.0000	1.3333	3.0000
Mode		1.22 ^a	3.33	3.00	.00	2.50
Minimum		.00	1.44	1.43	.00	1.00
Maximum		4.00	4.00	4.00	4.00	4.00
Percentiles	25	.6389	2.5556	2.4643	.6667	2.5000
	50	1.2222	3.1667	3.0000	1.3333	3.0000
	75	1.8056	3.5556	3.4286	2.1667	3.5000

a. Multiple modes exist. The smallest value is shown

*Scale 0 to 4

Erklärung

Hiermit versichere ich, dass ich diese Arbeit selbstständig verfasst und keine anderen als die angegebenen Quellen und Hilfsmittel benutzt habe. Außerdem versichere ich, dass ich die allgemeinen Prinzipien wissenschaftlicher Arbeit und Veröffentlichung, wie sie in den Leitlinien guter wissenschaftlicher Praxis der Carl von Ossietzky Universität Oldenburg festgelegt sind, befolgt habe.

Oldenburg, den 02. April 2015