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Why differentiate day visitors?: lessons for managing tourism in the Peak District National Park

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Abstract

Visitor categorisation is a complex and dynamic research area since visitor actions are highly subjective and in constant process of change (Doran *et al.*, 2014; Arnegger *et al.*, 2010; McCabe, 2005). Management organisations benefit from simple visitor categorisation to better predict and sustain visitor satisfaction (Horner, 2016; Stanford, 2014). Considering the case study of the Peak District National Park (PDNP), two distinct groups are identified: day visitors and staying visitors. This research explores the significance of differentiating visitor groups beyond this simple taxonomy.

The research methods selected include a questionnaire to compare day visitors and staying visitors in the PDNP. This questionnaire was designed to determine whether day visitors could be seen as a unique visitor group. In addition, the method of interviews and a focus group were necessary to explore the limitations of using simplistic visitor categorisation. The results of this research found that one distinct visitor category, day visitors, is too generalised since diverse differences exist within the day visitor category. In response, this study devised its own day visitor categories that emerged from the data. These categories indicated that, without appreciating day visitors in detail, the social and environmental significance of this group for tourist destinations will always be overlooked.

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Chapter 1 Introduction

1.0 Introduction

Within tourism literature, day visitors are a largely under-explored and neglected visitor group. Day visitors are rarely distinguished from staying visitors who stay over-night in destinations. It is argued by McKercher *et al.* (2006) and McKercher and Chan (2005) that once the identity of visitors is understood, visitor actions, expectations and experiences can be better anticipated and interpreted. Without differentiating day visitors from staying visitors, it must be assumed that both visitor groups experience the destination in similar ways. Such assumptions do not pose significant issues for tourist destinations where day visitors are the marginal visitor group. Within destinations where day visitors represent a vast proportion of the visitor base, it would be anticipated that this group would be well researched and understood by management organisations. In the Peak District National Park (PDNP), day visitors make up approximately 79% of all visitors to the area (Peak District National Park Authority, 2014a). To explore the importance of differentiating day visitors, the ideal case study for this research is the PDNP since day visitors make up the majority of the total number of visitors, which is between 10 and 22 million visitors a year (Peak District National Park Authority, 2014a; 2013a).

Despite these figures depicting the proportion of day visitors to the PDNP, the management authority, Peak District National Park Authority (PDNPA), does not currently differentiate this visitor group from the staying visitors when compiling their visitor data (Peak District National Park Authority, 2014a; 2005). In fact, current management approaches in the PDNP aim to increase length of staying visits in an attempt to boost the revenue gained from accommodation providers (Peak District National Park Authority, 2012). Day visitors,

therefore, are not a key component of the tourism strategy, explaining the lack of current knowledge about this visitor group. However, organisations such as Visit England (2016) clearly distinguish day visitors from those that stay overnight, thereby recognising an important difference between these groups. The aim of this research is to question to what extent is a lack of differentiation between visitor groups a hindrance to destinations such as the PDNP? The first objective of this research explores the two visitor groups, day visitors and staying visitors in the PDNP, to identify whether any key differences between their visitor routines and preferences exist.

The significant findings from the literature maintain the complexity and subjectivity of visitor categories and begin to explain a lack of knowledge about certain visitor groups. The term *tourist* is too readily used to describe all visitors without much consideration as to what it connotes (McCabe, 2005). Visitors are a dynamic since they are individuals with differing experiences and interests that evolve and change continuously with each visit they make. To begin to address this diversity, management organisations devise visitor categories to better meet the expectations of visitors and to tailor visitor experiences (Horner, 2016). General distinctions, such as repeat visitors and first-time visitors, are widely studied yet fail to distinguish visitor groups any further than visitation frequency (Hong *et al.*, 2009; Li *et al.*, 2008; Brouillette, 2007; Alegre and Juaneda, 2006; Lau and McKercher, 2004). Falk *et al.* (2007) and Falk (2006) categorise visitors using visitor motives, knowledge and experience. Visitors have also been differentiated using their independence within a tourist destination. For instance, Cohen (1972) describes visitors as: the organised mass tourist; the individual mass tourist; the explorer; and the drifter. In contrast, McKercher *et al.* (2006) categorises visitors through their experience of a destination. Clearly, there are endless definitions and distinctions to find between and even within visitor groups. For instance, Stern (2000) defines different types of eco-tourists.

The range of these categories is explained since the literature implies that visitors can belong to a number of different visitor categories simultaneously. For instance, the close proximity which day visitors often live to tourist destinations means that they may identify themselves as residents and visitors at the same time. The traditional differences between residents and visitors, as depicted by Williams and Lawson (2001), Tosun (2002) and Convery and Dutson (2008), become less distinct. Furthermore, it is not only management organisations that categorise visitors, visitors are argued to often differentiate themselves from other visitors (Brouillette, 2007). This begs the question: are the categories of day visitor and staying visitor relevant to the visitors themselves? The second objective of this research addresses this question of the suitability and longevity of categorisation for managers and visitors. In response, this research suggests new categories for day visitors that may better reflect their actions and routines.

It is clear that visitor categories can be devised and re-categorised into further sub-categories, but to what end? The literature explains that understanding visitors is economically advantageous since visitor needs and expectations can be appropriately met, which encourages repeat visitation (McKercher *et al.*, 2006; McKercher and Chan, 2005). Yet, within the PDNP, staying visitors dominate the accommodation sector and are thus the focus for the PNDPA. To consider an alternative perspective, a wealth of research identifies that certain visitor groups can be labelled as more or less environmentally aware. The environmental and social significance of differentiating day visitors is the third and final objective of this research. For instance, it is argued that visitors who take part in more active leisure activities are more sensitive to environmental degradation and are, subsequently, willing to protect and preserve the landscapes they use and rely upon (Kyle *et al.*, 2003). Furthermore, regular visitors are debated to be more environmentally sensitive than those who visit less often and are willing to volunteer and contribute to the protection of the destination (Sanagustín Fons and Fierro, 2011; Suckal *et al.*, 2009; Dolnicar and Leisch, 2008).

Sustaining tourist destinations is a key component to tourism management. It is thus crucial to understand the different visitors who contribute to both the protecting and degrading these places.

1.1 Contribution to knowledge

This study addresses a gap within tourism literature and is different from other studies since it covers the subject area of day visitors in depth. Whereas many studies explore a range of visitor categorisation or compare two categories, such as first time and repeat visitors, this research investigates one visitor category in detail to extrapolate further categories and trends. This research is also unique in its case study since the PDNPA do not yet distinguish day visitors from staying visitors, meaning any insights from this study are original and could present significant findings for tourism providers such as the PNDPA.

1.2 Research aims

This research aims to uncover whether it is worthwhile differentiating day visitors from staying visitors at all and to what extent this simplistic visitor categorisation is an effective means of studying and understanding visitors. As depicted in the literature, one visitor category cannot always encompass the diversity and subjectivity of a visitor group (Brouillette, 2007; McCabe, 2005; Falk *et al.*, 2007; Falk, 2006; Cohen, 1972). This research begins by comparing day visitors against staying visitors to find any differences between these visitor groups. Through the use of 168 questionnaire responses, various aspects of visitor routines, activities, motivations, information choices and visitation frequency, are researched. Once any differences between day visitors and staying visitors are established, detailed analysis of the questionnaire aims to uncover any further trends. Finally, the research

conducts focus groups and interviews with day visitors with the aim to explore insights that cannot be seen from simple dichotomy. Using this case study of the PDNP, the relevance of differentiating day visitors as a separate group in other destinations will be raised.

Table showing the research aim and objectives.

Research aim: <i>To explore the importance of simplistic visitor categories for tourist managers</i>		
Objective	Method	Justification
1. Explore the significance of differentiating day visitors from staying visitors.	Compare the secondary PDNPA Visitor Surveys against original questionnaire and focus group data.	These comparisons between the visitor groups and Visitor Survey, will enable differences to be seen between the two visitor groups. Any differences will demonstrate what the PDNPA does not yet know. This objective begins to meet the aim by answering why simple differentiation may be important.
2. Assess the suitability of the day visitor category for the visitors themselves.	Analyse the questionnaire data to find further trends and conduct in-depth interviews with day visitors to find their individual characteristics.	The use of the qualitative interviews and focus groups illustrates whether day visitors can be categorised further, beyond the simplistic categories of day visitors and staying visitors. To aid the research aim, this objective explores the significance of more detailed differentiation.
3. Explore the social and environmental importance of day visitors for PDNPA.	Propose day visitor categories that emerge from the original interview and focus group data.	The social and environmental contributions of day visitors are suggested by categorising day visitors to find out whether certain visitor groups can be identified as more or less significant for the PDNPA.

Table 1.1: Research aim and objectives

1.3 Thesis structure

The chosen case study for this research is introduced and explained in Chapter 2. Chapter 3 presents the literature which underpins this research and introduces the fundamental literature debates. The methods and methodology are presented in Chapter 4. The results of this study and the discussion of its findings are shown in Chapter 5. Chapter 5 addresses the research aim and objectives. Chapter 6 concludes the fundamental findings of the research and presents suggestions for future work and development.

Chapter 2 Research Background

2.0 Researcher's positionality

The motive and justification for this research all stem from an undergraduate dissertation that I conducted in 2013 (Moore, 2013). This dissertation was about the impacts of tourism upon the PDNP. This particular case study was of interest to me since I am and was a resident of Derbyshire. Living very close to the borders of the PDNP, directed the location and concept of the undergraduate dissertation since I was prior informed about the vast numbers of day visitors that the PDNP receives. As a Geographer, I became increasingly interested in tourism and the impacts of this upon a place I know and visit often. As a result of the interview discussions conducted for the undergraduate thesis, I became aware that day visitors dominate the PDNP in numbers, yet Visit Peak District and the Peak District National Park Authority showed little concern or focus upon the day visitors. Furthermore, there were clearly two distinct groups that the PNDPA outline in their management approach: staying visitors and day visitors. An entire group, staying visitors, formed the management strategy. Upon reflection, I wished to explore visitor grouping in more detail to determine the implications of managing visitors in such broad groups. I wondered whether the PDNPA were fundamentally missing any key information about day visitors that may well benefit their decision making. Such thought processes, based upon initial research, led me to this research about day visitors in the PDNP.

2.1 Introducing the Peak District National Park

The PDNP is selected as the case study for this research above other national parks in the United Kingdom (UK) due its high number of day visitors. Of the 8.75 million visitors that the PDNP welcomes, the average length of stay is 1.34 days (Table 2.1). Comparing the total number of visitors and the average length of stay, the PDNP and Yorkshire Dales both demonstrate a trend that day visitors dominate the visitor numbers. Using the same model of data collection, each national park estimates the number of visitors who enter the park and the number of days which visitors spend in the park each year. It can be estimated from this data approximately how long the visitors stay in each national park (Table 2.1).

Comprehensive Visitor Surveys, which are conducted under what is called the State of the Park Report, provide the percentage of day visitor responses from each survey (Peak District National Park Authority, 2013a). This data is based upon a range of sample sizes and is not produced annually and, therefore, can only provide estimated trends for the percentages of day visitors in the UK. From the State of the Park reports, Table 2.2 indicates that Dartmoor (85.2%) and the Peak District (79.0%) are predominantly day visitor destinations. The Lake District is often used as a case study within tourism literature, however, it attracts just 31% of day visitors making this location inappropriate for this research (Table 2.2).

Table showing annual visitor numbers within UK national parks

National park	Visitors per year (million)	Visitor days per year (million)	Average length of stay (in days)
Brecon Beacons	4.15	5	1.20
Broads	8	15.5	1.94
Cairngorms*	1.5	3.1	2.07
Dartmoor*	2.4	3.1	1.29
Exmoor	1.4	2	1.43

Lake District	14.8	21.8	1.47
Loch Lomond and the Trossachs*	4	7	1.75
New Forest	Not available	13.5	Not available
Northumberland	1.5	1.7	1.13
North York Moors	7	10.8	1.54
Peak District	8.75	11.75	1.34
Pembrokeshire Coast	4.2	13	3.10
Snowdonia*	4.27	10.4	2.44
South Downs	Not available	39	Not available
Yorkshire Dales	9.5	12.6	1.33

Table 2.1 UK National Park visitor numbers.*These visitor number figures have been taken from STEAM reports, mostly from 2009. Figures for all other national parks were updated in October 2014 (National Parks, 2015).

Table showing the percentages of day visitors within UK national parks

National Park	Date of visitor survey	Day visitors	Source
Dartmoor	2010	85.2%	Dartmoor National Park (2014)
Exmoor	2011	16%	Exmoor National Park Authority (2011)
Lake District	2013	31%	Lake District National Park Partnership (2013)
New Forest	2013	60%	New Forest National Park (2013)
Northumberland	2012/13	67%	Northumberland National Park Authority (2013)
Peak District	2014	79%	Peak District National Park Authority (2014a)
Snowdonia	2007	23%	Snowdonia National Park (2007)
Yorkshire	2013	47%	Yorkshire Dales National Park Authority (2013)

Table 2.2: The percentage of day visitors in UK national parks which conducted individual State of the Park Reports.

Situated in the heart of the East Midlands, the PDNP is surrounded by a number of large cities including Sheffield, Nottingham and Manchester and a vast 16.1 million people live within 40 miles of the PDNP (Peak District National Park Authority, 2013a). The PDNP is easily accessed from its surrounding conurbations and this makes it an attractive destination for day visitors. The PDNP refers to the boundary of the National Park, which is illustrated in Figure 2.1. This boundary crosses four county borders, giving a total of nine local authorities (Peak District National Park Authority, 2013c). The PDNPA oversees the decisions which are made within the PDNP and must consider the views and opinions of each of the stakeholders and the tourist board, Visit Peak District. This cooperation ensures that the economic, environmental and social goals of the PDNPA are met. Visit Peak District is the fundamental means of communicating with visitors, which makes their cooperation with the PDNPA crucial to the management of the national park.

Map showing the boundary of the PDNP



Figure 2.1 Map of the PDNP as highlighted in green and its surrounding conurbations. 1 grid square is 16km (Visit Peak District, 2014).

2.2 What is known about day visitors?

The current knowledge of day visitors within the literature is not well covered, yet, organisations like Visit Britain are well set-up to gather the data they require about this particular visitor group. Visit Britain presents extensive data about day visitors for each region in the UK. The PDNPA however, do not have the sufficient resources and funds to conduct such extensive surveys which will obtain data for the PDNP specifically. In 2014, the PDNPA Chief Executive explained that:

“People have estimated 2 to 3 million pounds to do a proper visitor survey of the Peak District. There are a hundred road entrances into the national park, there are thousands of car parks, lay-bys, parking spots, picnic spots, to get a really accurate picture we would need to deploy a lot of casual surveyors at the time of day and year when people arrive” (Appendix 1).

Instead, like the majority of UK national parks, the PDNPA conducts State of the Park Visitor Surveys for all visitors to the park and estimates the percentage of day visitors from these reports. Since 1986, the PDNPA have conducted four State of the Park Visitor Surveys (Peak District National Park Authority, 2014a). However, the PDNPA does not yet monitor the numbers of all of the day visitors who enter the PDNP each year. The model which the PDNPA use to annually calculate visitor numbers only counts visitor days which are identified as a stay of more than three hours. In correlation with the PDNPA’s definition, Lumsdon *et al.* (2006: 142) describe that, *“A tourism day visit is defined as a leisure trip of three or more hours duration from home.”* A stay any shorter than three hours is not counted within the PDNPA’s model due to the complications and economic restraints of conducting surveys which would consider such short stays (Peak District National Park Authority, 2013b).

Both the PDNPA and Visit Britain distinguish visitors who stay for under three hours. These visitors are known as *leisure visitors* and those who stay for longer periods as *tourists* (Peak District National Park Authority, 2013b). The PDNPA Visitor Surveys indicate that *leisure visitors* made up 48.0% of the visitors to the Peak District in 2005 and 21.0% in 2014 (Peak District National Park Authority, 2014a; 2005). These figures indicate that almost a quarter of day visitors are not counted within their annual visitor number estimates. As a result, it is unknown exactly how many day visitors enter the PDNP each day; “*Estimates range from 11.7 million visitor days to 23.0 million visitor days each year*” (Peak District National Park Authority, 2013a).

The two surveys which provide the current visitor information for the PDNP are the 2005 Visitor Survey and, the most recently published, 2014 Visitor Survey (Peak District National Park Authority, 2014a). These surveys queried visitor demographics, length of stay, accommodation choice, travel routines, information sources and visitor satisfaction. Although extensive, these surveys still lack any differentiation between day visitors and staying visitors. The Visitor Survey collected data indicating that 79% (Table 2.2) of visitors who completed the survey were day visitors, yet the differences between day visitor and staying visitor responses remain unknown. The Visitor Surveys provide this research with both a justification for further research and a basis from which to compare its results. Importantly, the Visitor Surveys represent the current situation in the PDNP and the limits of the knowledge which the PDNPA have about their visitors.

Visitor activities, information sources and motivations are important indicators to better meet the expectations and needs of visitors. The 2014 Visitor Survey shows that visitors predominantly use their own knowledge and independently search for information (Figure 2.2). It is also clear that the scenery, peace and tranquillity of the landscape are major reasons why visitors decide to visit the PDNP (Figure 2.3). In correlation to the high

percentage of day visitor respondents, living locally is the third most important reason to visit the area (Figure 2.3). Despite being a destination which offers ample recreational activities, recreation is a motivation for just 19% of visitors, yet, there is an emphasis upon taking part in recreational activities once visitors arrive (Figure 2.4). A significantly lower percentage of visitors are found to take part in visiting specific attractions than those who take part in walking and sightseeing (Figure 2.4). The Visitor Survey data shows that enhancing the use of visitor attractions and the maintenance of walking trails are the current management challenges for the PDNPA.

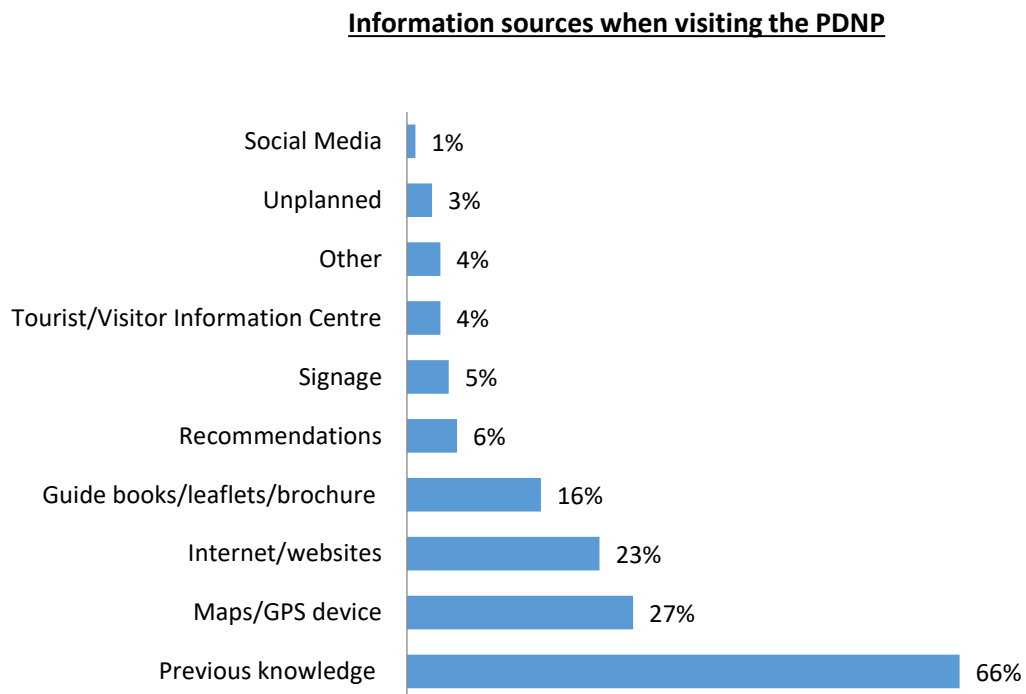


Figure 2.2: Visitor information sources from the 2014 Visitor Survey (Peak District National Park Authority, 2014a).

Visitor motivations for visiting the PDNP

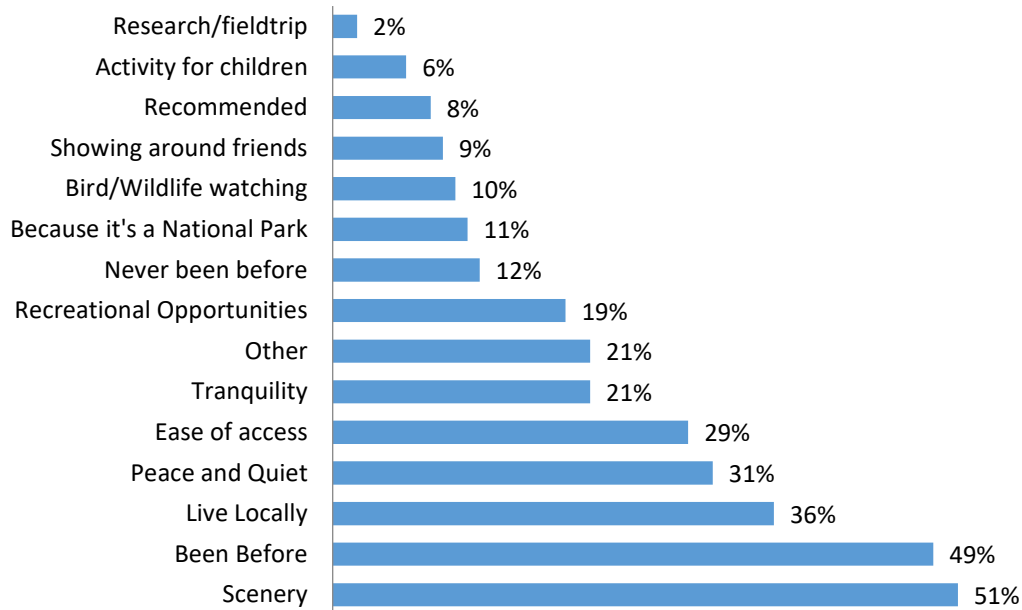


Figure 2.3: Visitor motivations from the 2014 Visitor Survey (Peak District National Park

Visitor activity choices when visiting the PDNP

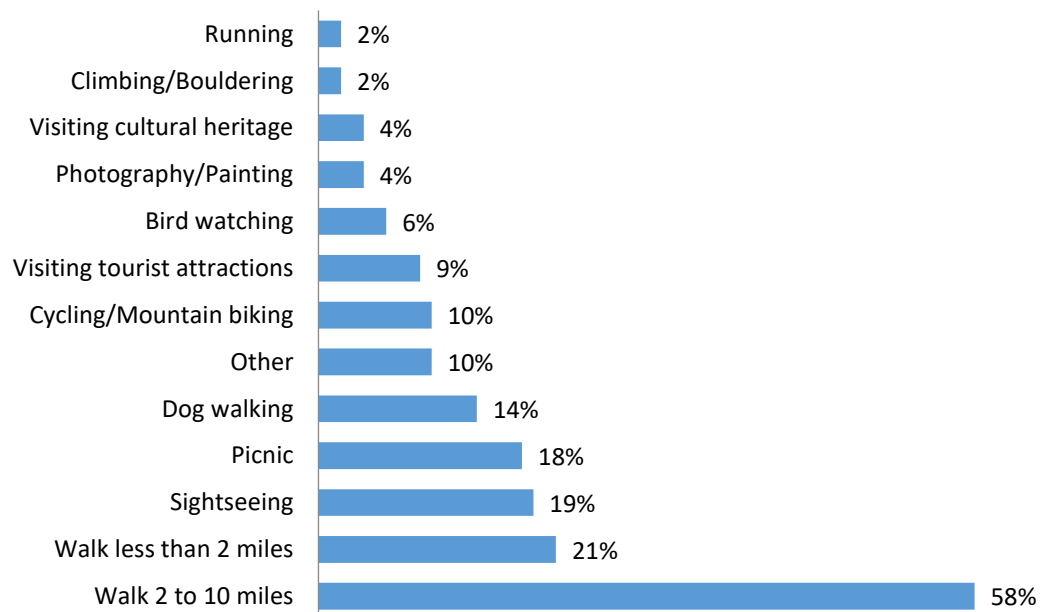


Figure 2.4: Visitor activities from the 2014 Visitor Survey (Peak District National Park

Authority, 2014a).

In addition to the Visitor Survey, the PDNPA produces an Economic Assessment Model which further demonstrates the activities which visitors participate in and, importantly, shows where visitors generate the most revenue. The most recently published 2013 Economic Assessment Model shows that accommodation annually contributes £73.58 million to the PDNP, whereas food and drink contribute £83.43 million (Peak District National Park Authority, 2013d). Shopping is the leading business for the PDNP, generating £102.25 million of revenue a year (Peak District National Park Authority, 2013d). With an abundance of day visitors, enhancing the use of accommodation is a clear tourism strategy; the 2014 Visitor Survey demonstrates that the greatest amount which individual visitors spend is on accommodation (Peak District National Park Authority, 2014a). Yet, the 2014 Visitor Survey indicates that 39.0% of visitors opt for the cheapest accommodation choice and camp when they visit the PDNP (Peak District National Park Authority, 2014a).

2.3 Visit Britain data

As a significantly larger organisation than the PDNPA, Visit Britain have extensive visitor data for England, Scotland, Wales and Northern Ireland. The Great Britain Tourism Survey shows overnight visits taken in the UK by domestic visitors and is published monthly and annually (Visit Britain, 2016; Visit Britain, 2015a). The annual reports summarise visitor numbers, destination type and region, visitor demographics, accommodation choice, visit expenditure, visit purpose, activities undertaken, transport choice and booking methods (Visit Britain, 2015a). The Great Britain Day Visitor Survey is a separate report which is also published monthly and annually (Visit Britain, 2015b). The Great Britain Day Visitor Survey is more significant for this research since it indicates what is currently known about day visitors. These reports are the result of weekly interviews and an annual sample of almost 115,000 participants of which nearly 19,000 were counted as tourism day visitors (Visit Britain, 2015b).

The most recent results (2015) show that 8,075 million leisure day visits were made in 2015 in comparison to 1,525 million tourism day visits (Visit Britain, 2015b). Visit Britain found that 38% of day visitors stay between three and four hours (Visit Britain, 2015b).

The Great Britain Day Visitor Survey focuses on tourist day visits and shows visitor volume, value, expenditure, profile, activities, visit duration, destination type, distance travelled and mode of transport (Visit Britain, 2015b). The 2015 results demonstrate that, despite 27% of tourism day visitors not spending anything, the annual spend within the UK is £54 billion, of which eating out (£6,662 million) and special shopping (£8,718 million) contribute the highest expenditures (Visit Britain, 2015b). The majority of day visitors travel by car (65%), as the PDNPA found, and an average day visitor to the UK travels a total of 46 miles (Visit Britain, 2015b). Visit Britain also cross-references their data to demonstrate how variables, including travelling distance or region, influence activity choices, visitor volume and expenditure. Figure 2.5, indicates that with shorter travelling distances, outdoor activities are undertaken as well as eating out. It is this degree of analysis that the PDNPA lacks and Visit Britain do not yet differentiate national parks or counties within this data analysis. Their data, although comprehensive, is only relevant to England as a whole.

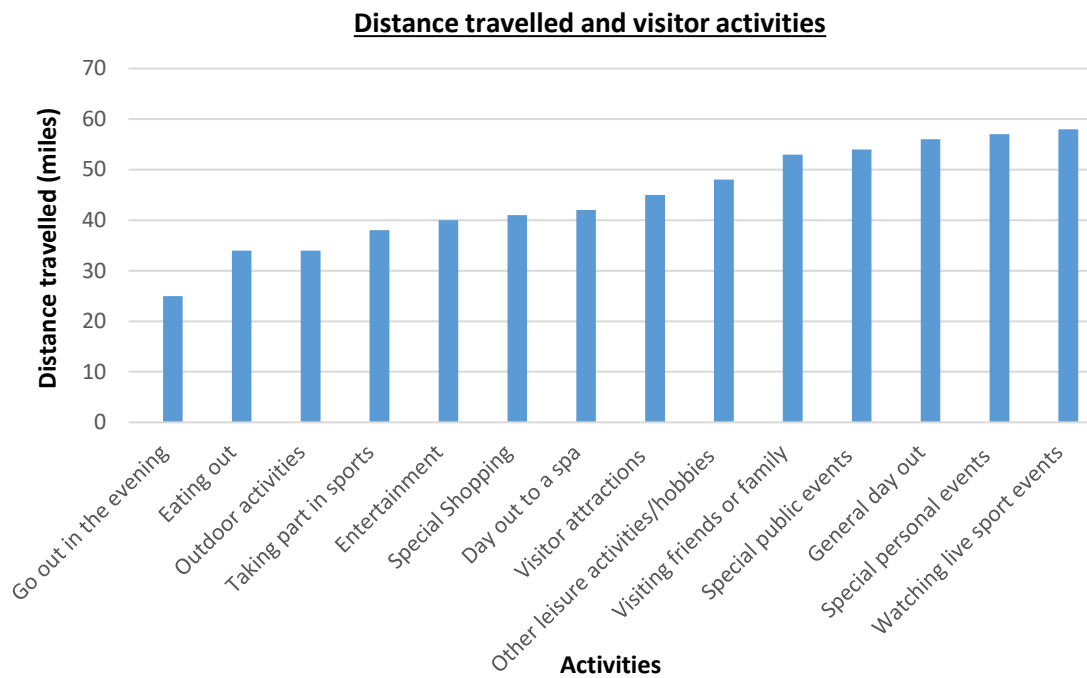


Figure 2.5: Day visitor activities and travelling distance as shown by Visit Britain in their Great Britain

Day Visitor Survey (Visit Britain, 2015b).

Finally, it must be added that Visit England conducted research in 2016 to explore day visitor groups further (Visit England, 2016). This visitor segmentation study shows 5 categories to differentiate visitation motives, destination choices and visitor needs (Visit England, 2016). They use these categories to generalise the demographics of visitors, as well as the length of their visits and the activities undertaken. The categories devised are aspirational family fun, country-loving traditionalists, free and easy mini-breakers, fun in the sun and fuss-free value seekers (Visit England, 2016). Visit Britain are beginning to differentiate visitor groups beyond their recognition of day visitors, leisure visits and tourism day visits. It is clear how Visit Britain could use such data to predict visitor expectations and motivations but to what extent are these categories relevant to day visitors? Importantly, neither visit Britain nor the PDNPA, research and categorise day visitors in qualitative ways. The statistics of day visitor activities, demographics and travelling distances can show potential trends which generate groups such

as “mini-breakers”. However, day visitors themselves may well diverge from the categories created purely from quantitative data.

2.4 Managing day visitors within the PDNP

The PDNPA develops their plans and policies for the PDNP within their Management Plan which is reviewed every five years. A focus upon the economy and local communities has been emphasised in the recent Management Plan of 2012-2017; this reviewed plan segregates the economy and local communities into separate areas of management (Peak District National Park Authority, 2012). The Management Plan must incorporate the needs of the residents, visitors, local economy and the landscape (Peak District National Park Authority, 2012). Although day visitors make up 79.0% of the visitors to the PDNP, the marketing campaigns are primarily targeted towards new visitors and staying visitors. In collaboration with the PDNPA, the Visit Peak District website is targeted towards staying visitors with a focus upon visitor attractions and places to stay (Visit Peak District, 2015). The Chief Executive of the PDNPA explains their strategy:

“You could have 100% increase in staying visitors, which might only be a 5% increase in visitors overall. It’s a marginal impact on the number of people in the park, but the economic benefits would be massive” (Appendix 1).

The PDNPA’s tourism strategy is thus, to increase the number of visitors throughout the year when there is capacity and to encourage staying visitors to stay longer (Peak District National Park Authority, 2012). Accommodation is the most effective means of gaining the highest revenue from visitors making staying visitors the clear focus for the PDNPA.

Sustainability is at the core of the PDNPA and they work with Visit Peak District to promote responsible tourism: *“the social responsibility is to, tell people what is on offer but*

also do it in a more sustainable way by using public transport, using the railways, a hop on hop off, doing joint ticketing for clustered types” (Appendix 1). The PDNPA wishes to enhance the awareness of the special qualities of the PDNP and is working closely with communities and local businesses to ensure future sustainability and cooperation (Appendix 1). However, since the vast majority (83.0%) of visitors travel by car to reach the PDNP, increasing the number of staying visitors may not be environmentally sustainable (Peak District National Park Authority, 2014a). This research explores how day visitors can contribute sustainably to the PDNP by firstly differentiating this visitor group. With regular visitation and vast visitor numbers, these visitors, which are yet to be explored in much detail in the PDNP, could have a substantial sustainable impact and influence.

2.5 Finding the missing day visitors

Day visitors to the PDNP are currently a missing visitor group since their visitor numbers are predominantly unknown and the Visitor Surveys do not differentiate day visitors from staying visitors. Furthermore, day visitors are not a part of the current tourism strategy of the PDNPA, meaning that the visitor information, adverts and marketing are all tailored towards staying visitors. It is rather surprising that there is a lack of information about day visitors since this visitor group significantly dominate the PDNP and thus contribute to the successful food and shopping sectors. Yet, with such limited research within the literature about this visitor group, there is no evidence to warrant expensive and time-consuming research or changes to the existing tourism strategy of the PDNPA. With the exploration of the debate that surrounds day visitors within the literature, the knowledge of day visitors, or lack thereof, will become clear.

This study strives to demonstrate the importance of differentiating and recognising this visitor group in the PDNP. Without distinguishing day visitors from staying visitors in the PDNP, any unique day visitor trends will remain unknown. It is currently assumed that the Visitor Surveys demonstrate the trends of day visitors as well as staying visitors. Furthermore, although Visit Britain can provide comprehensive quantitative data about day visitors, it remains to be seen to what extent their visitor categories and trends are applicable to day visitors in reality, and, to the PDNP in particular. Each national park has unique characteristics and attracts visitors for a range of reasons. Generalising UK trends, therefore, may not provide a comprehensive view of day visitors in the PDNP. To address these concerns, the debates of visitor categorisation and segmentation are explored in the following literature review.

Chapter 3 Literature Review

3.0 Introduction

Day visitors are a relatively undefined and unexplored visitor group within tourism literature. It is widely acknowledged that the term *tourist* is too readily used to describe such a broad group of individuals (McCabe, 2005). Instead, therefore, a growing body of literature aims to differentiate visitor groups in order to better understand their behaviours, routines and motivations (Falk, 2006; McKercher *et al.*, 2006; McCabe and Stokoe, 2004; Cohen, 1984; 1979; 1972). Day visitors, however, remain a group which is yet to be widely differentiated. The existing literature, contrasting the identities of visitors and residents, allows this research to differentiate the group of day visitors from others. The differences between the perspectives of visitors and residents are explored by comparing the theories of the *tourists' gaze*, as introduced by Urry (1990), and the influences of home, as discussed by Blunt (1999).

Day visitors are largely overlooked within tourism literature and, thus, in destinations such as the Peak District, almost their entire visitor population remains unfamiliar and unattainable. Tourist boards are a fundamental point of contact with visitors which theoretically allow management organisations to enact some control over where visitors go and what they do once they arrive at a destination (Sharpley and Pearce, 2007). However, in the case of day visitors, this communication remains ineffective since their decisions may not always be influenced by advertisements (Gursoy and McCleary, 2004; Kerstetter and Cho, 2004). The challenges which day visitors present for tourist destinations are explored within such research about visitor communication.

Due to the lack of day visitor research, this literature review explores other avenues to understand this group. The close proximity which day visitors live to destinations to justify

short visits often correlates with repeat visitation. Repeat visitor theories are, thus, an ideal theoretical starting point in understanding the experiences and motives of day visitors. The motivations of repeat visitation are explored in order to appreciate exactly what these visitors do when they visit and why they return to the same places. Leisure activities are widely used to interpret the motivations of repeat visitors to return to a destination (Li *et al.*, 2008). The role of place dependence is discussed in relation to these studies of leisure tourism since the landscape is argued to be a central reason for visitors to return to a place (Kyle *et al.*, 2004a; Kyle *et al.*, 2004c; Warzecha *et al.*, 2000). Further motivations for repeat visitation, such as place attachment and familiarity, are discussed (McKercher *et al.*, 2012; Murdy and Pike, 2012; White *et al.*, 2008; Gursoy and McCleary, 2004; Kozak, 2001). This literature review will finally discuss the significance of differentiating day visitors within tourist destinations. For instance, the sensitivity of regular visitors towards the conservation of the landscape is an important consideration for management organisations (Dolnicar and Leisch, 2008).

3.1 Fundamentals of visitor theory

Perspectives and actions of visitors are at the heart of tourism studies. Once the interaction of visitors with the landscapes that they occupy is better understood, their needs, perspectives and motivations can be uncovered. Since the tourist industry aims to meet the expectations of visitors in order to sustain the success of a destination, it is paramount that management authorities are knowledgeable of the influences upon visitor experiences. Urry (1990) coined the term the *tourists' gaze* to describe the limited view of visitors. Due to repeated representations, visitors become immersed in landscapes which are entirely constructed in the mind (Urry, 1990). The meaning and value of landscapes are argued to be a product of their previous representations (Urry, 1990). Subsequently, the gaze of visitors is loaded with preconceptions which cannot be overlooked or erased, meaning that visitors only

see what they are expecting to see (Urry, 1990). Understanding the perspectives of visitors is integral because these dictate their actions within a destination as well as their expectations.

Viewing the landscape with unbiased and unconditioned eyes is argued to be impossible because the context of culture and experience cannot be detached from the way in which individuals interpret the world. Stedman (2003) explains that a sense of place is a result of the meaning and emotions that humans assign to natural landscapes. Crang (1998) develops these ideas further by discussing the significance of culture in shaping individual identities. The exposure to culture and its representations of society become an intrinsic part of individuals (Crang, 1998). Representations are accordingly subjective to the viewer since their own knowledge and experiences influence their perspectives (Crang, 1998).

As a result, Cosgrove and Daniels (1988) argue that landscapes become cultural spaces as they are created and shaped by humans. Landscapes are hence embedded with the values and meanings which society has placed upon them. Rowntree and Conkey (1980: 459) explain that, *“the cultural landscape is created and transformed by human symbolic action.”* The relationship between culture and landscapes is clearly reflected in tourist landscapes. Numerous representations of the same landscape are formed by visitors and comprise the very basis of the visitors’ knowledge and perceptions of these landscapes (Urry, 1990). The Lake District is commonly used to demonstrate the influence of the *tourists’ gaze* upon landscape representation and for a good reason. The Lake District is a landscape which has been relentlessly represented. From Wordsworth to Beatrix Potter, the Lake District is characterised by the interpretations and ideologies of others.

The sustainability of the *tourists’ gaze* is widely discussed since theorists, such as Massey (1995), recognise that the readings and impressions which individuals have of a place are in a constant process of change. It is maintained that the places of the past are open to as much interpretation as those of the present (Massey, 1995). New interpretations simply

enhance the representations of places, rather than alter their reliability and validity. Representations are always a product of past perspectives, as Crang (1998) explains, society cannot avoid the influence of their own history, culture and knowledge. The *tourists' gaze*, therefore, continues to develop and alter over time as new interpretations are continually based upon past representations. The subjectivity of the individual perspective adds to the cycle of representation because new experiences are shared with others, forming preconceptions for those yet to experience the place. The process is demonstrated by Jenkins (2003) through the use of holiday photographs taken by visitors. Asbollah *et al.* (2017) discuss how the multiple images from cameras become a part of travelling culture. Visitors often travel to the areas of interest which they have seen in photographs, read about or heard of through recommendations and personal experiences. As a result, visitor photographs become entirely focused upon the aspects of the landscapes which have been previously represented to visitors prior to their visit (Jenkins, 2003). Through the selective nature of photography, previous representations of landscapes are affirmed and re-represented.

Visitors are not passive receivers of tourism. It is argued that their use and reliance upon representations means that they are active creators of their own experiences, expectations and, fundamentally, dictate the representations of the destination (Foster, 2008). It is argued that how tourists perceive a destination is a result of both their own experiences and expectations (Asbollah *et al.*, 2017). Therefore, the tourist industry is more than the physical product of travel. Instead, it is the preparation for people to see places (Franklin and Crang, 2001). Minca (2007: 434) expresses that, "*modern tourism is based on the reproduction (and re-enactment) of the coming together of representation and (bodily) experience, of abstraction and materiality.*" Representation and ideology essentially provide tourist destinations with reasons for visitation. Guthrie and Gale, cited in Gallarza *et al.* (2002: 57) explain the importance of representation stating that, "*perceptions, rather than reality are what motivate consumers to act or not act.*" Since the perception of an image becomes the

major motivation to bring tourists to visit a destination, landscapes are maintained and altered to preserve this (Asbollah *et al.*, 2017). Destinations subsequently become a balance between fantasy and reality (Buchmann *et al.*, 2010; Nedelea, 2005).

The imagined state of the landscape becomes its reality as visitors seek to experience represented places and, with the *tourists' gaze*, cannot see past the landscape which they anticipated. This social construct leads to arguments about the reality and physical presence of the landscape. Massey (1995: 183) summarises that, *"places, in fact, are always constructed out of articulations of social relations."* Cosgrove and Daniels (1988) explain that landscapes are cultural images that become a part of society as meanings and ideologies are attached to the spaces which people occupy. Nature is an area of much debate since it is argued that it is no more than a product of ideology (Tolia-Kelly, 2010). As idealism is a social construct, the value of nature is only relevant to cultural contexts (Braun and Castree, 1998; Castree and Braun, 2001).

Various studies discuss the extent to which the physical landscape is sculpted for tourism (Tolia-Kelly, 2010; Minca, 2007; Garrod *et al.*, 2006; Nedelea, 2005). The following statement introduces these arguments surrounding landscape production:

"A destination is just a component, how-much-so-ever important a component may be, of the complex chain of products and services that structure the holiday experience of the tourist" (Nedelea, 2005: 25).

Tourist destinations are no more than a reflection of visitor expectations and representation. As a result, the physical landscape and its social constructions become indistinguishable. Hosany *et al.* (2006) emphasise the pressure to meet the ideologies and expectations of visitors stating that managing a destination image or personality is a vital for a destination to remain competitive. Tolia-Kelly (2010) demonstrates how the Lake District National Park in the

UK has become heavily shaped by representation in response to the pressures of ideology. As a result, the representations of the landscape have become a tangible presence. It is stated in Massey (1995) that landscapes can become frozen in time because their ideologies refer only to its *unspoilt* past. Convery and Dutson (2008) uncover the perception of the manipulation of the landscape for visitors through interviews with farmers in the Lake District National Park. Farmers and residents are in constant dispute because the working landscape of the Lake District National Park is intrinsic to the representations which attract visitors (Convery and Dutson, 2008). The dominance of visitors in shaping landscapes provides valuable insights into their perspectives and needs. However, Stedman (2003) asserts that the role of the physical landscape within tourism is all too often neglected and has, thus, lost relevance and presence.

3.2 Visitor behaviour

With an understanding of landscape construction, it is clear that the perspectives and experiences of visitors are at the heart of tourist landscapes. Hosany and Gilbert (2010: 522) argue that, *“an understanding of how tourists react to, or benefit from their emotional experiences will enable the formulation of appropriate marketing strategies.”* In order to understand visitors, Devesa *et al.* (2010) explain that motivations and visitor satisfaction are essential in determining the actions and behaviours of visitors. The *tourists’ gaze*, for instance, represents the preconceptions of visitors which, in turn, dictate their actions and behaviours once they arrive at a destination (Urry, 1990). To predict and interpret visitor movements, actions and motivations, their experiences and perceptions are at the heart of this aspect of tourism literature. However, it is cautioned that individual responses to a destination are subjective and may vary between gender, ethnicity, religion, culture and education (Asbollah *et al.*, 2017).

The motivations of visitors are widely discussed within tourism literature and many reach the same conclusion: visitors seek new experiences. Asbollah *et al.* (2017) suggests that people in a modern world wish to explore places that contrast to the usual places of their everyday lives. A desire to find the extraordinary, and to escape familiar spaces and the rigidity of everyday life, is a strong pull for visitors (Nouza *et al.*, 2015; Ryan, 2002; MacCannell, 2001). To exemplify these findings, the most common reason for second home ownership is to experience a change of landscape which is different to what is seen each day (Nouza *et al.*, 2015). The fundamental theoretical background to these perspectives includes the work of Lefebvre and Certeau, who theorise that everyday life, where cultural norms are played out, determines the actions of individuals (Edensor, 2001). Breaking this cycle of everyday life is an integral aspect of visitor travel motivations. McKercher (1993) introduces the importance of outlining visitor needs through a list of fundamental tourism truths which outline that visitors must fulfil their consumer needs and explore and experience new places.

Further research investigates visitor movements once they arrive at tourist destinations. For instance, Lew and McKercher (2002) argue that different destinations have varying uses because some are used solely as a *gateway* to another. The presence of visitors in a destination cannot be assumed to convey their intention to remain there for an extended period. It is important for tourist providers and businesses to consider the length of visitor stays. As Stynes and White (2006) point out, visitor spending habits vary with the time spent at a destination. To better interpret destination use, specialist tourism destinations are often studied. It is suggested that, if visitors use these destinations for specific purposes, their actions can be better anticipated (Pearce, and Kang, 2009; Bricker and Kerstetter, 2000). McKercher and Chan (2005) caution this approach, stating that visitor motives and actions will always be diverse. To support their concerns, the study found little correlation between specialist tourism destinations and visitor actions and intentions to return (McKercher and Chan, 2005).

3.3 Visitor categorisation and identity

It must be cautioned that studies about the actions and movements of visitors are often generalised in order to interpret visitor behaviour. Tourists are not one mass group, as tourism literature often assumes, but individuals. The term *tourist* is used far too readily to describe such a diverse group (McCabe, 2005). In relation to the term *tourist*, McCabe (2005) argues for its ambiguity, stating that it is attempting to describe and account for a diverse human behaviour. In agreement, Cohen (1984: 378) states, *“there is overwhelming empirical evidence, however, that actual tourists differ considerably from one another in their motivations travelling styles, and activities, among other things.”* Cohen (1979: 180) explains that, *“the tourist does not exist as a type”* because visitor experiences are too diverse to generalise. In support of these views, Cochrane (2006) states that often the only distinction of visitor groups is international and domestic, meaning the expectations and requirements of groups within broad categories become overlooked.

In response to concerns over the homogenisation of tourism, distinct visitor types and sub-types have been created within tourism literature. Visitor categorisation is a common means of differentiating visitor actions, motives and experiences. Stanford (2014) for instance, uses this approach to better assess which visitors are the most appropriate for sustainable transport schemes in the Lake District. The simplicity of categorising visitors valuably allows tourism management authorities and tourist boards to tailor developments and campaigns towards the specific needs and expectations of certain visitors. Horner (2016) uses visitor segmentation and categorisation to illustrate their use for marketing purposes. These segmented groups are only of value when based upon behavioural characteristics (Horner, 2016). In order to sustain long term marketing, it is necessary not only to fulfil promises and provide rewards, but to do so in a personal way. Groups such as: the health seeker, the

environmentalist, the techno-freak, and the style guru are generated so marketing organisations can create these feelings of belonging and membership (Horner, 2016).

One of the first theorists to recognise the importance of visitor categorisation was Cohen (1972), who maintains that the familiarity and strangeness which visitors experience with a destination distinguishes visitors from each other. The familiarity which the visitors feel with place is a consequence of the regularity of their visits. Cohen (1972) distinguishes four types of visitors by using the indicators of strangeness and familiarity. These visitor types are: the organised, the individual mass tourist, the explorer and the drifter (Cohen, 1972). Cohen (1979) goes on to distinguish visitors by their individual experiences of destinations. The modes of tourist experiences which Cohen (1979) classifies are: recreational, diversionary, experiential, experimental, and existential. Each of these classifications implies the actions and expectations which these visitors have as a result of their visitor type.

In Arnegger *et al.* (2010) the diversity of visitor groups is exemplified. For instance, where backpackers would be considered as drifters in Cohen's (1972) description, backpackers have unique identities of their own. In Cochrane (2006), visitors such as backpackers and mass tourists appear to have contrasting and similar qualities. For instance, both backpackers and mass tourists are similar in their motives to frequent places that have been visited by like-minded tourists (Cochrane, 2006). Due to varying visitor motives, expectations and experiences, visitors may belong to several visitor categories within one holiday (Cochrane, 2006). It becomes clearer how defining categories is always in contestation. The endless list of ways to categorise a visitor means that there are extensive ways that visitors can cross over any one of these categories.

Second home owners are known as the invisible population by Back and Marjavaara (2017) since they use the services of a destination yet are not permanent residents. The importance of attempting to categorise a visitor group like second home owners is to better

understand where businesses can gain from these visitors, where services are under most stress, and which residential areas are most likely to attract second home owners (Back and Marjavaara, 2017). Back and Marjavaara (2017) stress the diversity of this visitor group and maintain that second home owners cannot be grouped together since there are a range of motivations when obtaining a second home and a vast variety of uses of this dwelling. Furthermore, the debates which surround second home owners illustrate how these visitors can relate more closely to locals than they can to other visitors (Dias *et al.*, 2015; Nouza *et al.*, 2015; Wildish *et al.*, 2015; Farstad and Rye, 2013). Second home owners demonstrate the traits of routine and return to the same places, similarly to residents themselves (Velvin *et al.*, 2013). There is thus ambiguity when identifying these visitors as tourists or residents.

To simplify visitor categorisation, McKercher *et al.* (2006) focus upon activities and movements to define visitor groups. The categories they devised are: the uncommitted tourist, the intimidated, the explorer, the pre-planner, the tour-taker and the wanderer (McKercher *et al.*, 2006). McCabe and Stokoe (2004) also use visitor activities within a place as a means of differentiating groups. However, in response, the activities of nature-based tourism are discussed in Arnegger *et al.* (2010) to demand separate *multi-types* and *micro-types* of visitors. The range of visitor types listed in this paper include nature protection, nature experience, sports and adventure nature tourism and hedonistic nature tourism.

Developing the idea of visitor categorisation, a growing body of literature focuses upon unpacking visitor identity. Visitor identity does not refer to the actions, movements or choices of visitors, but to the accumulation of factors that shape the way in which visitors interact with destinations. Visitors are individuals within the distinct categories which relate to their actions: *“most tourists consider themselves as individualists to some degree – independent of their choice of accommodation as an indicator of form of tourism”* (Doran *et al.*, 2014: 7). Visitors constantly segment and compare themselves from mainstream tourists in

search for their own authenticity and increasingly differentiate themselves from mass tourism as they develop familiarity and routine with the same destination (Doran *et al.*, 2014; Brouillette, 2007). Karnatz (2016) adds that experienced visitors do not often categorise themselves as a tourist since this is seen as a low form of culture.

Tourism is argued to be a narrative and not an object because the identity of visitors is based upon their own experiences (Cary, 2004). Before, after and during visitor experiences of a destination, visitor identity develops as their story is re-told (Rickly-Boyd, 2009). Falk *et al.* (2007) and Falk (2006) laid the foundations for identity research by developing a means of categorising visitor identity. Falk distinguishes two types of identity: the larger *Identities* refer to the gender or age of visitors whereas smaller *identities* are unconscious and inherent to each person (Dawson and Jensen, 2011). Falk (2006) explains that small *identities* tell tourist providers more about visitors as this identity encompasses their motives and experiences.

Falk (2006) uses visitor identity to uncover what motivates different groups of people to visit museums and how they experience these spaces. The categories devised by Falk (2006) are: the explorer (curiosity driven); the facilitator (focused upon the learning and experience of others); the experience seeker (satisfaction driven); the professional/hobbyist (feel a close link with the destination and their profession or hobby); and the recharger or spiritual pilgrim (those seeking a contemplative or restorative experience). It is stated that these categories are conditioned by prior interest and experiences, knowledge, visitor agenda, and social group (Falk *et al.*, 2007). To test these categories further, Falk *et al.* (2007) asked visitors why they chose aquarium and zoo attractions and how they experienced them. The results of this study found that, "*individuals with differing degrees of prior knowledge, interest, beliefs and attitudes tended to cluster into different identity-related motivational groups*" (Falk *et al.*, 2007: 10). Falk *et al.* (2007) found a clear positive relationship between visitor identity and motivation. As well as understanding visitor intentions to visit, Falk *et al.* (2007) found that

visitors left the zoo or aquarium with an altered view of their environmental responsibility. Importantly, the educational impact upon different visitor identity groups enables conservationists and management authorities to utilise this influence for management purposes.

Although useful for management organisations to meet the expectations and needs of visitors, Falk's methods of categorisation are critiqued by Dawson and Jensen (2011), who argue that visitors cannot be limited to such categorisation. They suggest that, *"Falk has overestimated the degree to which there is a shared frame of reference across different groups"* (Dawson and Jensen, 2011: 133). It is important to acknowledge that Falk (2011) responded to these critiques, explaining that visitor categories are simply a convenient means to understand visitors and are not to be considered as static truths: *"My research goal was not to create a segmentation scheme but rather to attempt to understand the ways visitors use and make meaning from museum experiences"* (Falk, 2011: 146). The limits of identity studies are further exemplified since it is argued that, as a result of globalisation, visitor identity is no longer relevant (Yeoman, 2010). For instance, Yeoman (2010) argues that, due to the accessibility of tourist destinations and the knowledge visitors acquire, a visitor's identity becomes much more diverse and fluid as they seek more experiences and choices within a destination. As a result of these findings, Yeoman (2010: 120) argues that,

"Tourists cannot be labelled according to their attitudes and beliefs – what they say and what they do, are two totally different things. They constantly evolve and seek something new."

If visitors are frequently attracted to more than one type of tourist destination, categorising their identity based upon their motives to visit one destination alone may be limiting. Foster (2008) explains the idea that visitors perform their identity in relation to different tourist destinations. It is argued that visitors may hold different expectations of a holiday due to the

circumstances of their company and the role they are performing (Foster, 2008). The identity of visitors, therefore, is argued to be in a state of change. In order to understand the actions and identity of visitors, visitor performances must be considered in different contexts. Foster (2008) explains that visitors purchase a setting and adopting a role within it.

Visitor identity remains at the forefront of tourism literature. This concept vitally contributes to the understanding of visitor actions and experiences. Different destination uses and types determine visitor movements and actions (Pearce, and Kang, 2009; Lew and McKercher, 2002; Bricker and Kerstetter, 2000). However, visitor categorisation, as Cohen (1972) introduces and Falk (2006) and Falk *et al.* (2007) develop, is the most collectively recognised means of interpreting visitors. Although simplistic in its method, visitor categorisation provides a means of distinguishing generic visitor types which, in turn, aid the interpretation and understanding of visitors for tourism managers.

3.4 Views from home: the resident perspective

Although understanding and differentiating visitors is integral to tourist destination, visitors do not comprise the entirety of tourism studies. Local communities are intrinsic to all tourist destinations and maintain the landscapes and businesses which support the tourism industry (Suckal *et al.*, 2009). It is concluded in Gursoy *et al.*, (2002: 79-80) that, *“since tourism relies heavily upon the goodwill of the local residents, their support is essential for its development, successful operation, and sustainability.”* Faulkner and Tideswell (1997) explain that there is an inevitable relationship between the happiness and well-being of local communities and the success of a destination. Faulkner and Tideswell (1997) further argue that the attractiveness of a place is just as dependent upon local communities as it is upon the landscape. Sanagustín Fons and Fierro (2011) maintain that the key to a successful destination

is to ensure the residents are proud of their home and feel that they benefit economically from the visitors. A good working relationship between visitors and residents emits a positive atmosphere which visitors respond well to. Gursoy *et al.* (2009) found that residents who can recognise that tourism generates positive economic impacts are more supportive of mass tourism and alternative tourism development.

Local communities are particularly sensitive to change in rural destinations, demonstrating the importance of landscape conservation (Sanagustín Fons and Fierro, 2011). It is, therefore, unsurprising that the cooperation of local communities with management organisations reduces the possibility of future tension. Williams and Lawson (2001) explain that the sustainability of tourist destinations is dependent upon management organisations considering the views of the host community. Tourism, however, is responsible for a wealth of positive and negative impacts upon local communities which have been widely studied and documented (Convery and Dutson, 2008; Tosun, 2002; Williams and Lawson, 2001). The mitigation of the impacts of tourism upon local communities is, thus, essential when considering the future success of tourist destinations.

The measurement of resident reactions to tourism is complex, as the various studies of the perspectives of local communities demonstrate (Deery *et al.*, 2012; Vargas-Sánchez *et al.*, 2011; Jurowski and Gursoy, 2004; Gursoy *et al.*, 2002; Teye *et al.*, 2002; Butler, 1999; Faulkner and Tideswell, 1997). Models, such as the *social exchange model*, are often used to determine what triggers negativity from residents (Jurowski and Gursoy, 2004). For instance, the involvement which residents have with tourist destinations and their community, the proximity that residents live to tourist destinations, and the length of residency, each affect the degree of negativity which residents feel towards tourist developments (Gursoy *et al.*, 2009; Tosun, 2002). Mansfield, in Tosun (2002), suggests that the further residents live from the centre of tourist activity, the more complacent residents become. Contrastingly, Jurowski

and Gursoy (2004) find that residents who live in close proximity to tourist activity are more negative than those who live further away. Despite the uncertainty about resident reactions, the on-going nature of this research indicates the indisputable importance of understanding the interaction between local communities and visitors within tourist destinations.

The wealth of research that explores resident conflicts with visitors, demonstrates where these two groups contrast. Destinations are shared spaces for both residents and visitors and the temporary use of this space by the visitors is argued to be the cause of conflict (Deery *et al.*, 2012; Vargas-Sánchez *et al.*, 2011; Jurowski and Gursoy, 2004; Gursoy *et al.*, 2002; Teye *et al.*, 2002). Visitors, for instance, seek immediate gratification from destinations rather than developing a continuous relationship with the place as residents do (Cohen, 1984). It is argued that, as residents only see the destination as their home, they become irritable with the need to please a group of people that value their home as nothing more than an object of consumption (Cohen, 1984). It is further discussed that the temporary state of visitor routines results in careless and insensitive behaviour from visitors towards the reactions of residents, causing mistrust to exist between tourists and visitors (Cohen, 1984).

Further conflicts between residents and visitors emerge from the differing opinions over the perceived significance and use of the landscape. Resident opinions can diverge from the visitors' as the landscape is altered in a way which local communities do not agree with. Fundamentally, however, the perspectives of visitors and residents about landscapes conflict due to the *tourists' gaze*. Where visitors appreciate the exciting and stimulating aspects of the landscape and its common representations, the residents see a place full of emotional meanings and memories as well a place of functional use (Ekinici and Hosany, 2006; Ryan, 2002; MacCannell, 2001; McKercher, 1993; Urry, 1990). To demonstrate, Massey (1995: 185) uses the terms *nature* and *seclusion* to compare the views of farmers against the romantic perspectives of visitors:

“For them, the place was where they had always lived and, crucially, where they made their living, largely from farming. ‘Nature’ was the physical basis for agricultural activity. ‘Seclusion’ probably just meant long distances to suppliers and markets.”

For farmers, the landscape is a practical place of work and home whereas, for the visitors, the terms *nature* and *seclusion* describe a landscape of extraordinary beauty, tranquillity and retreat.

Convery and Dutson (2008) exemplify this conflict of opinion through their exploration of the lives of farmers in the Lake District. Farmers were asked for their thoughts about the new plans for *Wild Ennerdale*, a project which aims to maintain and manage the landscape. Despite the organisers’ belief that *Wild Ennerdale* would be supported by farmers, due to its priorities to protect and conserve the landscapes which farmers also strive to maintain, this study found the responses to be very different. Through interviews, Convery and Dutson (2008) find that farmers feel that the landscape has become no more than a commodity which requires protection since they consider themselves as park keepers who are paid to sustain the image of the landscape. As ideology and representation dominate the visitation incentives of visitors, the national park authorities of the Lake District must ensure the sustainability of these representations (Tolia-Kelly, 2010; Urry, 1990).

The fundamental theories of home enable the interpretation of the perspectives of residents. Blunt (1999) stresses that home is not only a physical space but an imagined space and influences the way in which they see other places. McLeod (2010) explains that, once an individual leaves their home, an irreversible feeling of being elsewhere develops within them. Anderson and Tolia-Kelly (2004) explain that home is signified as a place of belonging which other places cannot conjure. McCabe in White and White (2007: 91) supports that, *“home figures in people’s construction of what it means to be away.”* Gupta and Ferguson (1992) exemplify the theories of Blunt (1999) by demonstrating the role of home within the context

of colonialism. Gupta and Ferguson (1992) explain that home constantly resonates with people because it remains to be an imagined space despite physical distance. Holloway and Valentine (2000) research the mobility of home for Indonesian street children and find that these children never lose their connection with home since it is their identity.

With this understanding that home is a part of individuals, it becomes clear how conflicts emerge between visitors and residents. The very place which visitors travel to is the same place which residents move away from to seek their own escapes. The imagined spaces of home are further strengthened through modern technology. White and White (2007) contest the idea that the physical places of home are lost since, with advances in social networking and wireless internet access, people can connect with their home from afar and maintain in constant communication when they are away. Visitors can become detached from tourist destinations due to the dominant presence of their own home. In application of these theories of the mobility of home, the statements from MacCannell (2001) and Ryan (2002) that visitors wish to experience the new and different away from home are disputed. Second home owners are replicating feelings of home when they are away, thus demonstrating that attachment is not restricted to one place (Wildish *et al.*, 2015). Since home resonates with visitors and residents, interpreting the contrasting views of residents and visitors is further complicated. The influence of home upon visitor motives, actions and perspectives is an area of research which is yet to be explored in detail.

Although the perspectives of residents and visitors about the same destination may vary, these groups similarity use and provide recommendations and word-of-mouth. Local communities contribute to word-of-mouth as they host their own visitors and become ambassadors to the destination (Young *et al.*, 2007). Residents of tourist destinations suggest to friends and family members where to visit and avoid. In the process, as residents accompany their guests, they may visit places that they do not usually frequent and act as

visitors for a day in their own home (Young *et al.*, 2007). Despite the role of residents to spread positive word-of-mouth of destinations, it is suggested that tourism literature too often focuses upon visitors (Simpson and Siguaw, 2008). Young *et al.* (2007: 499) agree that “*even less is known about the hosts themselves, and the economic impact of the tourist-like behaviours in which they may be engaging.*”

3.5 Introducing day visitors

The overlap between locals and visitors fundamentally underpins the theoretical background to this research. To justify such short visits, day visitors must reside either from the destination itself or in the surrounding area. As a result, day visitors may well share an *identity*, as Falk (2006) defines the term, with both residents and visitors. Determining how to meet the needs of these particular visitors, therefore, is a question of much deliberation. Perhaps as a result of this uncertainty, there is an evidential gap within tourism literature that surrounds the concept of day visitors. McCabe (2005) agrees that tourists must be distinguished from one another in order to fully understand and appreciate the diversity and subjectivity of tourism. References to day visitors are found within tourism literature yet are not widely studied. Day visitors are one group which McCabe (2005) differentiates along with backpackers. McCabe and Stokoe (2004) interviewed day visitors and conclude that visitors differentiate their experiences by contrasting their behaviours to other visitors.

Downward and Lumsdon (2001) and Lumsdon *et al.* (2006) study day visitors, yet only in the context of cycle tourism since day visitors form a large segment of the cycling community (Downward and Lumsdon, 2001). Other references to day visitors can be found in Wong and McKercher (2012) who recognise that day tour itineraries vary due to the purpose and motives of the tour. However, none of these studies focus solely upon day visitors as a

tourist group requiring exploration. With limited existing studies of day visitors, repeat visitor studies provide an essential benchmark from which to investigate day visitors in more detail. It can be assumed that the majority of day visitors are frequent travellers meaning the characteristics of repeat visitors closely relate to those of day visitors.

3.6 Introducing repeat visitors

Repeat visitation is well studied because loyalty is a fundamental aspect of the success of tourist destinations. Repeat visitors are inherently valuable to tourist destinations because they provide a level of economic security which enables destinations to invest in their future development (Hong *et al.*, 2009; Lau and Mckercher, 2004; Oppermann, 1998). Repeat and satisfied customers can support a destination financially in times of crisis, which emphasises the importance of understanding visitor satisfaction (Wang, 2016). Chi (2012: 3) summarises accordingly that, *"since many attractions and tourist destinations rely heavily on the repeat visitor segment, it would be of prime interest for destination managers to gain more knowledge on the repeater segment."* Chi (2012) maintains that it is necessary to gain knowledge about how repeat visitors develop loyalty in order to sustain the satisfaction of these visitors.

The further potential of repeat visitors can be extrapolated from Oppermann (1998) and Alegre and Juaneda (2006), since it is maintained that the costs of attracting repeat visitors to a destination are significantly lower than for new visitors. Lau and McKercher (2004) explain that repeat visitors can be contacted by tourist boards, accommodation providers and visitor attractions since a record of their details is often stored. Lau and McKercher (2004) add that repeat visitors require fewer tourist developments than first-time visitors since they are

already familiar with the destination. Do such statements assume that the pressures to maintain the representations of the landscape do not exist for repeat visitors?

To extend these discussions of the significance of repeat visitors, Hong *et al.* (2009) stress the importance of product or brand loyalty. It is argued that satisfied consumers are likely to re-purchase the same product without further consideration of alternative options, who thus present the destination with a level of with economic certainty (Hong *et al.*, 2009). Destination and brand loyalty also contribute to positive word-of-mouth, as Simpson and Siguaw (2008) explore. Unsatisfactory experiences, which generate negative word-of-mouth, may be as detrimental as causing the destination to lose customers, competitiveness and growth (Wang, 2016).

Word-of-mouth is a form of re-representing the landscape, similarly to photography, as Jenkins (2003) demonstrates. As stated by Baloglu and McCleary (1999: 892), “*word-of-mouth recommendations from friends and relatives was the most important source in forming touristic images.*” Visitors themselves appreciate the value of word of mouth since they seek peer recommendations as well as generate their own (Wang, 2016). Online reviews are increasingly accessible and seen as an as authentic and trustworthy source of word-of-mouth (Wang, 2016). Destination providers must be active in maintaining these platforms of customer reviews to regulate content by responding to comments. Ensuring that loyal customers go on to promote the area through positive word-of-mouth, is a crucial aspect of sustaining the reputation and representation of destinations.

Considering the sustainability and economic security which repeat visitors provide for tourist destinations, it is clear why repeat visitation is a popular area of research. However, repeat visitor theory is not without its complications, as Assaker and Hallak (2013) demonstrate. Destination image, customer satisfaction and intentions to return are found to have uncertain relationships (Assaker and Hallak, 2013). Repeat visitors have a diverse and

highly subjective identity. Due to the regularity of their visits, repeat visitors continuously develop their knowledge and experience of tourist destinations causing their narrative to be fluid (Cary, 2004). In accordance with knowledge and experience, the satisfaction of repeat visitors is an ongoing attitude, instead of a fixed state, that must be appreciated as such by management authorities (Foster, 2008). In order to measure satisfaction in a recent and ongoing manner, social media and websites where visitors can comment on their stay are increasingly being used to collate data about customer preferences and experiences (Wang, 2016). Of course, the objective of measurement, data collection methods and regularity of data collection all vary the outcomes of data analysis.

An established means of simplifying the research of repeat visitor behaviour, motives and satisfaction is to compare repeat visitors to first-time visitors. Case studies of novelty seeking tourists are often used to distinguish clear differences between first-time and repeat visitor activity (Assaker and Hallak, 2013; Li *et al.*, 2008; Jang and Feng, 2007). Novelty seekers are less likely to return to a destination, since neither loyalty nor familiarity determine their intentions to visit a place. Instead, first-time experiences and the unknown are desired by novelty seekers. In opposition to first-time visitors, it is implicit that the motives of repeat visitors include familiarity and comfort in routine. Supporting this statement, Lau and McKercher (2004) discover that repeat visitors are interested in the interpersonal aspects of the destination. Alegre and Juaneda (2006: 686) explain that,

“While first-timers are motivated by external factors (including the price of the holiday), repeaters favour factors inherent in the destination (such as the quality of the surroundings or accommodations).”

To further differentiate first-time visitors from repeat visitors, Lau and McKercher (2004) find that first-time visitors to Hong Kong are more exploratory, tend to visit a wider range of destinations, and travel further to do so. In contrast, repeat visitors have more

focused intensions and explore a much narrower range of activities and attractions than the first-time visitors (Lau and McKercher, 2004). Lau and McKercher (2004) suggest that repeat visitors have focused actions because they are more knowledgeable of destinations. As a result, it is argued that repeat visitors often take part in more active leisure activities (Li *et al.*, 2008). Nouza *et al.* (2015) demonstrate that second home owners predominantly go hiking when they visit their second homes. McLeod and Busser (2014) explain that leisure pursuits often motivate people to become second home owners, and thus, repeat visitors. It is added by Curry and Brown (2010) that shifts in lifestyles and work patterns have increased the number of visitors who take part in leisure activities, but this cannot guarantee their repeat visitation.

In an attempt to differentiate visitors, further distinctions between repeat visitors and first-time visitors are made. Li *et al.* (2008) state that first-time visitors plan their trips in more detail than repeaters because they are destination naive. Subsequently, inexperienced visitors only visit attractions which are presented and advertised to them (Urry, 1990). The motivation for repeat visitors to travel does not depend upon the representations and main attractions of a destination. Oppermann (1997) found that repeat visitors frequented fewer attractions than less experienced visitors despite longer stays. In support, McKercher *et al.* (2012) explain that repeat visitors travel within a more concentrated area than first-time visitors since their plans do not encompass every aspect of the destination. Categorising visitors through their visitation frequency is evidently a valuable indicator of travel routines, visitor expectations and motivations. The variations between regular visitors and first-time visitors importantly aid the distinctions made in this research between day visitors and staying visitors.

3.6.1 Revisitation motives

There are numerous variables to consider when exploring the motivations of repeat visitors because repeat visitors are less responsive to popular advertisements and representation (Hong *et al.*, 2009). Understanding repeat visitation motives valuably enable tourist providers to better sustain and encourage customer loyalty. Accordingly, various means of simplifying repeat visitor theory have been devised. For instance, basic push and pull factors determine whether visitors are pushed to destinations, due to personal reasons, or are pulled to the destination's attributes (Devesa *et al.*, 2010; Yoon and Uysal, 2005). Alternatively, Chi (2012) categorises destination image, satisfaction and loyalty as variables to be tested against one another. More commonly, however, it is agreed that revisitation relies upon two factors: place identity, referring to the symbolic and affective attachment to a place, and place dependence, which refers to the functional attachment to a place (Gross and Brown, 2006). Hernández *et al.* (2007) state that the terms place attachment and identity are often used interchangeably. Visitors who emotionally identify with a place, and are regular repeat visitors, demonstrate high levels of place attachment since this develops over time (Hernández *et al.*, 2007). It is argued that place attachment influences the way in which visitors see, think and feel about a place (Yuksel *et al.*, 2010).

Place dependence and place attachment are two different visitor motives. Where place attachment relates to emotional experiences, place dependence refers to the practical use and reliance upon the landscape. Leisure and active recreation activities are often used to demonstrate place dependence, as Kyle and Chick (2007) explore. Leisure studies aim to identify whether the physical landscape determines visitor motives and intentions to return or if emotional attachment and a sense of place are integral to revisitation. Kyle *et al.* (2004c) conducted a study of trail users to demonstrate the extent to which the physical attributes of the trails influence the satisfaction and decisions of the users. It is found that the wilderness of

the landscape is fundamental for trail users, demonstrating evidence of place dependence and not place attachment (Kyle *et al.*, 2004c).

To elaborate further, Warzecha *et al.* (2000) use two rivers in Colorado, one in a remote region and the other in a built-up area, to illustrate place dependence. It is found that users of the more remote river consider the physical surroundings an important reason to choose that river. In accordance, Albayrak and Caber (2016) find that, for rock climbers, the Geography of the landscape is the main attribute of a destination, whereas, infrastructure was the least satisfying attribute. Finally, Kyle *et al.* (2004a) compared a range of recreational activities, including hiking, boating and angling, in order to identify place dependence. The functionality of the landscape, enabling these recreational activities to take place, is found to be the most influential factor upon visitor revisitation motives (Kyle *et al.*, 2004a). In conclusion, White *et al.* (2008) find that negative environmental impacts upon landscapes cause visitors to have minor levels of depreciation for that landscape since it is still functional for their uses.

The relationship between place dependence and the landscape is evident within specialist interest tourism since the landscape is the primary attraction. Various studies of specialist tourism are used to demonstrate the extent to which certain activities are dependent upon the functionality of a place. It is conclusive within the literature that specialist tourism directly relates to place dependence (Jang and Feng, 2007; McKercher and Chan, 2005; Bricker and Kerstetter, 2000). Critiques of specialist and leisure tourism argue that a somewhat expected relationship between the physical landscape and revisitation exists (McKercher and Chan, 2005). Other factors of revisitation become lost since the landscape is, above all, the reason to visit for active leisure and recreation users (McKercher and Chan, 2005). Therefore, it is suggested that specialist tourism and active leisure are not reliable indicators for other visitor motives. Despite their logical relationship, it cannot be assumed

that active leisure activities and place dependence are an isolated case to give no further consideration. To gain a broader understanding of revisitation motives, the role of loyalty and familiarity in determining place attachment in leisure tourism is explored.

There is a wealth of research which substantiates that place identity and place attachment should have a greater presence within leisure tourism studies. Kyle *et al.* (2003) present their research about the practicality of place dependence and the emotional pull of place attachment within leisure tourism. To demonstrate the intricacy of visitor experiences of recreational destinations, Kyle *et al.* (2004b) compare place attachment and place dependence using the remoteness of hiking locations. It is hypothesised that, with higher levels of experience, the hikers will be more attracted by the remoteness of the landscape (Kyle *et al.*, 2004b). Instead of the landscape itself, loyalty and place attachment are found to be more significant factors in determining satisfaction (Kyle *et al.*, 2004b). Kyle and Chick (2007) devised a further study to emphasise the importance of considering place attachment within leisure tourism studies. Fundamentally, the findings of Kyle and Chick (2007) situate leisure tourism research within a social context and broaden revisitation motives.

Leisure tourism valuably provides a context to explore place attachment, yet, only demonstrate one aspect of tourism. General visitor involvement theories are argued to be a less biased approach when exploring place attachment in comparison to the case studies of leisure tourism (Pearce and Kang, 2009). It is stressed by Pearce and Kang (2009) that any form of involvement with a destination is important when considering the causes of revisitation. To demonstrate, Gross *et al.* (2008) situate place attachment within a broader context of the tourist industry by devising a six-factor measurement model to interpret place attachment. The six factors which Gross *et al.* (2008) outline are: centrality to lifestyle, attraction, self-expression, food and wine, place dependence and place identity. These variables are designed to be tested in any destination to support any future model-based analyses of place

attachment (Gross *et al.*, 2008). In accordance with Pearce and Kang (2009) and Gross *et al.* (2008), the following discussion introduces the array of current debates which surround place attachment, from the influence of the landscape to the familiarity and knowledge of visitors.

The landscape plays an important role in determining place attachment since visitor motivations are influenced by the *tourists' gaze*, as introduced by Urry (1990) and landscape construction, as discussed in Cosgrove and Daniels (1988), Braun and Castree (1998) and Castree and Braun (2001). To demonstrate the influence of landscapes upon place attachment, Palmer (1999) explains that National Heritage sites stimulate feelings of belonging and community. Palmer (1999) maintains that National Heritage sites shape and sustain the values of certain landscapes and influence what people perceive to be important. Like nationality, it is widely agreed that the concept of heritage is socially constructed (McLeod, 2010; Said, 1994). Massey (1995: 186) enhances this discussion by stating that, "*the identity of places is very much bound up with the histories which are told of them, how those histories are told, and which history turns out to be dominant.*" Heritage tourism satisfies visitors who wish to find a sense of belonging and, as a result, this branch of tourism is a powerful means of attracting visitors to specific places (Palmer, 1999).

To further demonstrate ideology within tourist landscapes, Williams *et al.* (1992) use the concept of wilderness. The terms *unspoilt* and *wilderness* are relevant only within the context of individual cultures and societies. Wilderness landscapes are only desirable because of the ideologies which have been placed upon these landscapes (Williams *et al.*, 1992). Massey (1995) adds that considering places as unspoilt is often imagined and no longer a reality. It is clear that even landscapes which are seemingly disconnected from society are exposed to social construction and inflicted with societal values. The representations of landscapes encourage visitors to attach meaning and value to these places and hold them in higher esteem than they would perhaps otherwise.

A rise in visitors taking part in active recreation or leisure activities relates to the way in which certain landscape are being represented as *green gyms* through health initiatives (Curry and Brown, 2010). The stories behind the landscapes are debatably as important as the physical landscape itself. Chi (2012) argues that the social construction of landscapes and destination image directly influence visitor satisfaction and expectations. The power of destination image and representation upon revisitation motives, however, is reliant upon the level of knowledge and experience which the visitors have. First-time visitors for instance, are more susceptible to the ideologies of destination image, whereas repeat visitors are attracted by the familiarity of landscapes (Assaker and Hallak, 2013). As Assaker and Hallak (2013: 1) explain, *“the effect of destination image on visitor satisfaction, as well as satisfaction on short-term revisit intentions, is significantly weaker for high novelty seekers as compared to low novelty seekers.”* Novelty seekers do not gain satisfaction from the predictability of a landscape.

Further explanations for revisitation and the development of place attachment are familiarity and loyalty. Murdy and Pike (2012: 1281) explain that, *“the more familiar a consumer is with the destination, the greater the propensity to return in the future.”* Familiarity is an important indicator of repeat visitation for those who seek comfort in routine.

“While novelty seeking is certainly a powerful motivation for many tourists, a search for familiarity via repeat tourism is equally prominent ... It is an interesting paradox in which people leave their familiar home environment only to return to a familiar destination” (Li et al., 2008: 278).

Like second home owners, repeat visitors enjoy the continuity and recognisability of their visits (Dias et al. 2015). Garbarino and Johnson (1999) find that first-time visitors consider satisfaction to be a fundamental reason to revisit a destination. Satisfaction is the initial response which forms the basis of first-time visitor opinions, yet with repeat visits, familiarity

develops and replaces the original motivation to return (Garbarino and Johnson, 1999). Chi and Qu (2008) explain that, through repeat visitation, satisfaction also leads to loyalty. Hernández *et al.* (2007) maintains that familiarity and loyalty must develop over time. As this process unfolds, it is debated whether individuals can live in a place without a sense of belonging, yet, feel they belong in a place which is not part of their identity (Hernández *et al.*, 2007). Visitors with second homes, for instance, are studied and shown to demonstrate strong place attachment motivations and emotional attachment to the location of their second home (Dias *et al.*, 2015; Nouza *et al.*, 2015; Wildish *et al.*, 2015). The familiarity and place attachment of second home owners is theorised to be strong due to the fond memories of holiday and sentimentality that these places connote (Dias *et al.*, 2015). These visitors subsequently can consider themselves as a part of the community instead of visitors to the area (Dias *et al.*, 2015).

Studying loyalty is cautioned by McKercher *et al.* (2012) to be problematic. For instance, loyalty occurs on various levels and intensities so generalised theories of loyalty and its influence upon revisitation are misleading. The different types of loyalty as distinguished by McKercher *et al.* (2012) are as follows: *vertical loyalty* is shown within different tiers in the tourism system simultaneously; *horizontal loyalty* demonstrates loyalty to more than one provider within the same tier of the tourism system; and *experiential loyalty* is loyalty to a certain holiday type (McKercher *et al.*, 2012). Considering such differences is valuable because revisiting intentions may not have a direct relationship with each form of loyalty. For instance, *experiential loyalty* towards one type of holiday does not necessarily equate to loyalty to a single activity, institution or even a destination. Although destination choice and holiday type will often have a close relationship, this cannot be assumed. To demonstrate, McKercher *et al.* (2012) find that experiential loyalty has little correlation with the destination loyalty. Instead, visitors who are loyal to a destination often demonstrate *vertical loyalty* to different activities and not to the provider of these experiences (McKercher *et al.*, 2012). Ultimately, McKercher

et al. (2012) conclude that loyalty is too subjective to accurately explain place attachment. In response, the influences of place dependence (Kyle *et al.*, 2004a; Warzecha *et al.*, 2000), place attachment (Palmer, 1999; Williams *et al.*, 1992), and familiarity (Murdy and Pike, 2012; Hernández *et al.* 2007) must each be considered to interpret visitor motivations.

3.6.2 Knowledge and the complexity of repeat visitors

The loyalty and familiarity of repeat visitors are greatly dependent upon their knowledge and experience of a destination. Importantly, knowledge determines the motives, experiences and expectations of visitors and is, thus, a crucial aspect of visitor theory for management authorities to consider to better interpret the actions of visitors. A close relationship exists between knowledge and familiarity. It is argued that, with an increased level of knowledge, familiarity will naturally follow (Gursoy and McCleary, 2004). As visitors re-visit a destination, their perceptions of the landscape become more complex because the landscape is a part of their own values, memories and experiences (White *et al.*, 2008; Gursoy and McCleary, 2004). This process of applying personal experiences to visitor experiences leads to the enjoyment of visiting a familiar landscape. Falk *et al.* (2012: 920) explain that, “*the greater the meaning-making, the greater the satisfaction.*” Without understanding how knowledgeable visitors are, it cannot be known what visitors expect and require from their visits. Furthermore, for tourist management authorities, visitor knowledge indicates the appropriateness of visitor information and marketing strategies.

Repeat visitors are studied to better understand how experienced visitors accumulate knowledge and plan their visits to tourist destinations. Visitors with advanced knowledge are central to this study because day visitors are likely to reside within the vicinity of the destination in question and, subsequently, have existing knowledge of the area. Repeat

visitors are less reliant upon visitor information since these visitors gain information from their past experiences (Gursoy and McCleary, 2004). It is added that, the more knowledge visitors accumulate, the more they rely upon their own internal searches when planning another trip (Gursoy and McCleary, 2004). As a result, the source of knowledge for repeat visitors is difficult to pin-point.

Experienced visitors are argued to rely only upon their memory of the place and previously collected information (Gursoy and McCleary, 2004). Furthermore, those who have greater levels of prior knowledge are less likely to place trust in other sources of information (Kerstetter and Cho, 2004). Counter-arguments suggest that experienced visitors are not entirely independent and simply search for information more efficiently (Gursoy and McCleary, 2004). Knowledgeable visitors who have a high level of involvement with a destination are reasoned to take a more active role in collecting information (Gursoy and McCleary, 2004). Furthermore, it is becoming increasingly easy for visitors to gather information about a destination from the internet, regardless of how familiar they are with a destination (Gursoy and McCleary, 2004).

Knowledge attainment is a process of continuous development and change and does not simply refer to the knowledge of a specific destination (Falk *et al.*, 2012). Accordingly, it is not possible to determine one point at which visitors gain knowledge because they spend varying lengths of time collecting information (Hong *et al.*, 2009). The accumulation of life experiences and memories, rather than information search behaviours, contribute to the knowledge of visitors and their intentions to visit places (Hong *et al.*, 2009). Since knowledge is based upon memory, Falk *et al.* (2012) cautions that it cannot be assumed that tourist knowledge is learned from the sources presented to them. It is therefore important to consider the broader context of tourist experiences (Falk *et al.*, 2012).

Assuming that travel decisions are made prior to visitation does not encompass each aspect of a visitors' decision-making process. DiPietro *et al.* (2007) emphasises that visitors make decisions prior to their travel, in transit, and at the destination. A flaw of exploring visitor decision-making processes, therefore, is to focus upon one instance of visitation and to study one time-frame for decision-making processes. In response to this limitation, Oppermann (1997: 180) states that, "*national tourism organizations are urged to acquire a more thorough comprehension on the tourists' actual travel behaviour once they have arrived in the country.*" It is further suggested that aiming promotional and informative material towards different stages in a visitor's information search process is a more efficient means of attracting individuals to destinations (Gursoy and McCleary, 2004).

By the nature of their knowledge and expertise, regular visitors are unavoidably a complex group with which tourist boards must communicate. Advertisement and marketing campaigns are influential points of contact with visitors and enable a level of control over visitor incentives, expectations, and actions. Since it is established that visitor decision-making processes can occur at varying points prior to, during and after a visit, it is argued that destination advertising holds a significant degree of power to influence pre-trip and en-route decisions (Choe and Fesenmaier, 2013). The extent to which advertisements can change existing plans is also studied and found to only be effective when the budget of the trip is not increased (Choe and Fesenmaier, 2013).

Due to the subjectivity of visitor decision-making processes, the use and effectiveness of visitor information and advertisements are still very much unknown. In response to the current uncertainty over the effectiveness of advertisements, combined with the knowledge and independence of repeat visitors, it is suggested that expert visitors should receive a separate advertisement strategy which communicates materials relevant to their own expertise (Gursoy and McCleary, 2004). These alternative communication strategies would

appreciate that repeat visitors see destinations through a lens of knowledge, personal experience and sentimentality. As it is first introduced by Ekinici and Hosany (2006) and Hosany *et al.* (2006), experienced visitors see the personality of a destination and are uninterested in the materialistic promotion of advertisements. A suggestion, therefore, is that management organisations should concentrate their efforts on promoting the emotional connections and representations of a destination (Hosany *et al.*, 2006). If advertisements are aimed towards more experienced visitors, it will be possible to communicate with repeat visitors, meet their needs and expectations, and subsequently, improve visitor satisfaction.

3.7 National park management

Alongside visitor studies, exploring the literature of tourism management is necessary when situating a visitor group, such as day visitors, within the context of a tourist destination. The challenges and logistics of tourism management enable this research to analyse the effectiveness of the current tourism strategies for day visitors and to review the potential of altering future approaches. The roles of national park management authorities are widely examined to exemplify the challenges which these organisations face. All of the national parks in the UK vary significantly in size and population as well as in visitor numbers. It is for this reason that a single management approach cannot be applied across the country since each national park faces different priorities and challenges (Sharpley and Pearce, 2007). The principles of a national park, however, are the same: to conserve the landscape and promote greater awareness and understanding for its special qualities, to improve visitor experiences, and to encourage more suitable use of the landscape (Sharpley and Pearce, 2007). To demonstrate further, Suckall *et al.* (2009: 1195) describe the priorities of a national park as follows:

“The first is regulation where activities within the park are carefully planned and monitored to promote conservation regardless of the conflicts it provokes. Second is to allow the park to evolve over time to reflect the changing needs of its users. Third is through education where environmental programmes could lead to a greater understanding of and respect for the area.”

Increasingly, a sustainable development agenda is closely followed in order to ensure that the goals to conserve and protect the landscape are sufficiently met (Sharpley and Pearce, 2007). López-Sánchez and Pulido-Fernández (2016) explain that sustainability is increasingly regarded as a key factor for competitiveness in tourist destinations and is, thus, present within tourism development plans. The definition of sustainability is defined by Morelli (2011: 6):

“A condition of balance, resilience, and interconnectedness that allows human society to satisfy its needs while neither exceeding the capacity of its supporting ecosystems to continue to regenerate the services necessary to meet those needs.”

With the case of tourism, the present and future needs of visitors must be satisfied without compromising the resilience of the environmental or the local communities of tourist destinations.

Tourist boards often work alongside tourism management authorities to meet sustainability goals since the conservation efforts of the management authorities can be implemented through marketing (Sharpley and Pearce, 2007). For instance, visitor awareness of landscape conservation can be promoted through the information which the tourist boards provide (Sharpley and Pearce, 2007). Furthermore, the concentration of visitors in a certain area can be predicted and controlled through marketing strategies (Sharpley and Pearce, 2007). The relationship between tourist boards and management authorities, however, is not always simple due to the conflicting goals of business and conservation. In addition to

cooperating with management authorities, tourist boards must adapt as more visitors depend upon the internet to acquire information. Traditional techniques, such as interpretation, inform visitors once they arrive at a destination. However, these techniques are considered to be outdated (Sharpley and Pearce, 2007). Visitors are often pre-informed due to internet access and other means of acquiring information.

The challenges for national parks are to balance the needs of visitors, local communities, businesses and the environment. It is perhaps due to this balance that objections are often raised regarding the ideals of sustainability. National parks are critiqued to be failing to effectively integrate the social, economic and environmental pressures of tourism (Dougill *et al.*, 2006). As a central figure to these sustainability debates, Butler (1999) holds strong arguments for its impossibility. Butler (1999: 12) maintains that, *“it is almost impossible to have a form of tourism development that does not have impacts upon the location in which it occurs.”* Butler (1999) stresses that, without appreciating the impacts of tourism upon the local communities, sustainability cannot be possible. Ko (2005) supports Butler’s concerns stating that sustainability can only be a goal. It is believed that, despite efforts to mitigate the impacts of visitors upon the landscape, the sustainability of the destination cannot be stated with confidence because the impacts are not always equal to their mitigation. Sustainability is perhaps unrealistic since its aims do not allow for the inevitable alteration and evolution of the landscape. Massey (1995) describes how conservation efforts can freeze a destination in time.

Since the landscape is intrinsic to many tourist destinations, its sustainability is central to management approaches. Despite the critiques of sustainability and landscape evolution, management organisations have a duty to present a destination in ways which meet the expectations of visitors (Tolia-Kelly, 2010). Within rural destinations, the landscape is the fundamental reason for visitation meaning its conservation is crucial to visitor satisfaction

(Dolnicar and Leisch, 2008). White *et al.* (2008) explore the pressures of outdoor recreation destinations since managers must conserve the landscape for recreational opportunities yet must contend with an acceptable degree of inevitable damage to the landscape. Adding to the pressure to conserve tourist landscapes, there is an increasing demand from visitors to see natural and unspoilt environments in response to the trends of eco-tourism and nature-based tourism (Dolnicar and Leisch, 2008; Cochrane, 2006).

Stanford (2008) states that tourists are an untapped resource because they can make positive contributions to sustainable tourism. López-Sánchez and Pulido-Fernández (2016) maintain that, to achieve sustainability, the attitudes of the visitors must first and foremost be altered. Visitors need to be made aware of sustainability goals if they are to be successful. Gao *et al.* (2017), however, find that often the provision of information about the negative impacts of tourism is not enough to generate a sense of concern and responsibility from visitors. Two types of responsibility are defined by Gao *et al.* (2017) to justify their approach: *basic* responsibilities include obeying regulations within destinations and respecting traditions. Any further responsibilities felt by the visitors are deemed to be *extra* responsibilities, including economic donations, education about the local traditions and communication with residents (Gao *et al.*, 2017). *Extra* responsibilities, however, cannot be gained by simply informing visitors of these.

An alternative approach, therefore, investigates the environmental sensitivity of visitors to determine how tourists regard and respond to sustainability. López-Sánchez and Pulido-Fernández (2016) name this as sustainable intelligence. Dolnicar and Leisch (2008) explore the effectiveness of attracting environmentally conscious visitors to destinations. Stern and Dietz (1994) begin to define environmental consciousness and, in a later paper, Stern (2000) uses three distinctive behavioural groups: egoistic (concern for the environmental impacts upon themselves); social-altruistic (concern for the environmental impacts upon other

people); and biospheric (concern for the environmental impacts upon all living things) (Schultz, 2002; Stern, 2000). Approaches to measure environmental sensitivity, consciousness or sustainable intelligence are warned to be difficult to measure and define (Weaver and Jin, 2016). Dawson and Jensen (2011) and Dolnicar and Leisch (2008) further caution the categorisation of environmental sensitivity since it is not a robust means of predicting visitor actions. It must be added that not all tourists respond in the same way to sustainable issues to the same extent (Juvan and Dolnicar, 2014; Puhakka, 2011). It is suggested that many visitors are in denial of their environmental impacts or are susceptible to place blame upon others (Juvan *et al.*, 2016). It is largely due to this uncertainty that visitor loyalty, as well as their activity choices, are often used to define their sustainable intelligence.

Long-term visitors compare the same landscape over time and, thus, identify the improvements or deterioration of the landscape in a way in which first-time visitors cannot (White *et al.*, 2008). Repeat visitors are, therefore, argued to be more sensitive to change. It is further explained by Kyle *et al.* (2003) that, as repeat visitors develop a sense of place attachment, ownership and loyalty, they feel partially responsible for these places. The work of Lee *et al.* (2017) discovers that experienced tourists show greater support for sustainable tourism schemes than inexperienced tourists. It is further ascertained from Lee *et al.* (2017) that experienced tourists respond more to ethical issues rather than economic ones, while inexperienced tourists are the opposite. Perhaps place attachment and the perceived responsibility of regular experienced visitors cause these findings.

Destination types also lend themselves to attracting more environmentally sensitive or conscious visitors. Heritage sites evoking place attachment, for instance, are found to have a positive effect on the sustainable behaviour of visitors (Buonincontri *et al.*, 2017). Since recreational visitors have place dependence, this encourages a level of appreciation and concern for the landscape they need and use (Kyle *et al.*, 2003). White and Lovett (1999) suggest that regular visitors may be inclined to contribute fees to conserve and enhance

national park landscapes. Considering a heightened level of appreciation, as Kyle *et al.* (2003) imply, visitors taking part in recreational activities may be more likely to pay such fees. Utilising visitors who have a degree of place attachment or dependence, as Kyle *et al.* (2004a; 2004c) explain, is a justifiable sustainable tourism approach. However, it is cautioned by Albayrak and Caber (2016) that alternative types of recreational tourism like climbing have a minimal impact upon landscapes since they are done in small groups. Therefore, it cannot be assumed that certain groups of visitors will be more inclined to contribute to the sustainability of a destination.

Second home owners are a visitor group that has been distinguished in this literature review as having a strong sense of place attachment. Subsequently, second home owners have a desire to protect their rural idyll in ways that residents do not. Farstad and Rye (2013) explain that residents support development for the needs of the community, however, second home owners are concerned with preserving their idyll (Farstad and Rye, 2013). Although second home owners often consider themselves as a part of the community, residents and second home owners fundamentally use the landscape in different ways. Where second home owners visit to escape and experience the landscapes, residents wish to see developments in their economy (Farstad and Rye, 2013). Interestingly, however, second home owners are considered to contribute to local economies in different ways in response to their temporary residence there (Velvin *et al.*, 2013).

Utilising the environmental support of visitors is already initiated through certain types of tourism. Ecotourism and volunteer tourism, for instance, integrate landscape management into the experiences of visitors. Learning about fragile landscapes and contributing to their sustainability is central to the visitor experience of ecotourism (Butler, 1999). These visitors aspire to feel good about their visit whilst exploring fragile and natural landscapes (Butler, 1999). Garrod *et al.* (2006) explain how the ideology of nature is

emphasised in order to sell local produce to visitors. It is stressed that volunteer tourism not only benefits local economies, but educates visitors and host communities about landscape degradation and the ways in which they can reduce their impact upon the landscape (Brightsmith *et al.*, 2008). With the rise of leisure tourism and the desire to seek wilderness, education for visitors and the local communities is an efficient means of protecting a highly used but remote destinations (Cochrane, 2006).

Nonetheless, tourist destinations must appreciate that they cannot gain the environmental cooperation of all visitors. Cousins (2007), for instance, finds that eco-tourists have varying degrees of environmental awareness. Hard eco-tourists are driven by landscape conservation, whereas soft eco-tourists seek adventure (Cousins, 2007). Young gap year travellers seeking adventure, and independence whilst volunteering to boost their CV are a swiftly growing visitor group (Stainton, 2017). Many gap year tourists fund their adventures through Teaching English as Foreign Language (TEFL). Education tourism has been turned on its head because, not only do tourists travel to learn and embrace new cultures, tourists are now providing education. These endeavours, therefore, have an underlying cause and individuals may have vastly differing views upon environmental conservation and volunteering.

3.8 Conclusion

Visitors are constantly defined within tourism literature whether through the categorisation of their identity or the differentiation of their activities and actions. The idea of categorising visitor groups is introduced by Cohen (1984; 1979; 1972), Falk (2006), and Falk *et al.* (2007). McCabe (2005) demonstrates the importance of distinguishing a range of visitor groups rather than considering tourists as one group. The activities of visitors, such as leisure

activities, volunteering or sightseeing, are used to differentiate visitors from one another (Li *et al.*, 2008; Cousins, 2007; Lau and McKercher, 2004; Kyle *et al.*, 2004a; 2004b; 2003; Warzecha *et al.*, 2000). Tourists are further differentiated through the length of their stay since first-time visitors and repeat visitors are distinguished from each other (Assaker and Hallak, 2013; Hong *et al.*, 2009; Li *et al.*, 2008; Jang and Feng, 2007; Lau and McKercher, 2004). Specialist types of tourism, such as ecotourism, further separates visitors from mass tourism. Furthermore, visitors are classified within their own visitor groups since differing degrees of ecotourism and environmental sensitivity have been devised (Dawson and Jensen, 2011; Brightsmith *et al.*, 2008; Dolnicar and Leisch, 2008; Cousins, 2007). It becomes clear that tourists are incredibly diverse and individually unique. It is for this reason that so many distinct types of visitors exist within tourism literature.

With this review of the literature though, day visitors remain a group which has received little attention. The fundamental theories of visitors and residents demonstrate where day visitors can be identified. Visitors and residents are found to have contrasting views. visitors are drawn to the physical attractions of the landscape in comparison to the residents who experience the intangible aspects of a landscape (Li *et al.*, 2008; Ekinici and Hosany, 2006; Lau and McKercher, 2004; Ryan, 2002; MacCannell, 2001; McKercher, 1993). Repeat visitor theories, however, prove that these differences between visitors and residents are not as contrasting as suggested. Like residents, regular visitors distinguish themselves from mass tourists in order to define their own authentic experiences (Doran *et al.*, 2014; Brouillette, 2007; Hernández *et al.*, 2007; McCabe, 2005). Furthermore, regular visitors feel a sense of familiarity and routine with the places which they return to and recreate the resident perspectives of belonging (McKercher *et al.*, 2012; Murdy and Pike, 2012; Hernández *et al.*, 2007; Garbarino and Johnson, 1999). With the close proximity that day visitors often live to tourist destinations, it is implied that this visitor group may demonstrate characteristics which

are representative of both repeat visitors and residents. The extent to which day visitors can be differentiated from repeat visitors and residents is explored in this research.

This literature review highlights the actions, motives and expertise of regular visitors in order to gain an in-depth review of a visitor group with similar travelling habits to day visitors. Hong *et al.* (2009), Lau and McKercher (2003) and Oppermann (1998) find that repeat visitors visit fewer attractions and travel much shorter distances when they visit a destination than first-time visitors. Such trends link to Urry (1990) and his theories of the *tourists' gaze* as less experienced travellers are more susceptible to representation. Repeat visitors are argued to be simple to communicate with and provide tourist destinations with a level of economic security (Chi, 2012; Hosany and Gilbert, 2010; Alegre and Juaneda, 2006). Despite the emphasis within the literature about the negative environmental impacts of tourism, as Bulter (1999) introduces, there is evidence to highlight the environmental benefits of repeat visitors. The sustainability of the landscape is crucial to rural destinations, such as the Peak District, where the landscape is the fundamental visitor attraction. Oppermann (1997) presents that repeat visitors have a lower environmental impact than first-time visitors due to their concentrated movements. Furthermore, it is discussed that repeat visitors develop a sense of environmental consciousness and responsibility for the landscape and are more aware of their impacts than those who are less familiar with the area (White *et al.*, 2008; Kyle *et al.*, 2003; White and Lovett, 1999). In application of these theories, day visitors may be more supportive of landscape conservation than other visitors.

The approaches of tourism management authorities are explored lastly in this literature review and demonstrate the challenges faced when considering the needs and expectations of different visitor groups. The management approaches of national parks must balance the needs of visitors alongside those of the residents, local businesses and the environment (Suckall *et al.*, 2009; Sharpley and Pearce, 2007). Appreciating the differences

which exist between visitors is necessary when considering appropriate management approaches and means of communicating with visitors. For instance, where Tolia-Kelly (2010) and Urry (1990) demonstrate that first-time visitors desire to visit represented landscapes, the expectations of regular visitors are influenced by memories and personal experiences (Ekinci and Hosany, 2006; Gursoy and McCleary, 2004; Kozak, 2001). The experience and knowledge of repeat visitors also mean that efforts to communicate with these visitors are often ineffective (Gursoy and McCleary, 2004). It is clear that management approaches exist for visitors and residents, yet it is less clear to what extent day visitors can be truly understood and incorporated within the current tourism strategies of the Peak District.

3.10 Summary of the literature

Table showing the key literature themes and their application to the research aims

Literature Topics	Key Theorists	Key Themes	Contributions to the research
Visitor Theory	Urry (1990) Massey (1995) Tolia-Kelly (2010) Cosgrove and Daniels (1988)	Visitor actions: individuals act as groups within tourist destinations. The social construction of landscape and the limited visitor gaze due to representation and preconception.	Understanding visitors enables this research to interpret and predict its findings of visitor actions, motivates and expectations.
	Asbollah <i>et al.</i> (2017) asbo Lew and McKercher (2002)	Visitor behaviours and experiences.	

	MacCannell (2001) Nouza <i>et al.</i> (2015) Ryan (2002)		
	Back and Marjavaara (2017) Cohen (1972) Falk <i>et al.</i> (2007) Falk (2006) Horner (2016) Karnatz (2016) McCabe (2005)	Visitor categorisation and Identity.	
Resident Theory	Blunt (1999) Cohen (1984) Convery and Dutson (2008) Tosun (2002) White and White (2007) Williams and Lawson (2001) Young <i>et al.</i> (2007)	Resident differences and conflict with visitors and the relationship between home and the responses of residents.	Resident theories are used to interpret the perspectives of day visitors and to determine whether day visitors can be distinguished from residents.
Repeat Visitor Theory	Albayrak and Caber, 2016 Alegre and Juaneda (2006) Assaker and Hallak (2013) Lau and Mckercher (2004) Oppermann (1998) Wang (2016)	The importance of repeat visitors, word-of-mouth and how to measure repeat visitor satisfaction.	These theories are used to interpret and predict the findings of this study and to differentiate day visitors from repeat visitor theories.
	Lau and McKercher (2004) Li <i>et al.</i> (2008) Hong <i>et al.</i> (2009) Chi (2012) Oppermann (1998)	Comparing the actions and motivations of regular visitors and first-time visitors.	

	<p>Albayrak. and Caber (2016)</p> <p>Kyle <i>et al.</i> (2004a)</p> <p>Kyle <i>et al.</i> (2004c)</p> <p>Warzecha <i>et al.</i> (2000)</p>	The development of familiarity and place attachment and the role of place dependence.	and managing the needs of day visitors.
	<p>Gursoy and McCleary, (2004)</p> <p>Kerstetter and Cho, (2004)</p> <p>Falk <i>et al.</i> (2012)</p>	The destination knowledge of repeat visitors.	
Visitor Management	<p>Butler (1999)</p> <p>Sharpley and Pearce (2007)</p>	Sustainability in national parks and the challenges faced by national park management authorities.	<p>Existing management efforts in the UK national parks enable a better understanding of the approaches in the Peak District.</p> <p>The theories behind the complexities of communicating with visitors and meeting visitor and resident needs enable this research to theorise feasible solutions to incorporating day visitors into management strategies.</p>
	<p>Buonincontri <i>et al.</i> (2017)</p> <p>Dolnicar and Leisch (2008)</p> <p>Farstad and Rye (2013)</p> <p>Gao <i>et al.</i> (2017)</p> <p>Juvan <i>et al.</i> (2016)</p> <p>Lee <i>et al.</i> (2017)</p> <p>López-Sánchez and Pulido-Fernández (2016)</p> <p>Weaver and Jin (2016)</p> <p>Stern (2000)</p> <p>Stainton (2017)</p>	The use of the environmental consciousness of visitors to aid sustainability.	

Table 3.1: Overview of the literature and its key themes.

Chapter 4 Methodology

4.0 Method timeline

- *2013: Case study choice and background data*

It is clear from the literature that visitor differentiation is a diverse and a complex area of research. As such, this research takes an interpretivist approach and does not seek to explain the patterns found, but to indicate to what extent day visitors differ from staying visitors and to explore the diversity of this visitor group. To be able to state why it is important to differentiate day visitors, it must first be explored what differentiation shows, and second, maintain why this matters. The PDNP was chosen due to its high numbers of day visitors. The use of the PDNP enables this research to suggest how differentiation may be worthwhile to this tourist destination in terms of visitor management and conservation of the area.

To build upon the previous research of Moore (2013), interviews with the PDNPA and Visit Peak District were first conducted in 2014 to introduce the study area and to demonstrate the extent of knowledge about day visitors within the PDNP. These interviews helped to determine that day visitors can be explored in greater detail, especially since the PDNPA do not differentiate between day visitors and staying visitors in their Visitor Surveys.

- *2014: Objective one*

In response to the pilot interviews undertaken in the summer of 2014, this study began by comparing the PDNPA's Visitor Survey to the original contributions of the questionnaire designed for this research. Importantly, the questionnaire for this research differentiated the responses of day visitors and staying visitors to meet objective one of the

research aim, to explore the significance of differentiating day visitors from staying visitors.

The questionnaire was inductive since the PDNPA Visitor Survey does not distinguish day visitors. To support the quantitative aspect of the study, a focus group was devised to expand upon and find further trends that could not be seen from the questionnaire analysis alone. As with the questionnaire, the focus group was inductive and designed to have a similar focus to the questionnaire questions.

- *2015: Objective two and three*

To address objective two of the aim, assess the suitability of the day visitor category for the visitors themselves, in 2015 the questionnaire responses were cross-referenced. The responses from day visitors were compared with their travelling distance, activity choices, knowledge and familiarity with the destination. This aspect of the research was inductive and undertaken to determine any limitations of simple visitor dichotomy. Where differences existed between the total day visitor responses about activity choice for instance, in comparison to those that travelled over 20 miles, the suitability of the day visitor category was tested. To meet objective three of the aim, the data was cross-referenced to compare the activity choices of the day visitors against their responses about the significance of the landscape. The environmental sensitivity of day visitors was able to be extrapolated from these results.

- *2016 – 2018: Post viva review of objective two and three*

The second major aspect of data collection for this research began after the viva recommendation for this thesis in March, 2016. After determining whether further day visitor trends could be extrapolated from the cross-referenced questionnaire, in 2016, interviews with day visitors were conducted. This aspect of data collection was deductive since both the literature theories about visitor categories and identity and the trends found from the

questionnaire and focus group informed the questions of the interviews. Since the focus group themes were used to direct the areas of discussion for the interviews, two of the focus group participants were asked back to conduct interviews to expand upon their views. The interviews with day visitors related to objective two of the aim: to explore the suitability of differentiation for the visitors themselves. The interviews not only provided data to suggest appropriate day visitor categories, but also allowed this research to begin to answer why differentiation may be worthwhile for the PDNPA. In addition, the 2016 interviews enabled this study to explore what managers could deduce from visitor categories. To meet objective three, the interviews were designed and analysed to question the respondents about their environmental and social contributions to the PDNP.

4.1 Chapter overview

This chapter is divided into four themes: management approaches, differentiating day visitors, day visitors in detail, the significance of day visitors. The application of the methods to the aims of the research and to the literature are summarised in each of the above themes.

Within the literature, the activities, motives, familiarity and knowledge of visitors differentiate visitor groups. These same aspects of visitor identity were used within the questionnaire to ensure that the results are relevant to the current debates within the literature and to determine where the literature supports or conflicts the results. Visitor identity and categorisation are at the core of this research because visitor actions and experiences are dependent upon the identity of visitors (Devesa *et al.*, 2010; Falk *et al.*, 2007; Falk, 2006; McKercher *et al.*, 2006). The contrast between visitor and resident theories were also applied to compare and interpret the results of staying visitors and day visitors (Assaker and Hallak, 2013; Hong *et al.*, 2009; Li *et al.*, 2008; Jang and Feng, 2007; Alegre and Juaneda, 2006; Lau and McKercher, 2004).

4.2 Management approaches

The views of the PDNPA and Visit Peak District are key elements to this research for two reasons. Firstly, the PDNPA expressed and explained the dominance of day visitors within the PDNP which encouraged this study to explore day visitors in more detail. The State of the Park Report demonstrated that day visitors dominate within the PDNP since 79.0% of visitors visit for the day (Peak District National Park Authority, 2014a). The PDNPA interview further revealed the additional complexities of managing and measuring the actions of day visitors, emphasising the purpose and requirement to explore day visitors in more detail. Secondly, the PDNPA and Visit Peak District interviews described their current tourism strategies and promotional campaigns which supported the research aim to explore how day visitors can be incorporated into future management strategies. The interviews with the PDNPA and Visit Peak District were used in conjunction with the results from the questionnaire, focus group and interviews to assess the potential of day visitors in a management approach framework.

The interview with the PDNPA Chief Executive explained the complexities which the PDNPA face when managing a disproportionality high number of day visitors. By applying the literature debates around management approaches, the appropriateness of current management strategies for day visitors in the PDNP was reviewed (Morelli, 2011; Suckall *et al.*, 2009; Sharpley and Pearce, 2007). The Chief Executive explained how the Management Plan is designed to target the needs of the residents, visitors, businesses and the environment (Peak District National Park Authority, 2012). The contrast between locals and visitors, as depicted in the literature, demonstrates the complexities of meeting the needs of both of these groups simultaneously (Ekinci and Hosany, 2006; Ryan, 2002; Blunt, 1999; McKercher, 1993). The interview with the PDNPA was evaluated to find whether the management strategies for visitors and residents in the PDNP incorporates the needs of day visitors. Stakeholder approaches were also discussed in the interview as a management solution; the literature

supports the interview data by explaining the implementation and effectiveness of stakeholder approaches (Prell *et al.*, 2009; Sharpley and Pearce, 2007; Dougill *et al.*, 2006).

The interview with Visit Peak District explained the main reasons why visitors travel to the PDNP and the requirement to meet the needs and expectations of visitors. The literature explains that meeting the needs of visitors is fundamental to ensure repeat visitation (Hosany and Gilbert, 2010). The interview with the PDNPA was used in conjunction with the interview with Visit Peak District to demonstrate how vital cooperation is between these two organisations in order to meet the aim of lengthening the stays of staying visitors. Visit Peak District explained the design and purpose of their advertisements, promotional material and marketing approaches. The literature depicts how advertisements have an important influence over visitor actions (Choe and Fesenmaier, 2013; Sharpley and Pearce, 2007). The results of the questionnaire and focus group demonstrate the extent to which day visitors are influenced by adverts. An important discussion point from the interview with Visit Peak District, therefore, was about their target audience. The theories of the effectiveness of adverts were used as a means of evaluating the appropriateness of Visit Peak District's marketing strategies for day visitors (Ryan, 2003). The literature indicates that less experienced visitors are likely to respond to adverts (Li *et al.*, 2008; Lau and McKercher, 2004; Urry, 1990). More experienced visitors, on the other hand, are more efficient in their search behaviours and rely upon their own knowledge so scarcely use the information and advertisements provided by tourist boards (Gursoy and McCleary, 2004; Kerstetter and Cho, 2004).

4.2.1 Interview method and secondary data

The PDNPA website provided this research with data about visitor numbers within the PDNP, the Economic Assessment Model and provided access to the Management Plan and Visitor Surveys undertaken (Peak District National Park Authority, 2014a; 2013d; 2012; 2005). Importantly, the results of the PDNPA 2014 Visitor Survey presented the current information about visitors and the percentages of day visitors which this area receives (Peak District National Park Authority, 2014a). The Management Plan (2012-2014) demonstrated the current management approaches and aims of the PDNPA (Peak District National Park Authority, 2012). The Visit Britain website also provided a useful resource to compare how day visitor data can be compiled on a national rather than county level. Further data collection, such as their study of visitor categorisation, illustrated how visitors can be compared within different categories. Alongside these secondary data sources, the interviews provided detailed information about the management approaches and the challenges which the PDNPA face. Only through qualitative research can the outcomes and meanings of the causes and processes be seen (Silverman, 2011). It was only possible to gain the opinions of the PDNPA and Visit Peak District through interviews. Interviews are valuable for both measurement purposes and to gain individual perspectives (Fontana and Frey, 2003). Interviews were thus appropriate for this study since both informative and objective views were required.

The interview with the PDNPA Chief Executive explored the goals, priorities and management plans of the PDNPA, as well as their processes for measuring visitor numbers and experiences. The dissertation which was conducted prior to this research included interviews from the PDNPA (Moore, 2013). These existing contacts with the PDNPA enabled the arrangement of the interview for this current research. This interview developed upon the past findings from Moore (2013) with the added context of day visitors. The interview with

Visit Peak District was reused from Moore (2013) because further insights about the advertising campaigns and approaches could not be gained from a new interview. The Visit Peak District interview explored the use of advertising campaigns and promotional material to attract visitors. The interview transcripts were analysed and relevant quotes were extracted to compare the findings of the questionnaire and focus group with the interviews and to theorise future management approaches. These quotes are presented in Appendices 1 and 2.

The Chief Executive of the PDNPA was invited to participate in this study via email. This invitation briefly explained the background of the study and what the participation entailed. The email invitation explained that a full information sheet and the consent forms would be available to them if the PDNPA wished to take part in the study. The formal information sheet and consent forms were provided after the participants agreed to take part in the study to ensure that a friendly and casual relationship was established between the interviewer and the interviewee. Providing the information sheet in advance of the interview also enabled the interviewee to be prepared before the interview and to avoid any unanticipated situations. The questions or themes were not provided in advance to avoid any pre-planned answers; unplanned answers produce more honest and valuable data for analysis (Silverman, 2011). Once the interviewee agreed to take part in the study, a time and location was decided to the interviewee's choice and convenience. A professional work environment was selected for the interview location ensuring that the interviewee and the interviewer did not feel vulnerable and that a professional relationship was maintained between the interviewer and the interviewee throughout.

Before the interview commenced, the interviewer provided a short description of the interview structure and its purpose to ensure that there were no misunderstandings and to establish a friendly manner of communication between the interviewer and the interviewee (Silverman, 2011). These introductions were courteous and ensured that the interviewee felt

comfortable with the situation (Silverman, 2011). By completing these introductions, it was considered that more detailed and, thus, valuable responses would be gained. At this point, the interviewer confirmed that the interview would be recorded and that the participant's anonymity within the study would be discussed and decided according to their preferences. The interviewer also asked the interviewee to inform them of any information shared which they wished to remain confidential and explained that this information would be removed from the study. The same information sheet and consent forms given to the interviewee in advance were presented to them in person before the interview took place. Immediately before the interview could commence, the interviewer gave the interviewee the opportunity to ask any questions and to sign the consent forms. It was ensured that these procedures and discussions of consent and anonymity were carried out in order to gain the trust of the interviewee and make them feel more comfortable when sharing information (Silverman, 2011).

The interview was designed to be semi-structured because it was necessary to focus upon certain topics and themes that were deductive from the questionnaire and focus group, such as the activities of day visitors. However, this research allowed room for elaboration and variability. Although the themes were deductive, new perspectives and trends were positive additions to the analysis of day visitor categories. The semi-structured nature of the interview encouraged a casual and flowing discussion which allowed for qualitative interpretation. For the purposes of this study, this relaxed format was preferable because the opinions and views of the interviewee were able to be expressed. Semi-structured interviews allow strong views and areas of expertise and enthusiasm to be focused upon and, thus, produce rich and detailed data (Flowerdew and Martin, 2005). Furthermore, unanticipated topics and perspectives can be discussed (Flowerdew and Martin, 2005). This semi-structured approach also presents a level of flexibility which means that questions can be re-ordered and expanded upon where necessary (Bryman, 2008). It was taken into account that these semi-structured

interviews were unique and could not be repeated: *“the fluid and individual nature of conversational-style interviews means that they can never be replicated”* (Flowerdew and Martin, 2005: 111). The interviewee cannot be interviewed again because they have a pre-informed knowledge about what will be discussed, which may cause their responses to change (Bryman, 2008). To protect this dataset two recording devices were used during the interview to reduce the risk of a failed recording.

4.2.2 Summary

Table showing the interview method

Management Approaches - Method: Interviews			
Key themes	Questions and aims	Supporting literature	Application to aims and objectives
Management approaches	Assess the PDNPA management plans, strategies and goals.	Suckall <i>et al.</i> (2009) Sharples and Pearce (2007) Dougill <i>et al.</i> (2006)	Place day visitors within the context of a current tourist destination.
The knowledge of day visitors	Assess the current figures and projections for day visitor numbers and the PDNA’s knowledge of this visitor group.	Li <i>et al.</i> (2008) Ekinci and Hosany (2006) Lau and McKercher (2004) McKercher (1993) Urry (1990)	The current situation in the PDNP demonstrates the value of exploring day visitors.
Visitor communication	Assess Visit Peak District’s promotional strategies and points of visitor contact.	Choe and Fesenmaier (2013) Sharples and Pearce (2007) Kerstetter and Cho (2004)	Assess the feasibility of incorporating day visitors into the current management policies.

Table 4.1: An overview of the interview method used to explore management approaches and its application to the aim and objectives.

4.3 Differentiating day visitors and staying visitors

In order to explore day visitor differentiation within the PDNP, this visitor group must first be differentiated from staying visitors. Once day visitors are distinguished from staying visitors, their actions, experiences and motives can be explored in more detail. This aspect of data collection meets objective one of the aim and was achieved through a questionnaire and a focus group. The comparison of the questionnaire provided a clear statistical description of day visitors which is the first step to exploring a relatively under-researched visitor group. To support the comparison between the two visitor groups, the fundamental theories which underpin this study are those that surround visitor routines and actions (Li et al., 2008; Jang and Feng, 2007; Lau and McKercher, 2004). The focus group data was used to either strengthen or disprove any themes and patterns from the quantitative data set. In accordance with the questionnaire, the focus group discussed the same themes of activities, motives, information choices and travel routines, and therefore, follows the same methodology. Following the simplistic differentiation of day visitors and staying visitors, the questionnaire was later cross-referenced to find any further trends for day visitors.

The original questionnaire for this research was designed to have similar categories of data collection to the PDNPA Visitor Survey and Visit Britain data, with the significant distinction being the differentiation between day visitors and staying visitors. This difference allowed for comparisons to be made between the differentiated day visitor questionnaire for this research and those surveys of the existing managers. The questionnaire for this study asked visitors about their travel routines, motives, activities, destination knowledge and information choices. The theories of first-time and repeat visitors are used to interpret the influence of regular visitation upon their routines (Assaker and Hallak, 2013; Li et al., 2008; Jang and Feng, 2007; Lau and McKercher, 2004). The variables that are missing from the PDNPA Visitor Survey include: eating out, shopping and the knowledge and familiarity of

visitors. These variables are noted within the literature and Visit Britain Surveys and were thus included in this questionnaire in order to compare each aspect of day visitor experiences to the staying visitors' (Murdy and Pike, 2012; Hong et al., 2009; Hernández et al., 2007; Gursoy and McCleary, 2004; Kerstetter and Cho, 2004; Kozak, 2001).

The questionnaire first asked visitors about their length of stay, visitation frequency, and the distances they travelled to get to the PDNP. It was important to collect this data since the results from these initial questions were cross-referenced with the results for visitor activities, knowledge, familiarity and sources of information. The theories of place attachment explain that familiarity and place attachment develop with regular repeat visitation (White *et al.*, 2008; Kyle and Chick, 2007; Kyle *et al.*, 2004; Kozak, 2001). It was important to ask the visitors how familiar and knowledgeable they were of the PDNP in order to distinguish their actions and motives. The questionnaire also asked the visitors which aspects of the PDNP were attractive or important to them. This question was designed to establish exactly why visitors visited the PDNP. Place attachment and familiarity were used to interpret revisitation motives (Murdy and Pike, 2012; Yuksel *et al.*, 2010; Kyle and Chick, 2007).

A further reason for exploring the priorities for visitors when visiting the PDNP was to explore the environmental sensitivity of visitors. This aspect of the questionnaire meets objective three of the aims. The questionnaire asks visitors how important they consider the landscape to be as a part of their visit. It was not explicitly asked whether or how visitors care for the environment, since this questionnaire was primarily about visitor routines. Furthermore, due to the denial that visitors may experience about their own impact on the landscape, implying the environmental awareness and sensitivity of visitors was crucial to the methods (Juvan et al., 2016). Such questions about the environmental contribution of visitors are likely to produce biased results due to moral conscience. Instead, the importance of the

landscape for visitors is an indicator as to which visitors are more likely to conserve and protect the landscape.

Following on from the aspects of the PDNP that visitors find the most important, the questionnaire asked what types of activities the visitors participated in. Importantly, visitor itineraries demonstrate how day visitor experiences vary from staying visitors. The theories of first-time and repeat visitation suggest that regular visitors participate in a greater range of different activities than first-time visitors (McKercher, *et al.*, 2012; Li *et al.*, 2008; Alegre and Juaneda, 2006; Lau and McKercher, 2004; Oppermann, 1997). The questionnaire then explored the information choices of day visitors and staying visitors. It asked whether visitors pre-planned their visits as well as asking what sources they used to determine and inform their decisions. Li *et al.* (2008) explore the reliance that first time and repeat visitors have upon different sources of information.

The questionnaire finally asked visitors if they used targeted marketing such as adverts and offers to aid their visiting decisions. This aspect of analysis was eliminated from the discussion since it was not deemed a necessary distinction to make when TV advertising and email were also options for sources of information within the questionnaire. The interview data from Visit Peak District was applied to the results of the use of TV advertising and promotional emails to discuss the appropriateness of adverts for day visitors; the literature suggests that advertisements must be considerate of their audience to be effective (Gursoy and McCleary, 2004; Hosany *et al.*, 2006). The focus group respondents discussed their suggestions for the PDNPA and Visit Peak District with regard to making adverts and offers more appropriate for day visitors. Therefore, alternative marketing approaches for day visitors were able to be considered from the questionnaire results and the interview with Visit Peak District.

The questionnaire for this study was cross-referenced to determine any further trends within day visitor routines. Visitation frequency and travelling distance were used to cross reference the choice of sources of information, activities, familiarity and knowledge and the importance of the landscape. It is suggested that more regular visitors have different perspectives and preferences when visiting a place. For instance, visitors who are regular travellers to the same destination are argued to take part in more leisure activities and take less interest in visiting the main sites of interest that are widely publicised (McKercher, *et al.*, 2012; Li *et al.*, 2008; Lau and McKercher, 2004; Oppermann, 1997). As well as activity choices and preferences, the literature suggests that travelling distances and regularity can also correlate to the level of familiarity with the destination (White and White, 2007; Blunt, 1999; Gupta and Ferguson, 1992). The cross-referenced data enabled these debates to be seen from the questionnaire. Travelling frequency and information choices were cross referenced since literature discusses the influence of regular visits upon the extent to which visitors plan (Li *et al.*, 2008; Hosany *et al.*, 2006). The literature states that regular visitors seldom rely upon promotional materials provided for visitors (Gursoy and McCleary, 2004; Kerstetter and Cho, 2004). Finally, to meet objective three of the aims, travelling distance and visitation frequency were analysed against the importance of the landscape to imply the environmental awareness of visitors. The literature supports that activity choices, as Kyle *et al.* (2003) explore, and regular visitation, as Lee *et al.* (2017) and Sanagustín Fons and Fierro (2011) find, influence the environmental consciousness of visitors.

4.3.1 Questionnaire method

Questionnaires were used in this study in order to gain quantifiable data about day visitors and staying visitors. With a questionnaire, a structured set of questions can be maintained, resulting in a comparable data set which can be easily analysed (Bryman, 2008).

The design of the questionnaire was cross-sectional; the subjects involved were questioned at one time and their results were analysed against each other in order for patterns and similarities to emerge (Bryman, 2008). Two versions of this questionnaire asked the day visitors and staying visitors the same questions and, subsequently, comparisons could be made between the two visitor groups (Appendices 3, 4). The questionnaires were identical to one another, with differences only occurring in regard to the information about where respondents stayed during their visit and for how long which was not appropriate for day visitors. Equally, a question asking if the respondents lived within the PDNP was not included in the staying visitor questionnaire. The questionnaire was analysed in two ways for this study. Initially the results were analysed to discover whether any differences between day visitors and staying visitors existed that the PDNPA were currently unaware of. From these results, the questionnaire was cross-referenced to find further themes for the day visitors. These comparisons were evaluated to determine whether day visitor activities, destination knowledge and familiarity, and sources of information altered with travelling distance and visitation frequency. To analyse the data, the dataset was extracted from the online survey builder to an MS Excel document. The responses were compared with one another once the responses had been converted into percentages.

It was acknowledged that to find the differences between the two visitor groups, this questionnaire could have an endless number of participants. It was not determined in advance how large the sample for the questionnaires would be due to the uncertainty regarding the response rate to the questionnaire. However, as an inductive data collection method to base the remaining data collection methods upon, and with the time restraints of this study, a minimum of 100 questionnaires were set as an achievable guideline. The questionnaire was closed with 168 responses consisting of 73 staying visitor responses and 95 day visitor responses. This sample size was considered great enough to identify any significant

differences between day visitor responses in comparison to staying visitors and the PDNP Visitor Survey findings.

The sampling process for the questionnaires was entirely theoretical using non-probability sampling. Only those who had visited the PDNP were appropriate participants for this questionnaire. An initial filter question was added to both the online and paper copies of the questionnaire which asked the respondents if they visited the PDNP for a day or for more than one night. This filtering process controlled the sample and enabled the separation of day visitor and staying visitor responses. It was ensured that the sample size for each of the two visitor groups was as equal as possible in order to make direct comparisons between the two visitor groups. Since the PDNP has a high number of day visitors, the sample could reflect this imbalance. However, since this research aims to compare the two groups to find any drastic variations, an even sample was chosen. It was acknowledged that the sample for the online questionnaire could become skewed since it cannot be so easily controlled (Bryman, 2008). To ensure that significant differences between the sample sizes did not emerge and enough responses were gathered, the sample was closely monitored and more respondents were gathered as necessary. The use of both online and paper versions of the questionnaire enabled this control over the sample size and 30 paper questionnaires were completed by staying visitors. The responses from the paper version of the questionnaire were inputted manually to ensure there was a complete electronic dataset.

Online questionnaires were selected as the dominant means of data collection for this study because they can be completed at the respondents' convenience and, as a result, are more likely to be completed (Bryman, 2008). Furthermore, online questionnaires are easier and quicker for people to complete than postal copies (Bryman, 2008). On account of the short time frame of this study, the online questionnaire was the most efficient and effective way to gain a large number of respondents quickly. The questionnaire could reach a much

larger and diverse sample online than could be achieved by handing them out individually. Additionally, for the purpose of this study, it was concluded that postal questionnaires could become wasteful and time consuming because many of the residents who live in or around the PDNP may not visit the area recreationally and would be inappropriate for this study. The link to the online questionnaire was sent to potential participants through email and Facebook and they were encouraged to share the link with other potential respondents thereafter. Importantly, the cooperation with Visit Peak District for this study enabled the questionnaire to be accessed through their facebook page. The location of the questionnaire on the Visit Peak District Facebook page was hoped to target staying visitors due to the information which Visit Peak District provides.

Before the respondents began the questionnaire, an information sheet was presented to them to ensure the participants understood what they were volunteering to do. This information sheet explained the purpose of the study, the role of the participant, and the use of their information. For those completing the paper questionnaire, the respondents were given the chance to read the information sheet before they agreed to participate. Each participant gave written consent to take part in the study by accepting the terms and information outlined. For the online questionnaire, a clear link to the information sheet was provided before the participants could access the questionnaire. The respondents consented to participate in the study by agreeing to continue to complete the questionnaire through a simple Yes/No question. The questionnaire used closed questions throughout for the purpose of quantitative and comparative analysis. The questionnaire asked visitors about their length of stay, the regularity of their visits, their itineraries, their reasons for visiting and their decision-making processes. These questions were designed to uncover the experiences and routines of day visitors and staying visitors. As this study used both online and paper questionnaires, the length of the questionnaire needed to be appropriate for both in-person and online completion. It is for this reason that the online questionnaire completion time was

estimated at 5 minutes. The types of questions, such as Yes/No questions or Likert scale questions were varied throughout to gain the appropriate detail of data. This variability was also selected to maintain the respondents' focus on the survey (Bryman, 2008).

This questionnaire was designed with the limitations of online surveys in mind and reduced these limitations where possible. Online surveys, for instance, can produce missing or incomplete data as misinterpretation occurs during a self-complete questionnaire (Bryman, 2008). The design of the questionnaire was simple and retained the same format throughout to ensure the questionnaire was user-friendly which reduced the instances of respondents selecting incorrect answers or leaving answers incomplete. The questions were worded carefully to avoid any confusion or misinterpretation for the participants answering. Furthermore, issues of access can occur with online surveys; participants may have technical problems when accessing the hyperlink provided or have trouble using the survey online (Wright, 2005). The hyper-link for this questionnaire sent the respondents straight to the questionnaire to avoid any confusion and a clear link was set up to provide the information sheet. In relation to access, there are of course limitations in that the sample excludes individuals who do not have access to the internet (Wright, 2005). In response to this limitation, a paper copy of the questionnaire reached participants without internet access.

The questionnaire was designed to be appropriate for all respondents and, for this reason, unfamiliar or technical terminology was avoided. The questions remained short and were sequenced in a logical order with few filter questions to avoid the risk of missing or incomplete data (Bryman, 2008). The respondents progressed easily and efficiently through the questionnaire due to a logical order of questions. Furthermore, the order of the questions was chosen to encourage the respondents to engage with the questionnaire and to think more carefully about their answers. For instance, the visitors were asked what they did during their visits at the beginning of the questionnaire. As a result, the respondents were more likely to

answer the rest of the questionnaire in a way which was applicable to their visits. In addition, an initial interest in the respondent can result in more honest and reliable responses throughout the survey (Bryman, 2008). As a final measure to ensure the questionnaire gathered the most reliable results possible, simpler questions were located towards the beginning and end of the questionnaire where the respondents' concentration may waver.

4.3.2 Focus group method

The questionnaires contributed quantitative data to this study, whereas the focus group added an element of qualitative analysis which this research required to gain a more detailed and in-depth perspective of the characteristics and experiences of day visitors. The views and experiences of day visitors within the PDNP were able to be effectively captured within the focus group; gathering a group together to discuss a topic encourages a range of opinions to be considered and discussed in detail (Bryman, 2008). The communal discussion of a focus group showed which points were considered to be the most or least important. Furthermore, as the aims of this study are to differentiate day visitors as a visitor group, the focus group ideally represented a communal and group perspective. With individual questionnaires, the responses would need to be analysed against one another in order to identify the trends of group consensus or disagreement. Focus groups were chosen over open-ended questions on a questionnaire, because these discussions not only create rich data, but they do so in a more convenient and cost-effective way (Bryman, 2008). Importantly, the focus group allowed for a level of flexibility and interaction which open-ended questionnaires cannot replicate. The respondents could be prompted and questions could be repeated or expanded upon as necessary. Additionally, new perspectives and opinions can arise through focus groups which individuals may not have initially thought of (Bryman, 2008).

The participants were recruited through contacts with a local school since the staff lived within the PDNP and in the surrounding area. The formal invitations for participation were emailed to those who had agreed to be contacted about the study. The email was forwarded to individuals that were suggested by the other participants. Once the sample reached over 6 and below 10 participants, the sampling process ended. The focus group consisted of 8 participants who were referred to as participants A-H throughout the write-up of this research in order to protect the identity of the participants. The size of the group needed to be large enough to have a varied and rich discussion yet intimate enough to enable these discussions to take place in a comfortable and manageable situation (Bryman, 2008). A smaller group is also easier to moderate to ensure that the discussions stay on topic and that everyone has a chance to talk. The focus group recording lasted for 42 minutes; the discussions were exhausted at this point. Pre- and post-recorded discussions continued about the research and the participants' involvement.

The sampling process was non-probability sampling; the participants were invited to the study if they lived within or in close proximity to the PDNP. For the purpose of this study, residence within the area was not necessary, since only the variable of visiting for one day was analysed at this stage of data collection. It was considered that residence within the PDNP would not impact upon the results since the PDNP covers such a vast area, residents within its boundary could still travel long distances to reach destinations for just one day. Once sampling ended, the sample included one participant that lived in the PDNP and the remaining participants lived just outside of the PDNP boundary. The age and gender of the visitors did not determine the sample choice. The focus group sample required only the perspectives of day visitors and was not designed to analyse the demographics of the respondents. Equally, the questionnaire did not use such demographic data during analysis.

The location for the focus group discussion was a mutually agreed space that was accessible for all. This was a meeting room at the school where a number of the participants worked; the interview took place outside of school hours after a training day. The location was selected to be quiet enough to produce a clear recording for analysis. The time and date of the focus group was discussed and arranged in advance with those who had agreed to take part. The participants were reminded of the time, date and location of the meeting a week beforehand to reduce the risk of participants failing to attend. The participants who agreed to take part in the study were sent a detailed information sheet about the study and their role within it in advance of the group meeting via email. When the participants arrived for the focus group, the same information sheet was presented to them in-person, accompanied by two consent forms, one for the consent to the study and one for the use of direct quotations within the study. The participants were asked if they had any questions which could be asked individually or in front of the group. The group had the chance to have refreshments and get to know one another before the focus group commenced. An exercise like this is beneficial because, if the group feels comfortable, individuals are more likely to participate (Bryman, 2008).

To begin the focus group discussion, the moderator introduced themselves as well as the purpose of the meeting and its place within the study. It was made clear what would happen within the focus group and what everyone was expected to do. The participants were also made aware that the discussion was being recorded and their identity would be anonymous within the write-up of the research. The participants were asked to make the moderator aware of any information which they shared which they did not wish to be included within the study and to remain confidential and to respect the confidentiality of any information which was expressed to remain so. To maintain a comfortable setting and encourage full engagement, the discussion began with a simple question about where each of the participants lived and how often they visited the area.

For the purposes of analysis, the focus group was recorded and fully transcribed. It was important to ensure that the group was well managed and people did not talk over one another to protect the clarity of the recording and so reduce the risk of misinterpretation during transcription. As a precaution, two recording devices were used for each data collection period to protect the data if one recording failed. The transcriptions were analysed through themes, organised in Appendices 5-12. These themes helped to organise the focus group data within the same question topics of the questionnaire so the two datasets could be analysed together. With the questionnaire findings presented as percentages in an Excel spreadsheet, the opinions of the focus group were cross referenced to support or disprove findings. Selected quotes were taken from each theme to present the data within the discussion.

The limitations of these methods of focus group and interviews include the lack of participation by all the respondents or the domination of the discussion by one individual or a small group of people (Bryman, 2008). In these instances, an overall perspective of the group cannot be gained which entirely defeats the purpose of the focus group. To avoid these situations, the focus group moderator gave the less vocal members of the group the opportunity to answer questions or contribute to a discussion. The role of the focus group moderator is to ensure group involvement and to guide the discussions to ensure that they stay on topic. It is important that the moderator steps in when necessary to avoid the focus group from straying from the intended topics (Bryman, 2008). Another limitation of focus groups is conformity and consensus; the group may agree something as a whole, whereas individual members of the group may disagree. However, as this study aims to explore the actions and views of visitors, the way in which the participants concur in the focus group was considered to be the most accurate portrayal of how visitors think and act. Tourism is an example of a social situation where stereotypes, identities and social constructions are performed and the focus group enabled these performances to be captured.

4.3.3 Summary

Table showing the questionnaire method used to differentiate day visitors

Method: Questionnaire			
Key themes	Questions and aims	Supporting Literature	Application to Aims and Objectives
Visitor travel routines and visitation frequency.	Compare the travel routines, activities, motivations, knowledge and use of offers and adverts by day visitors and staying visitors to determine where differences and similarities lie.	Hong <i>et al.</i> (2009) Lau and McKercher (2003) Oppermann (1998)	Use the comparative analysis of the questionnaire to differentiate day visitors from staying visitors to establish the value of day visitors for tourist destinations and the importance of their differentiation.
Activities and visitor motivations.		Chi (2012) Hong <i>et al.</i> (2009) Li <i>et al.</i> (2008) Lau and McKercher (2004) Oppermann (1998)	
Visitor expertise with regard to the destination.	Compare the destination knowledge and familiarity of day visitors and staying visitors.	Gursoy and McCleary (2004) Kerstetter and Cho (2004) Falk <i>et al.</i> (2012)	The feasibility of communicating with day visitors and incorporating day visitors within future management strategies is explored through the current day visitor engagement with visitor information and promotional materials.
Visitor use of adverts and offers.	Explore the use of offers and adverts to aid their visits by day visitors and staying visitors.	Hosany <i>et al.</i> (2006) Gursoy and McCleary (2004) Kerstetter and Cho (2004)	

Table 4.2: Overview of the key themes of the questionnaire method, their detailed questions, supporting literature and application to the aim and objectives.

Table showing the focus group method used to differentiate day

Method: Focus Group			
Key themes	Questions and aims	Supporting Literature	Application to Aims and Objectives
Visitor routines.	To gain a detailed analysis of the activities, motives and travel routines of day visitors with the use of visitor examples and case studies.	Chi (2012) Hong et al. (2009) Li et al. (2008) Lau and McKercher (2004) Oppermann (1998)	Differentiate day visitors from staying visitors to establish the value of day visitors for tourist destinations and the importance of their differentiation.
Visitor activities and motives.			
Visitor expertise with regard to the destination.	Determine the knowledge and familiarity which visitors have of the destination.	Gursoy and McCleary (2004) Kerstetter and Cho (2004) Falk et al. (2012)	Explore how visitor knowledge and experience alter the way in which they can be categorised.
Visitor use of advertisements and offers.	Explore the reasons why visitors use offers and adverts to aid their visits.	Hosany et al. (2006) Gursoy and McCleary (2004) Kerstetter and Cho (2004)	
Day visitor identity.	Explore how visitors identify themselves when they visit tourist destinations.	Falk et al. (2007) Falk (2006)	Further differentiate day visitors from residents and staying visitors to emphasise their unique identity.
The sustainability of day visitors.	Demonstrate the extent to which day visitors contribute to the environmental and social sustainability of the PDNP.	McLeod and Busser (2014) Farstad and Rye (2013) Sanagustín Fons and Fierro (2011) White et al. (2008)	Determine the importance of differentiating day visitors within the PDNP.

Table 4.3: Overview of the key themes of the focus group method, their detailed questions, supporting literature and application to the aim and objectives.

4.4 Defining day visitor categories

The questionnaire was designed to simply differentiate between the routines of day visitors from staying visitors. Once this data had been analysed and cross-referenced, further data was required to add to the emerging characteristics and trends of day visitors. This final aspect of the data collection process meets objective two of the aim. This objective is met through interviews with day visitors. These interviews aimed to explore the identity of day visitors and determine whether this visitor group could be further differentiated and categorised. Acquiring more detailed accounts from day visitors allowed this research to build upon the previous findings of the questionnaire and focus group. The fundamental theories which underpin this aspect of data collection are those of visitor identity and categorisation (Arnegger *et al.*, 2010; Falk *et al.*, 2007; Falk, 2006). To meet objective three, the worthwhileness of this process is explored by asking the interviewees about their environmental awareness and contributions. The literature implies that visitors who have a close relationship with a place are more sensitive to environmental change (McLeod and Busser, 2014; Farstad and Rye, 2013; Sanagustín Fons and Fierro, 2011; White *et al.*, 2008).

The interviews aimed to explore whether day visitors could have more than one perception of their own identity and category. The works of Falk predominantly supported these discussions of visitor identity (Falk *et al.*, 2012; Li *et al.*, 2008; Falk *et al.*, 2007). It was discussed how different factors varied day visitors' perceptions of themselves as visitors and residents of the area. Visitors, after all, are in a process of identifying and categorising themselves (Karnatz, 2016; Brouillette, 2007). For instance, the literature explores the influence of home upon their visitor categorisation; the imagined spaces of home enable visitors who do not live in a destination to form a connection with the place (Hernández *et al.*, 2007; White and White, 2007; Blunt, 1999). The theories of second home owners strongly support these claims (Dias *et al.*, 2015; Nouza *et al.*, 2015; Wildish *et al.*, 2015; Farstad and

Rye, 2013). Since day visitors are characterised by their closer proximity to the destination, the influence of moving home to the PDNP, as well as travelling distance, were questioned to determine how their perceptions altered.

In relation to the questionnaire and focus group themes, the topic of information sources was discussed. The literature implies that, with experience, visitors will plan in varying degrees of detail (Gursoy and McCleary, 2004; Kerstetter and Cho, 2004, Kozak, 2001). This was explored with day visitors in the interviews to determine whether sources of information, or lack thereof, influenced how they perceived themselves as visitors. Also, in accordance with the themes of the questionnaire and focus group, the interviews explored the activity choices of day visitors in greater depth to discover why these choices are made and whether this defines them in any way. Visitors, for instance, can be attracted to visit places further away from the bustle of crowds and popular sites of interest as they become more experienced tourists (Arnegger *et al.*, 2010; Dolnicar and Leisch, 2008; Cochrane, 2006). Adding to the questions upon activity choices, the literature explores that regular visitors often use destinations more functionally (Alegre and Juaneda, 2006; Gross and Brown, 2006; Lau and McKercher, 2004).

Based upon the findings of Visit England, these interviews were designed to explore whether demographic groups, such as families and couples, determined visitor actions and were indeed a category to situate day visitors within (Visit England, 2016). The interviews asked the respondents who they often travelled with and how this impacted upon their routines. Furthermore, since the literature implies that hosting visitors influence their hosts' perspectives and use of a destination, the interview explored this issue with the day visitors (Young *et al.*, 2007). Hosting visitors was a theme from the focus group that was re-visited in the interview to attain more detail. The interview explored whether hosting visitors implicitly

results in day visitors choosing different activities from their usual routine. In response, the literature explains that experiences can vary with destination choices (Foster, 2008).

4.4.1 Day visitor interview method

The justification for choosing interviews for this final stage of data collection rests upon the detail of responses and their subjectivity. This research aims to explore why it is important to differentiate day visitors by exploring this group in depth and interpreting the suitability of categories for day visitors. Such detail cannot be achieved with a questionnaire due to the rigidity of questions that they demand (Fontana and Frey, 2003). A focus group was not chosen since it was important to ensure that the interviewees were honest and impartial in their responses (Silverman, 2011). It was crucial to gain the most authentic discussions about their perspectives and experiences as day visitors. The interviews were semi-structured; it was important to allow the interviewee to add their own stories and experiences in order for unique data to emerge (Bryman, 2008). The question themes were chosen in advance due to the trends found from the questionnaire and focus group. However, the questions were not given to the participants prior to the interviews to protect original thoughts and discussions (Silverman, 2011). Travelling distances and visitation regularity were two strong themes found from the original questionnaire to explore further within the interviews. In addition, the debates within the literature of home and identity directed the topics of the interviews.

In total, five interviews were conducted for this data set. The interviews lasted between 25-35 minutes. To maintain anonymity, the interviewees were referenced as participant I, J and K. Two of the interviewees were selected from the original focus group meeting since further insights could be gained from these participants. The source of

participants from the focus group did not compromise the interview since this interview had a different focus upon identities and perspectives as a visitor. The remaining four participants were sampled from connections with people from the focus group. An email invitation was sent to the potential interested participants recommended by those within the focus group. Like the sampling process for the focus group, these individuals were invited if they were residents or lived in close proximity to the PDNP and often visited the PDNP for the day.

As with the focus group, these interviews were recorded using two devices to ensure that the data was protected and not lost during recording. The interviews were transcribed and analysed by organising the comments into themes, such as the influences of activity choices, distance from home, and familiarity. The literature was primarily used to create the themes to determine if responses could be grouped in this manner. For instance, visitor familiarity with a place, a sense of home, and plural identities were themes identified from the literature. Furthermore, to meet objective three, the environmental awareness of day visitors was a dominant theme of the interviews. The emerging trends from the cross-referenced questionnaire, such as activity choices and travelling distance, also dictated the themes for analysis. Finally, some themes were identified from the interviews themselves, such as new residents to the PDNP. Literature was later added to support such interesting and unanticipated findings. These themes are arranged within Appendices 13-20, in order for quotes to be cited in the discussion with ease.

Prior to the interviews, the participants who agreed to take part were emailed the information sheet to read in advance. The interviews were held at a mutually agreed space, that was familiar and comfortable. These venues ranged from local cafes or work places. As with the focus group, the venue, date and time were confirmed a week before the meeting. The same information sheet was read out to the interviewee at the time of the interview, alongside the consent forms. The interviewer asked if the participant had any questions first,

and explained that the interview would be recorded and that the interviewee would remain anonymous within the write-up of the research. The interviewer asked the participant to make the interviewer aware of any sensitive comments they wished not to be included in the study. To encourage honest and open responses, these introductions were vital and gave time for the interviewee to relax (Silverman, 2011). The interviews each began with a similar opening question to describe what the interviewees usually did when they visited the PDNP. This initial open-ended question was deemed to be accessible to all of the participants and would set the foundations for the rest of the interview. Depending on how much detail the interviewees gave at this stage, the following questions varied.

4.4.2 Summary

Table showing the interview method used to further differentiate day visitors

Method: Interviews with Day Visitors			
Key themes	Questions and aims	Supporting Literature	Application to Aim and Objectives
Visitor identity and categorisation.	Do day visitors identify themselves as visitors or residents? Do they consider the PDNP as their home?	Arnegger <i>et al.</i> (2010) Falk <i>et al.</i> (2007) Falk (2006) Karnatz (2016) Brouillette (2007)	Objective 2: to explore the self-taxonomy and subjectivity of visitor categorisation.
Environmental awareness and contributions.	How protective or environmentally aware are day visitors about the PDNP? Do sustainable behaviours vary with activity choice,	McLeod and Busser (2014) Farstad and Rye (2013) Sanagustín Fons and Fierro (2011)	Objective 3: to demonstrate the extent to which day visitors contribute to the environmental and social sustainability of the PDNP. This is done to determine

	visitation frequency or distance?	White <i>et al.</i> (2008)	the importance of differentiating day visitors within the PDNP.
The influence of home.	How does the distance from home alter the perspectives of day visitors upon their identity as visitors or residents?	Hernández <i>et al.</i> (2007) White and White (2007) Blunt (1999)	Objective 2: to demonstrate the varying influences acting upon visitor categories and identity. The influence of home shows the effect of distance upon visitors, as well as familiarity and a sense of ownership in the PDNP.
The effect of second home owners.	To demonstrate how this influences day visitors who have a strong sense of belonging and familiarity within the PDNP.	Dias <i>et al.</i> (2015) Nouza <i>et al.</i> (2015) Wildish <i>et al.</i> (2015) Farstad and Rye (2013)	
Familiarity and sources of information.	To determine the extent to which day visitors explore the PDNP independently due to their knowledge.	Gursoy and McCleary (2004) Kerstetter and Cho (2004) Kozak (2001)	Objective 2: to indicate how sources of information and feelings of familiarity in a place alter the perspectives and thus categorisation of visitors.
Activity choices.	How do activities determine the identity of day visitors and do they make day visitors different to other visitors?	Alegre and Juaneda (2006) Gross and Brown (2006) Lau and McKercher (2004)	Objective 2: to demonstrate how activity choices can alter and determine categories of day visitors.

Table 4.4: Overview of the key themes of the day visitor interview method, their detailed questions, supporting literature and application to the aim and objectives.

4.5 Considered and addressed research limitations

The initial data collection for this study before the viva, was restricted due to the time restraints encountered with ethical approval. The questionnaire responses were collected over 5 months rather than a year which would have provided a complete and more representative data set of annual day visitors. Consequently, the sample for the questionnaire remained relatively small. Equally, more than one focus group would have been conducted without time restraints. A range of focus groups and a larger questionnaire sample would provide a more representative sample of day visitors. It was for this reason, that further research in the form of day visitor interviews, was added to the research. The questionnaire was instead used as an informative data set upon which to base the remaining research upon rather than representing the main body of the research. This research is based within one national park at one moment in time. A more comprehensive study would have been able to explore visitor perspectives of their identity over time and within different national parks.

4.6 Ethical considerations

Ethical approval has been given to this study, as shown in Appendices 21 and 22. Before they consented to participate, the participants involved in this study were fully informed about the aims of the study, their role as a participant and the use of their information and data during and after the study. The participants involved had the opportunity to withdraw from the study at any time and were informed of this. For any direct quotations which were presented within the write-up of the study, consent was attained from the participants using signed consent forms at the time of conducting the interviews and the focus group. The approval of quotations was not given to the participants due to the time restraints of this study and to minimise the demands upon the participants' time. The

anonymity of the focus group and questionnaire participants was protected throughout this study using pseudonyms, and the identity of the interviewees within this study was decided according to their preferences. Any information shared within the focus group or interviews which was asked to remain confidential was not used within the study. For the focus group, the participants were asked to ensure that any information which was expressed to remain confidential was not shared outside of the focus group situation. The use and storage of the data was explained to the participants in person and within their information sheets. The data for this study is stored on a password protected computer. The Visit Peak District interview data from Moore (2013) has consent to be used for future studies within a five-year time period. This study gained ethical approval in 2012 and has written consent for the use of the interview transcript and direct quotations within this study (Moore, 2013).

Chapter 5 Results

5.0 Chapter Overview

This chapter presents the findings from the questionnaire and aims to explore whether day visitors can be recognised as a distinct group from this quantitative dataset alone. If the results indicate differences from the PDNPA Visitor Survey, then it will be apparent that day visitors are unique to staying visitors. Furthermore, the cross-referenced data will highlight any differences within the day visitor category. The results are split into two parts, the staying visitor and day visitor comparison results and the cross-referenced day visitor data. The first set of graphs are arranged within the themes of the questionnaire: travelling distance, visitation frequency, length of stay, visitor activities, visitor priorities, knowledge, familiarity and sources of information. The second section of results is organised using the themes taken from the literature debates that travel routines, visitor knowledge and familiarity influence visitor actions and perspectives (Wildish *et al.*, 2015; Assaker and Hallak, 2013; Murdy and Pike, 2012; Hong *et al.*, 2009; Li *et al.*, 2008; Jang and Feng, 2007; Hernández *et al.*, 2007; Gursoy and McCleary, 2004; Kerstetter and Cho, 2004; Lau and McKercher, 2004; Kozak, 2001).

5.1 Part 1: Day visitor and staying visitor comparison results

5.1.1 Travel routines

The questionnaire results, shown in Figure 5.1, indicate the distances which both visitor groups are found to travel. The majority of staying visitors (62.3%) travel over 50 miles to reach the PDNP. 20.3% of staying visitors fall within the categories of 21-50 miles and a lower 15.9% travel 6-20 miles. No staying visitors travel under a mile and just 1.4% travel between 1-5 miles to reach their destination. The most common travel distance for day visitors is 6-20 miles, with 48.9% of responses. With 25.5%, 21-50 miles is the second most common distance for day visitors. A higher percentage of day visitors than expected (11.7%) travel over 50 miles to reach the PDNP for the day. More predictably, 12.8% of day visitors travel 1-5 miles in comparison to just 1.4% of staying visitors. In summary, almost two thirds of staying visitors travel over 50 miles to reach the PDNP and a similar proportion of day visitors travel 20 miles or fewer.

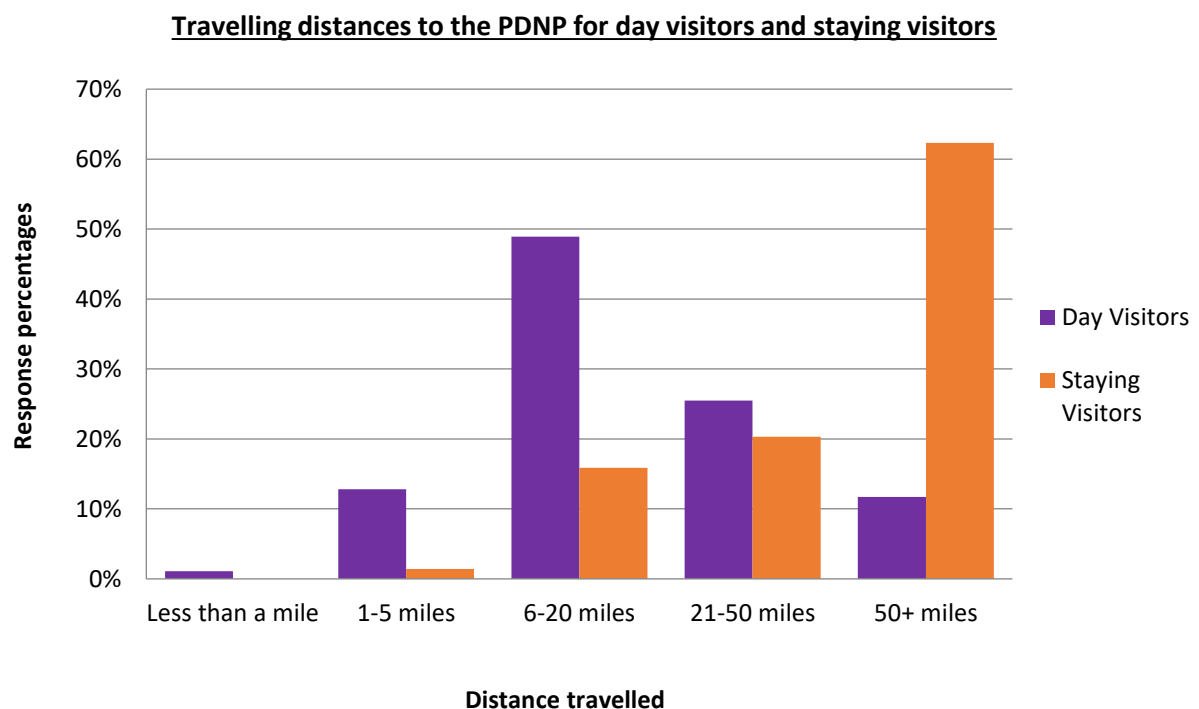


Figure 5.1: Travelling distances of day visitors and staying visitors to reach the PDNP from home.

Figure 5.2 shows how often day visitors and staying visitors travel to the PDNP based on the questionnaire results. Day visitors are the more frequent travellers since 24.3% of staying visitors visit less than once a year in comparison to just 4.3% of day visitors. The most common visitation frequency for day visitors is monthly with 28.0% of day visitors visiting this frequently. In total, 48.4% of day visitors visit monthly or more often in comparison to 8.6% for staying visitors. To break these results down, 22.6 % of day visitors visit between 2 and 5 times a year and a lower 17.2% of day visits are weekly. To further demonstrate the differences between the visitation frequencies of the two visitor groups, 18.6% of staying visitors visit annually, compared to just 8.6% of day visitors. Finally, 8.6% of staying visitors stated that this was their first time visiting in comparison to just 1.1% of day visitors. The trend of frequent day visits correlates with the shorter distances which day visitors typically travel.

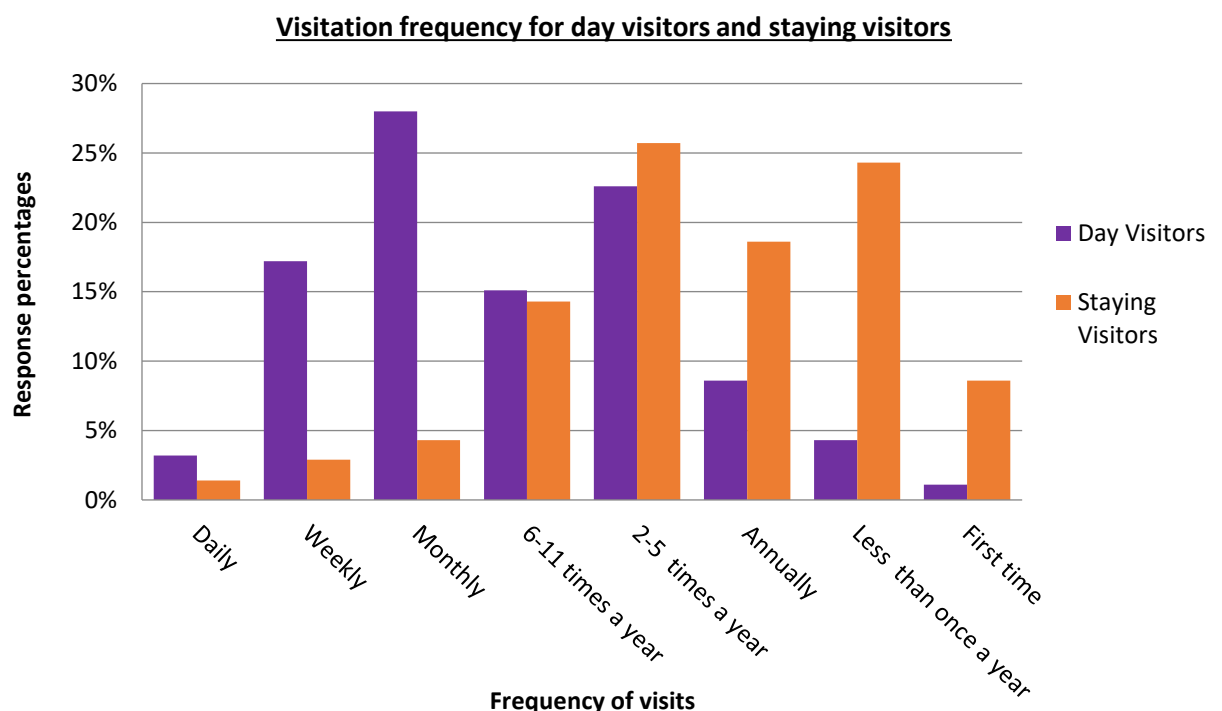


Figure 5.2: Visitation frequency to the PDNP for day visitors and staying visitors.

The final aspect of the questionnaire analysis is the length of stay for the staying visitors. Figure 5.3 shows that, with 52.9% of responses, the most common length of stay is 2-3 days, which is the shortest possible time frame. With 32.9% of visitor responses, 4-7 days is the second most popular length of stay and the remaining 14.3% of respondents stay for two weeks or more. In summary, over half the staying visitors are only in the PDNP for one or two nights and just one in seven stay for two weeks or more.

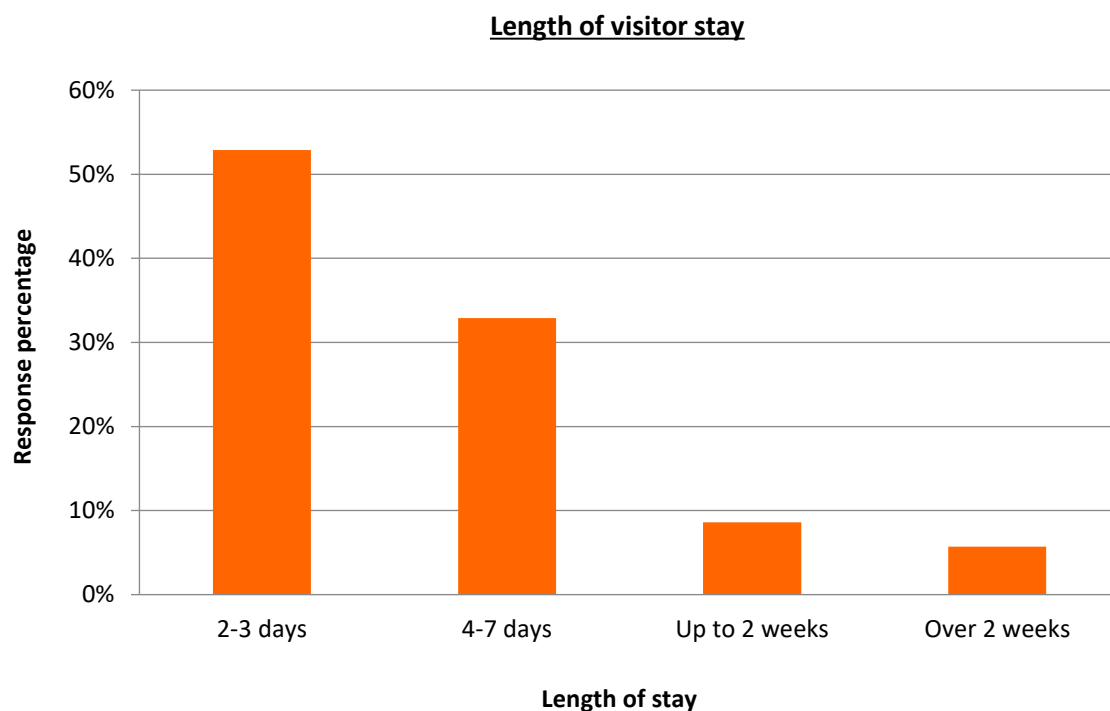


Figure 5.3: The length of stay for staying visitors to the PDNP.

5.1.2 Visitor activities

Figure 5.4 shows the day visitors' responses to the questionnaire. The suggested trend from Figure 5.4 is that recreational walking is the most popular activity for day visitors with 75.7% of visitors participating in this activity. The remaining active leisure activities (shown in green), excluding dog walking, receive very little interest from day visitors. The most common leisure activity after walking is the use of the trails with 28.6% of day visitor responses and mountain biking (10.0%). After leisure activities, visiting towns and villages is the second most popular activity, with 67.1% of day visitor responses. Also, a significant 60.0% of visitors eat out when they visit the PDNP, making this a very popular option. Enjoying viewpoints is also a relatively popular activity since 58.6% of day visitors stated that this was part of their visit. Visiting attractions and cultural sites of interest are less popular activities, with 34.3% of day visitors travelling to see attractions and 37.1% visiting cultural sites. Visiting friends and relatives also shows a lower percentage of responses with 21.4% of day visitors taking part in this activity. Guided tours receive little interest from day visitors (5.7%).

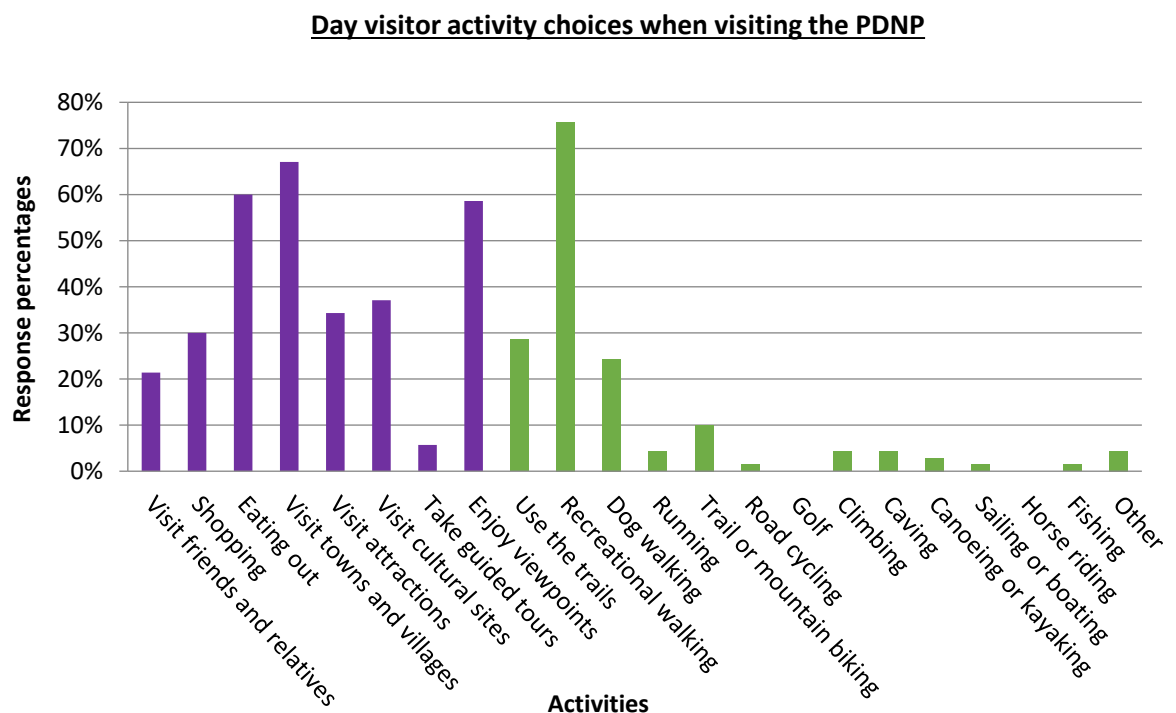


Figure 5.4: The activities that day visitors participate in when visiting the PDNP.

The staying visitor results from Figure 5.5 show that recreational walking is the most popular activity with 85.7% of staying visitor responses. 17.6% of staying visitors stated that they walk their dogs when they visit. The remaining leisure activities (shown in green) show low percentages of responses, yet a relatively high 53.8% of visitors use the trails. An equally high percentage of visitors stated that they visit the PDNP to enjoy viewpoints with 57.1% of responses. Visiting towns and villages contributes a further 54.9% of visitor responses. Visitor attractions and cultural sites attract slightly lower percentages of staying visitor responses, with 40.7% for visitor attractions and 36.3% for cultural sites. Eating out has a similar percentage of visitors to visiting cultural sites; 34.1% of staying visitors agreed that they visited the area specifically to eat out. A low 19.8% of the respondents stated that they visit the area for its shopping opportunities and a further 19.8% visit friends and relatives. The least common activity for the staying visitors, apart from the less popular leisure activities, is to take guided tours with just 1.1% of responses.

Staying visitor activity choices when visiting the PDNP

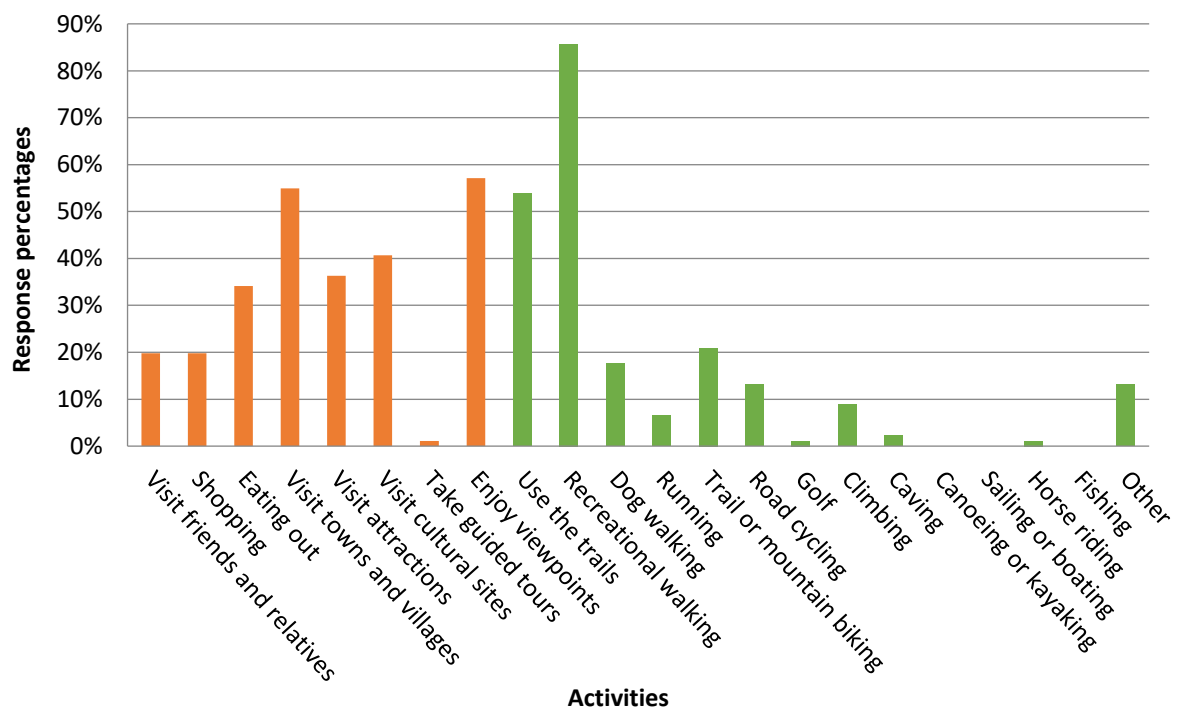


Figure 5.5: The activities that staying visitors participate in when visiting the PDNP.

The comparison between Figures 5.4 and 5.5 demonstrates the differences between day visitor and staying visitor activities, as shown in Figure 5.6. This figure shows that recreational walking is the most popular activity for both visitor groups. However, more staying visitors stated that they participate in walking during their visits than day visitors (85.7% compared to 75.7%). Dog walking, however, is more common for day visitors (24.3%) than for staying visitors (17.6%). The remaining recreational activities indicate that more staying visitors than day visitors participate in active leisure; 13.2% of staying visitors go road cycling in comparison to just 1.4% of day visitors and 8.8% of staying visitors go climbing whereas only 5.3% of day visitors take part in this activity. In addition, far more staying visitors (53.8%) use the trails than day visitors (28.6%) and 20.9% of staying visitors go trail or mountain biking in comparison to only half the number of day visitors.

For both visitor groups, visiting towns and villages is a popular choice, although more day visitors (67.1%) than staying visitors (54.9%) take part in this activity. Visiting towns and villages is the second most popular activity for day visitors whereas, for staying visitors, enjoying viewpoints and using the trails are more common. Visiting viewpoints shows very similar percentages of responses from both visitor groups; 58.6% for day visitors against 57.1% for staying visitors. However, seeing viewpoints is the fourth most popular activity for day visitors and the second most common for staying visitors. Very similar percentages of both visitor groups enjoy visitor attractions and cultural sites. Aside from the less popular leisure activity choices, taking guided tours is easily the least popular activity for both groups of visitors. More significant differences are evident for the less touristic attractions of eating out, shopping and visiting friends. Day visitors dominate these activities; 60.0% of day visitors eat out in comparison to 34.1% of staying visitors and 30% of day visitors go shopping compared to just 19.8% of staying visitors. Although, visiting friends and relatives shows a much closer comparison, with 21.4% of day visitors and 19.8% of staying visitors taking part in this activity.

Day visitor and staying visitor activity choices when visiting the PDNP

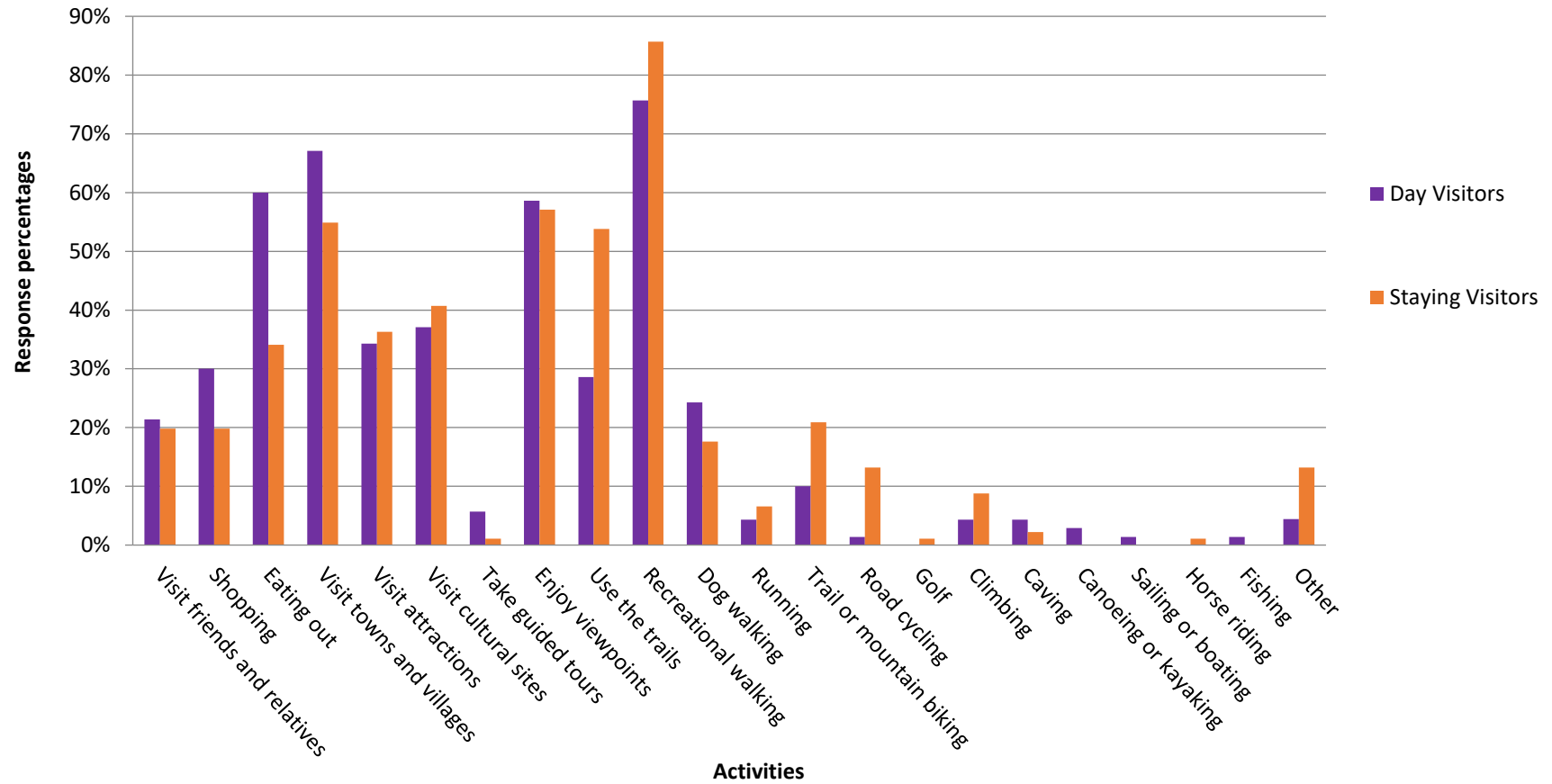


Figure 5.6: The activities that day visitors and staying visitors participate in when visiting the PDNP.

5.1.3 Visitor priorities when visiting the PDNP

The questionnaire asked the visitors which aspects of the PDNP were most important to them. In total, the questionnaire included six characteristics of the PDNP which were rated on a scale of five variables of importance by the visitors. Figure 5.7 shows that the scenery and landscape is by far the single most important attraction for day visitors; 82.8% of day visitors stated that the scenery and landscape is very important to them and, in total, 95.7% responded within the upper two categories of importance. After scenery and landscape, traditional towns and villages are the second most important attraction with 66.7% of responses within the upper two categories. There are no responses whatsoever within the lower two categories of importance for the scenery and landscape and just 6.5% of day visitors stated that visiting towns and villages is of little or no importance to them.

Amenities and facilities are the third most important aspect of the PDNP for visitors, with 39.8% of responses within the upper two categories of importance. A low 18.3% of day visitors stated that amenities and facilities are of little or no importance to them. Recreational activities (including active leisure activities) are similarly important, since 37.6% of day visitors agree that recreational activities are fairly or very important to them. Within this category, however, a higher 39.7% answered that recreational activities are either slightly important or not at all important. Visitor attractions and finding new experiences are the less appealing categories overall. Just 32.3% of day visitors responded within the upper categories of importance for visitor attractions, in comparison to 39.8% in the lower categories. Finding new experiences was either fairly or very important for 36.5% of day visitors and a further 40.8% answered that new experiences are of slight or no importance.

The importance of PDNP attractions for day visitor experiences

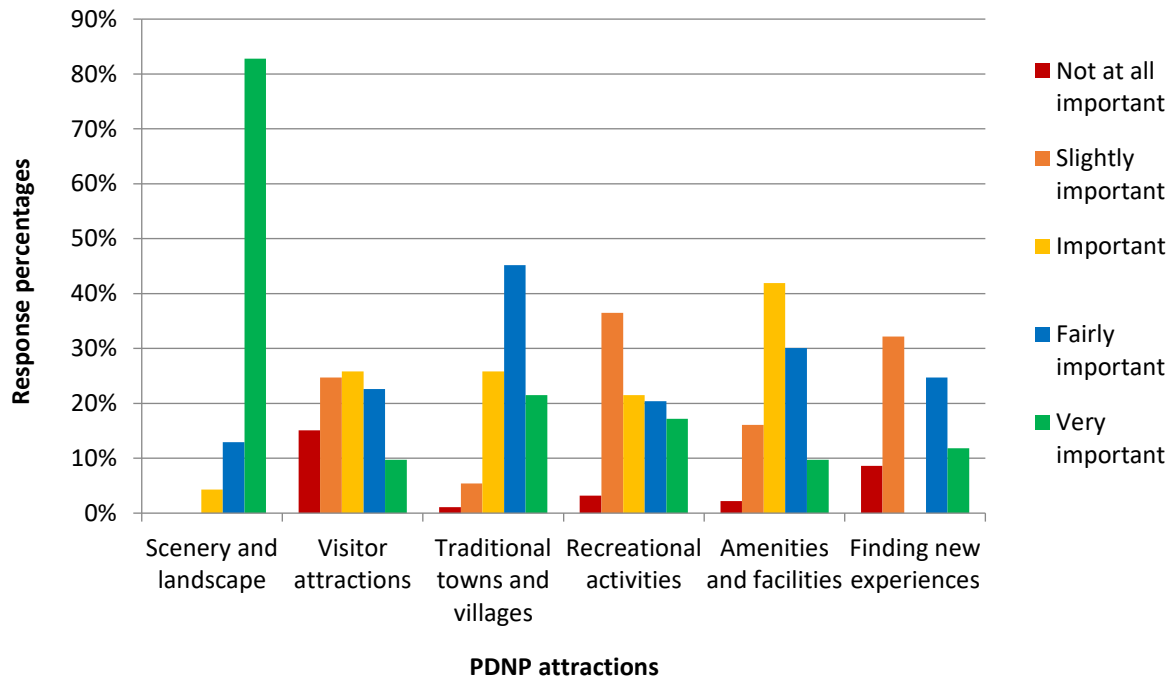


Figure 5.7: Day visitor priorities when visiting the PDNP based on a range of visitor attractions.

The results shown in Figure 5.8 indicate the priorities of staying visitors when visiting the PDNP. The scenery and landscape is stated to be very important to 78.3% of staying visitors and, overall, an overwhelming 94.2% of visitors responded within the upper two categories of importance. In accordance with the appeal of the scenery and landscape, no staying visitors responded within the lower two categories of importance. Traditional towns and villages are the second most important priority with 71.0% of responses within the upper two categories. Just 13.0% of visitors stated that traditional towns and villages are of no importance or slight importance to them. Similarly, amenities and facilities are important considerations for staying visitors with 60.8% of visitors agreeing that this aspect of the PDNP is fairly or very important. Just 17.3% of staying visitors think that amenities and facilities are of no importance or slight importance.

Visitor attractions demonstrate a more equal distribution of responses for importance; 46.3% of visitors stated that visitor attractions are very or fairly important, whereas 33.3% agree that these attractions are of little or no importance. The least important priority for staying visitors is finding new experiences; 11.6% responded that new experiences are not at all important and almost half of the staying visitors responded within the lower two categories for importance for this aspect of the PDNP. A low 34.8% of staying visitors consider new experiences to be fairly or very important. Recreational activities show a similar trend to finding new experiences; 31.8% of respondents stated that recreational activities are fairly or very important.

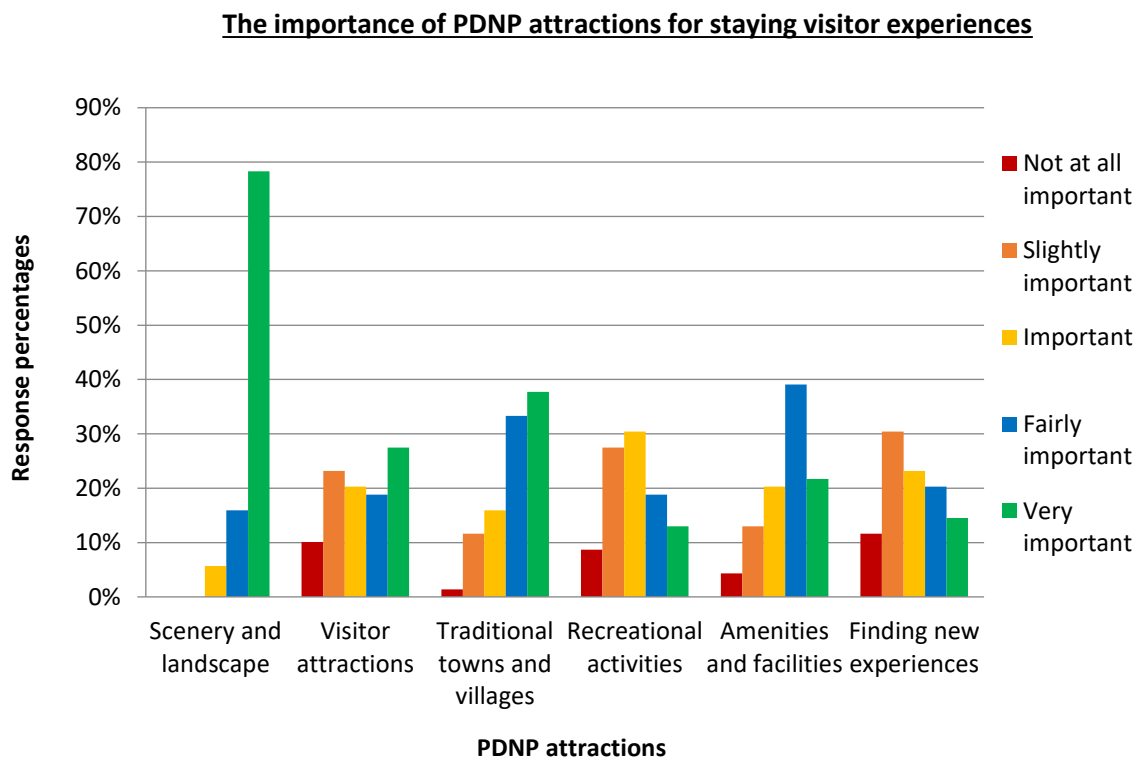


Figure 5.8: Staying visitor priorities when visiting the PDNP based on a range of visitor attractions.

By comparing Figures 5.7 and 5.8, the differences between the priorities of day visitors and staying visitors can be seen. The scenery and landscape is incredibly important for both visitor groups, with over 94.0% of both day visitors and staying visitors ranking this aspect of the PDNP in the top two categories of importance. Visiting traditional towns and villages is the second most important attraction of the PDNP, with over two thirds of visitors responding in the upper two categories. Finding new experiences is of less importance to both visitor groups. A similar number of staying visitors (42.0%) and day visitors (40.8%) stated that new experiences are of little or no importance to them and, similarly, within the upper two categories of importance there was agreement between day visitors (36.5%) and staying visitors (34.8%).

Recreational activities also demonstrate relatively equal responses from both visitor groups. Marginally more day visitors (37.6%) than staying visitors (31.8%) find recreational activities either fairly or very important. Similarly, 39.7% of day visitors and 36.2% of staying visitors consider recreational activities to be of little or no importance. The greatest differences between the responses of the two visitor groups are seen within the upper categories of importance for amenities and facilities and for visitor attractions. Far more staying visitors (60.8%) answered that amenities and facilities are very important or fairly important compared to day visitors (39.8%). When comparing visitor attractions, more staying visitors (46.3%) than day visitors (32.3%) responded within the upper two categories of importance.

5.1.4 Knowledge and familiarity of the PDNP

Figure 5.9 shows the questionnaire results for the knowledge of the PDNP for day visitors and staying visitors. There is an evident bell-shaped curve (a normal distribution) for the knowledge of staying visitors. For day visitors, the distribution is more heavily weighted towards categories 3, 4 and 5 (better knowledge). Day visitors have high levels of knowledge with 55.3% of responses within the upper two categories. Staying visitors demonstrate a relatively good knowledge with 32.3% of responses within the upper categories. With 34% of responses, the largest category for day visitor knowledge is rating 4, whereas the highest category for staying visitors, with 33.8% of responses, is rating 3. The results indicate that day visitors have a more advanced knowledge than staying visitors. More day visitors (34.0%) selected rating 4 for knowledge than staying visitors (23.5%) and far more day visitors (21.3%) stated they had the highest level of knowledge in comparison to staying visitors (8.8%). To compare the opposite end of the spectrum, 33.8% of staying visitors responded within the lower two categories of knowledge in comparison to 13.8% for day visitors.

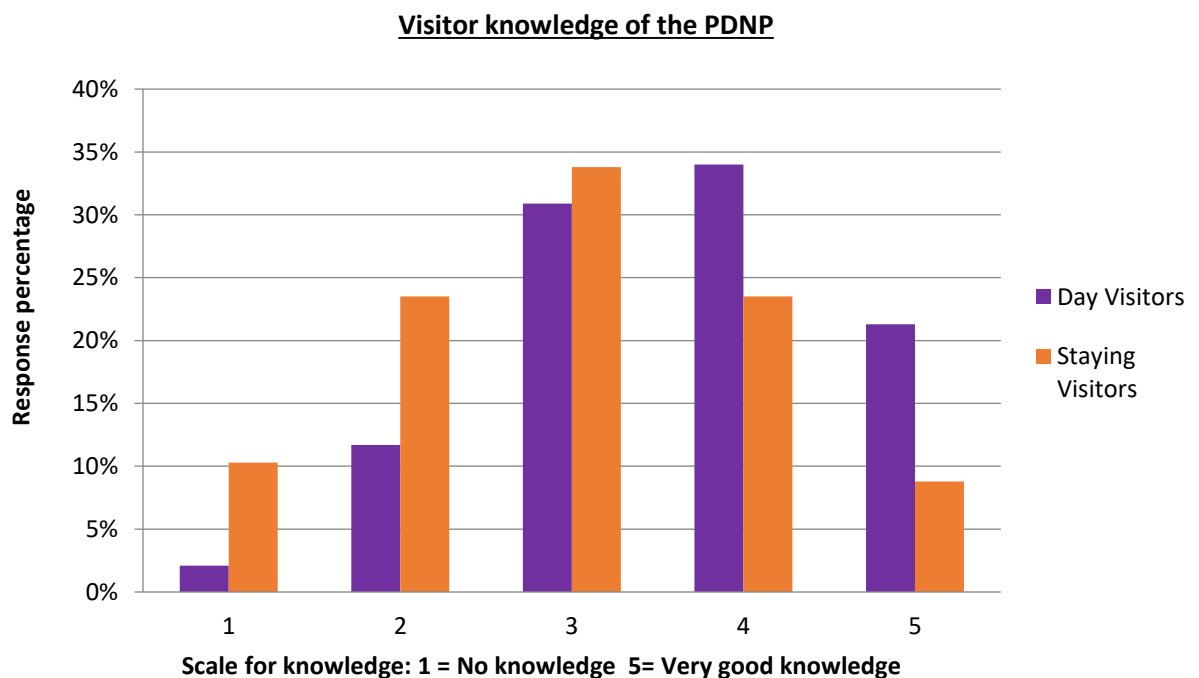


Figure 5.9: Day visitor and staying visitor knowledge of the PDNP.

Figure 5.10 below shows the questionnaire results for familiarity. Day visitors show higher percentages of responses for increased familiarity. Day visitors demonstrate high levels of familiarity with 62.7% of responses within the upper two categories. Staying visitors, however, show a lower 41.1% of responses for the upper two categories. The highest percentage of responses for day visitors is within rating 5 for familiarity (35.2%), whereas the highest percentage of responses for staying visitors is represented within rating 3 for familiarity (30.9%). The second and third highest responses for staying visitors are within rating 4 (23.5%) and rating 5 (17.6%). Overall, day visitors reflect higher levels of familiarity than staying visitors; more day visitors (35.2%) selected rating 5 than staying visitors (17.6%) and a few more day visitors (27.5%) selected rating 4 than the staying visitors (23.5%). Conversely, staying visitors show higher percentages of low familiarity than day visitors; 14.7% of staying visitors selected rating 2 compared to 8.8% of day visitors and there are more staying visitor responses (13.2%) for rating 1 than day visitor responses (4.4%).

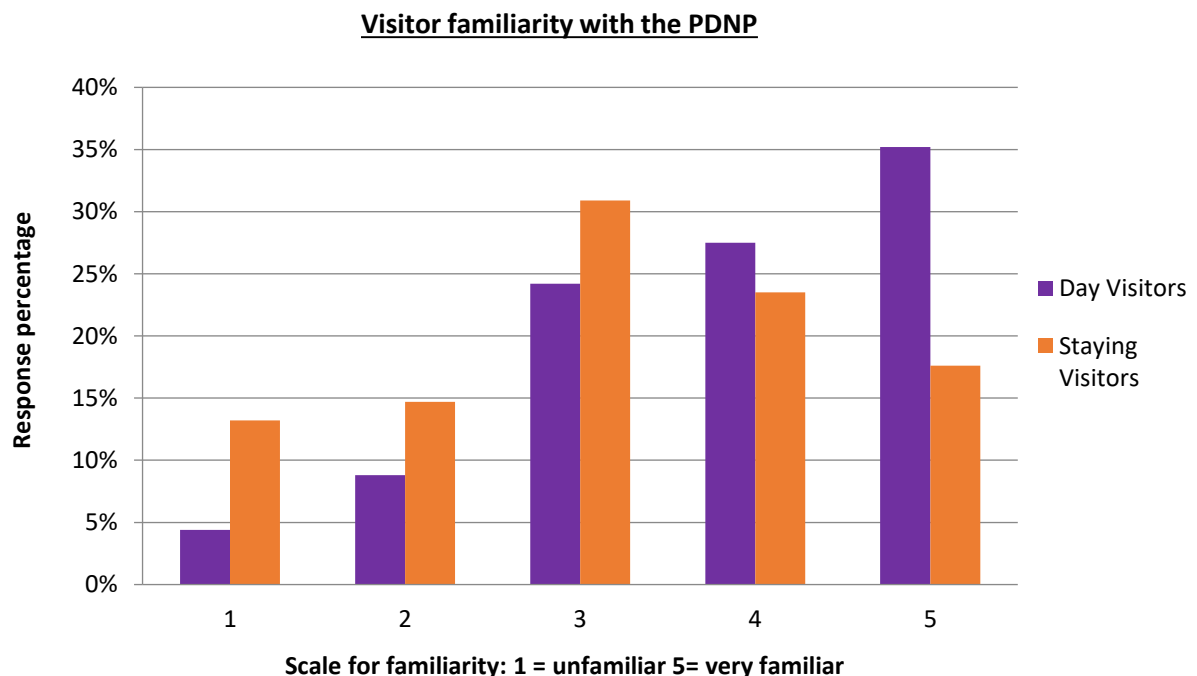


Figure 5.10: Day visitor and staying visitor familiarity of the PDNP.

A comparison of Figures 5.9 and 5.10 indicates that both visitor groups show slightly higher levels of familiarity than knowledge. More day visitors responded within level 5 for familiarity (35.2%) than for knowledge (21.3%). In addition, for the upper two categories for knowledge and familiarity, there are more day visitor responses for familiarity (62.7%) than staying visitors (55.3%). Furthermore, a few more day visitors stated they have no familiarity (4.4%) with the area compared with those who stated they have no knowledge (2.1%). The same trend is true for staying visitors since more staying visitors (17.6%) stated they have the highest level of familiarity than they did for knowledge (8.8%) and more staying visitors responded within the upper two categories for familiarity (41.1%) than for knowledge (32.3%). Furthermore, there are more staying visitor responses within the lower two categories for knowledge (33.8%) in comparison to familiarity (27.9%).

5.1.5 Sources of information

Figure 5.11 presents the questionnaire results for day visitor choices of information sources when planning. Existing knowledge is the most common source of information with 53.8% of day visitors often using their own knowledge to plan their visits and 30.8% always using their own knowledge. To emphasise these findings, just 4.4% of respondents never or rarely use their own knowledge as an information source. Recommendations and leaflets, booklets and maps are the second most popular means of acquiring knowledge, each showing 36.3% of responses within the upper two categories for frequency of use, although it is shown that 27.5% never or rarely use leaflets, booklets and maps. Websites have relatively equal responses since 27.5% of day visitors always or often use this method in comparison to 38.5% who never or rarely use websites. Tourist information services are seldom used; 58.3% never or rarely use this resource and just 5.5% often or always use tourist information centres. TV advertising and promotional emails are the least used sources of information; no day visitors often or always use these resources. In accordance, 80.3% never or rarely use promotional emails and 87.9% never or rarely use TV advertising.

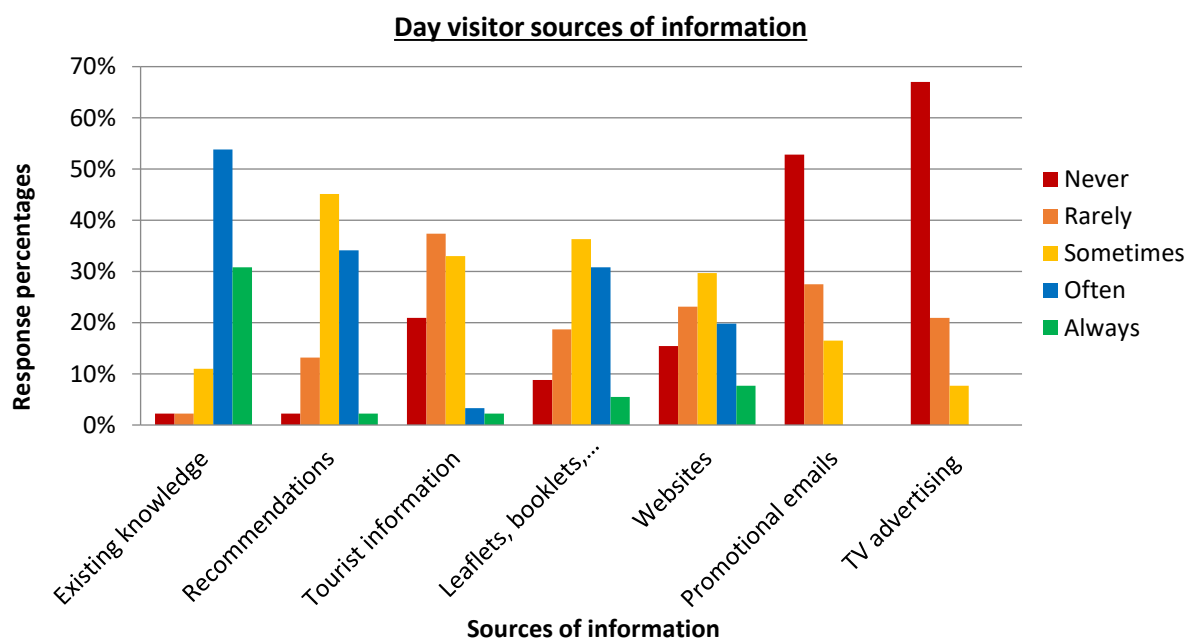


Figure 5.11: Sources of information for day visitors when visiting the PDNP.

Figure 5.12 shows the responses from the staying visitors about sources of information. Existing knowledge is the most commonly used source of information with 40.6% of visitors always using their own knowledge and 31.8% often relying upon their own knowledge to plan their visits. The second most used resources are leaflets, booklets and maps with a total of 46.4% of visitors always or often using these sources. A further 23.2% of staying visitors stated that they never or rarely use this method. For both websites and recommendations, 44.9% of visitors often or always use these methods. With 14.5% of responses, however, websites have more visitors always using this method in comparison to recommendations, with just 2.9% of responses. Tourist information services are a less popular information source for staying visitors; 43.4% never or rarely use this service and 29.0% often or always use visitor information centres. The least used methods for staying visitors are TV advertising and promotional emails; 85.4% of staying visitors never or rarely use promotional emails and just 2.8% often and always use this method. A further 79.9% of visitors never or rarely used TV advertising to plan their visits and very few (1.4%) often or always use this method.

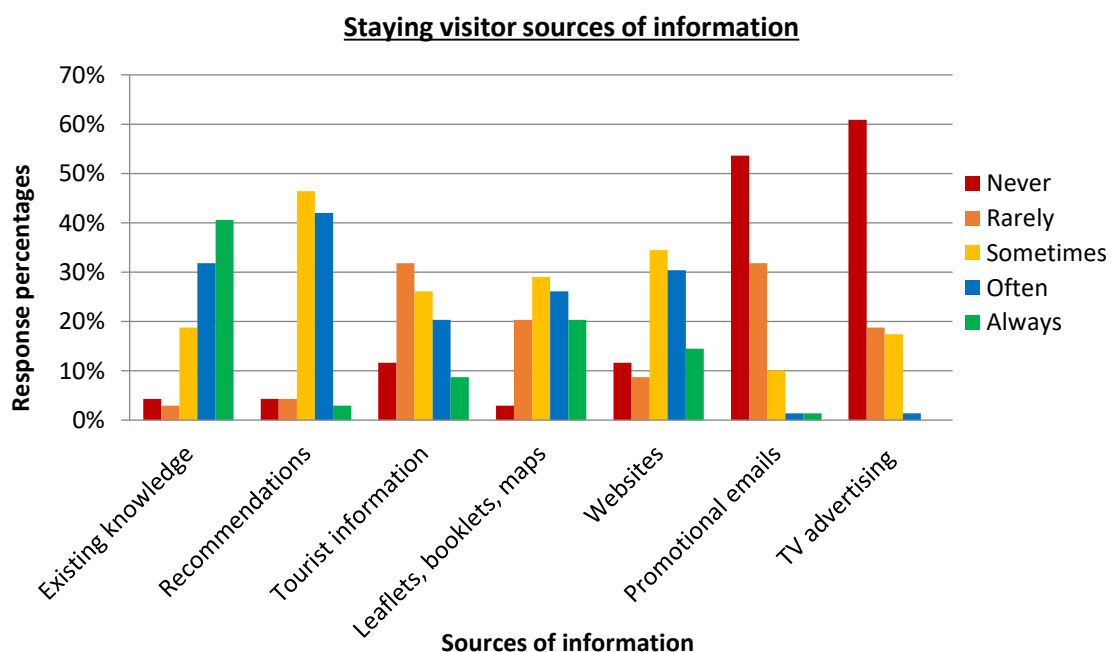


Figure 5.12: Sources of information for day visitors and staying visitors when visiting the PDNP.

By comparing Figures 5.11 and 5.12, it is clear that both day visitors and staying visitors often use their existing knowledge to plan their visits. Day visitors use their own knowledge slightly more often than staying visitors since 84.6% of day visitors always or often use their own knowledge in comparison to staying visitors (72.4%). Furthermore, a few more staying visitors (7.2%) than day visitors (4.4%) never or rarely use their own knowledge as a means of gaining information about the destination. The rare use of TV advertising and promotional emails is a second correlating theme. For emails, a few more staying visitors (2.8%) responded in the upper two frequencies of use than day visitors (0%) and a few more staying visitors (1.4%) often or always use TV advertising compared with day visitors (0%). To demonstrate further, a few more staying visitors (85.4%) never or rarely use emails in comparison to day visitors (80.3%), however, more day visitors (87.9%) never or rarely use TV advertising than staying visitors (79.7%).

The greatest difference between the responses of staying visitors and day visitors is for tourist information. Tourist information services are relied upon much more by staying visitors in comparison to day visitors; more staying visitors (29.0%) stated that they often or always used this source of information in comparison to day visitors (5.5%). Websites are also more regularly used by staying visitors, with 44.9% of staying visitor responses in the upper two categories for use, compared to 27.5% for day visitors. Smaller differences exist for the use of leaflets, booklets and maps; more staying visitors (46.4%) than day visitors (36.3%) often or always use these resources. Furthermore, more staying visitors (44.9%) use recommendations often or always compared with day visitors (36.3%). The overview of the results demonstrates that more staying visitors responded within the upper two categories of use for every method apart from existing knowledge. In support of this trend, more day visitors responded within the two lower frequencies of use than staying visitors for the remaining sources of information.

5.2 Part 2: Detailed day visitor results

5.2.1 Travel distance correlations

Figure 5.13 suggests that distance does not impact familiarity. For each distance category, a large proportion of the visitors perceived themselves to have level 5 familiarity with the PDNP, the highest level. To demonstrate, 40% of day visitors that travel over 50 miles to reach their PDNP destination state that they have the highest level of familiarity (category 5) and 20% responded for category 4. Similarly, visitors who travel 6-20 miles show 40.9% of responses for category 5 familiarity and 29.5% for category 4. Furthermore, 33.3% of visitors who travel 1-5 miles have the highest level of familiarity and 33.3% responded within category 4. In support of this trend that familiarity does not decline with distance, 8.3% of visitors who travel 1-5 miles had level 1 familiarity in comparison to 10% for those travelling for 50+ miles.

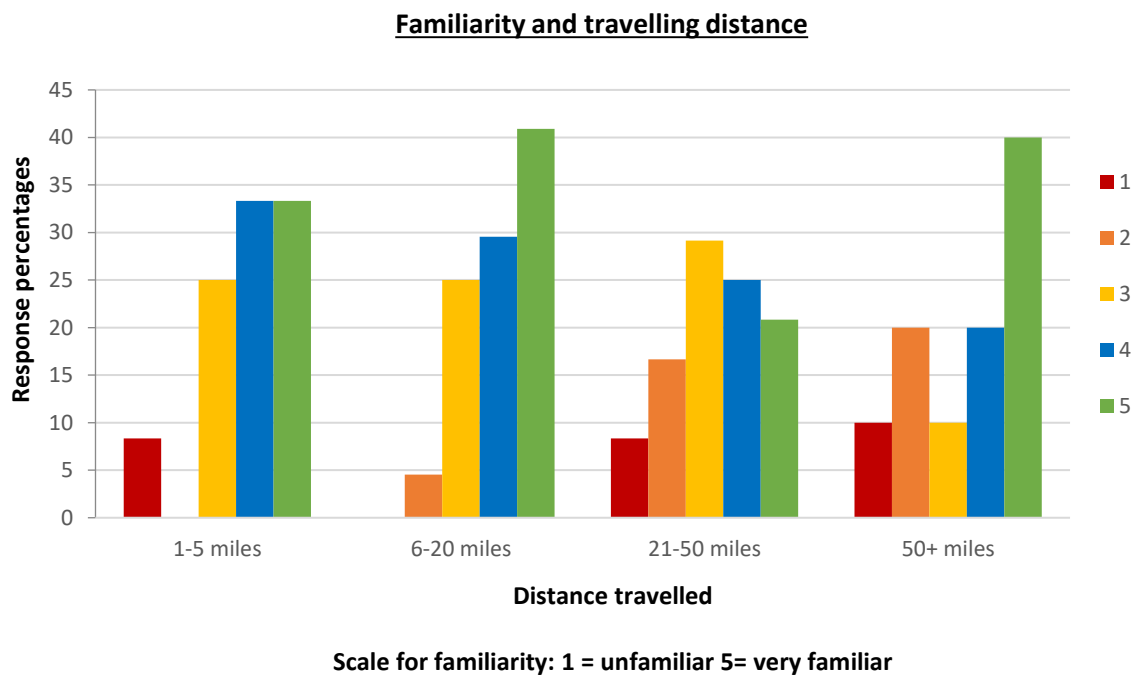


Figure 5.13: Comparison of day visitor familiarity with travelling distance.

Figure 5.14 demonstrates that knowledge is not greatly influenced by travelling distance. Knowledge is poorest for day visitors who travel 21-50 miles, with 29.2% of responses within levels 1 and 2. Those who travel 1-5 miles, however, still have 8.3% of responses within level 1 knowledge. For visitors who travel over 50 miles, 18.2% consider themselves to have level 5 knowledge in comparison to 25% of responses for those travelling 1-5 miles and 21-50 miles. A further 19.6% of visitors who travel 6-20 miles have level 5 knowledge. There is clearly no correlation between knowledge and distance. To demonstrate further, combining the upper two variables for knowledge shows that 54.6% of day visitors who travel 50 or more miles have levels 4 and 5 of knowledge in comparison to a similar proportion (58.3%) of responses for those travelling 1-5 miles. The greatest percentage of responses within the combined categories of levels 4 and 5 is for the distance of 6-20 miles (67.4%).

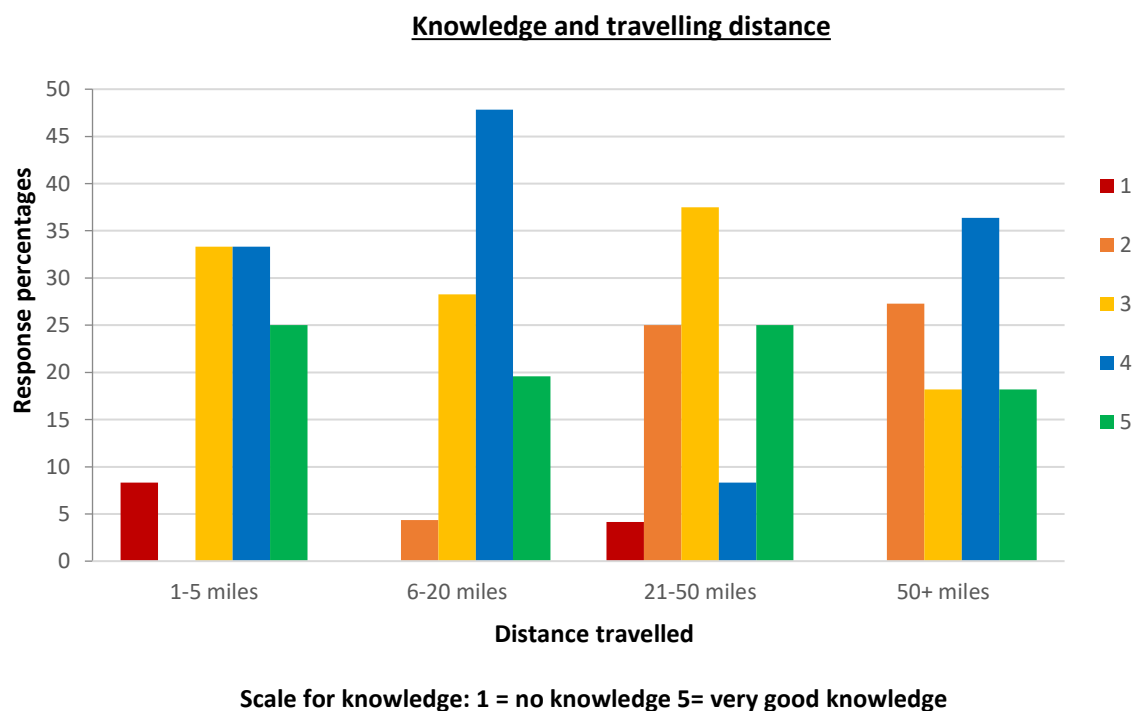


Figure 5.14: The variations of visitor knowledge with travelling distance.

Figure 5.15 shows the types of activities that day visitors often take part in and their average travelling distance when visiting the PDNP. The suggested trend from Figure 23 is that for the majority of activities, most of the visitors travelled 6-20 miles; over 30% of day visitors that took part in any activity travelled this distance. The exception to this trend is caving where visitors equally travel between 1 and 5 miles and over 50 miles. Of the visitors that eat out, visit towns and villages, attractions, cultural sites, enjoy viewpoints, use the trails and go walking/dog walking, the second most common travelling distance is 21-50 miles. Of these activities, the largest proportions of visitors that travel 21-50 miles is for those that visit cultural sites of interest (29.7%) and take part in other activities (41.6%). For those that visit friends and family, go climbing or take part in other activities, 21-50 miles is the shared second most popular distance. Of the total number of visitors that take part in other activities, 41.6% travel 21-50 miles or 6-20 miles. For visitors that go shopping, the second most common distance travelled is 1-5 miles. This is also true for running (33.3%), trail or mountain biking (15.7%) and road cycling (25%). For every activity choice, the least travelled distance is less than one mile followed by over 50 miles. The exceptions for the distance of over 50 miles are climbing (25%) and caving (50%) where this distance is more common.

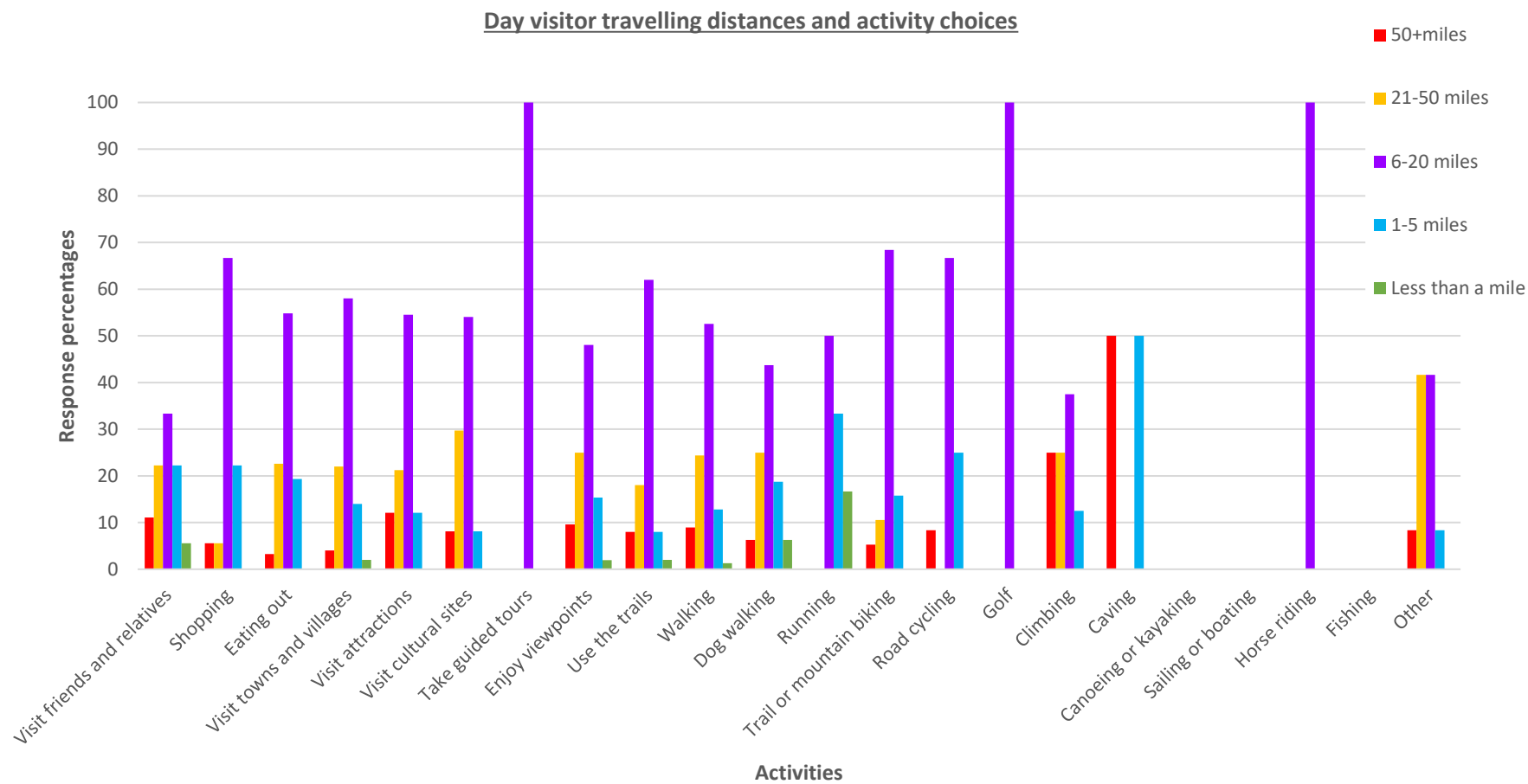


Figure 5.15: Comparison of day visitor activity choices with travelling distance.

Figure 5.16 shows the use of existing knowledge as a source of information and the variation of this choice with travelling distance. Visitors who travel 1-5 miles often use their knowledge (50%) or always do (33.3%). 58.8% of visitors who travel 6-20 miles often use knowledge and 34.1% always use their own knowledge to plan visits to the PDNP. A significant 59.1% of visitors who travel 21-50 miles often use existing knowledge and a lower 18.2% always do. Almost half (45.5%) of visitors who travel over 50 miles to reach the PDNP always use their existing knowledge and 36.4% often do. Figure 5.16 suggests that distance does not impact the use of knowledge when planning visits.

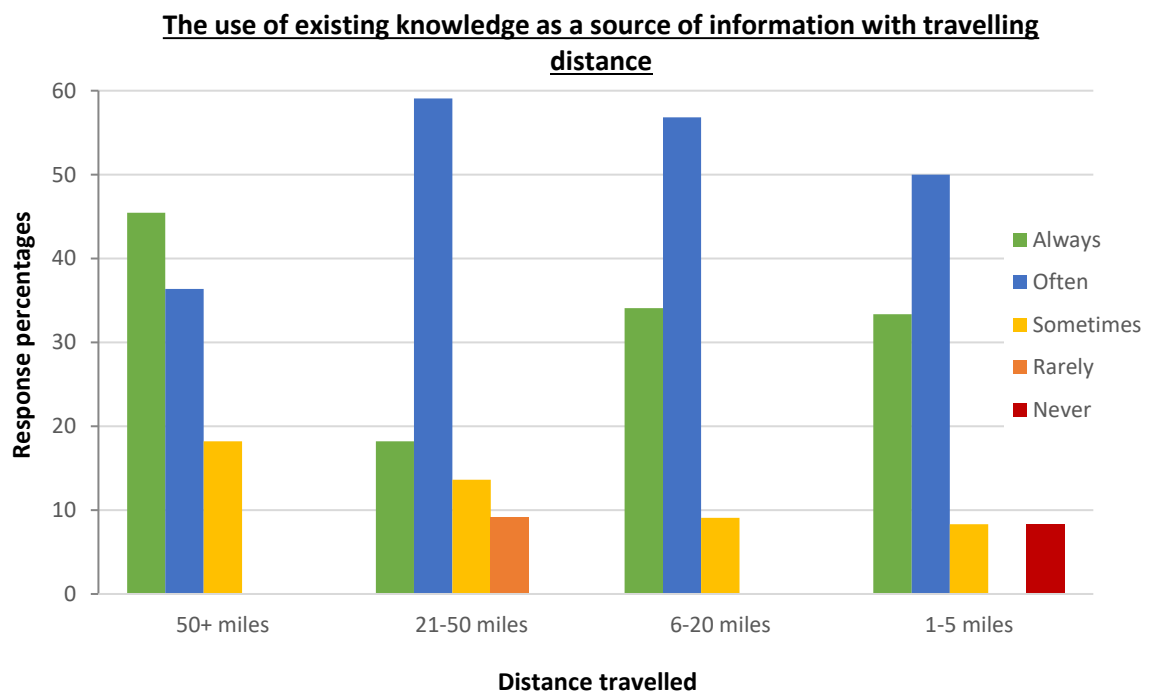


Figure 5.16: Comparison of travelling distance with the use of existing knowledge as a source of information.

Figure 5.17 shows the importance of the landscape for different travelling distances. For those visitors who travel less than a mile, the landscape is considered to be very important (100%). The majority of visitors who travel 1-5 miles (91.7%) consider the landscape to be very important and just 8.3% of these visitors stated that it was important. A further 86.7% of visitors who travel 6-20 miles to reach the PDNP consider the landscape to be very important and 13.3% responded that the landscape is fairly important. A lower 75% of visitors who travel 21-50 miles stated that the landscape is very important and 20.8% responded that the landscape is fairly important to their visit. Visitors who travel over 50 miles consider the landscape very important (72.7%) yet 18.2% and 9.1% stated that the landscape is fairly important or important. Figure 5.17 suggests that even though landscape is considered highly, its appeal or appreciation decreases with distance.

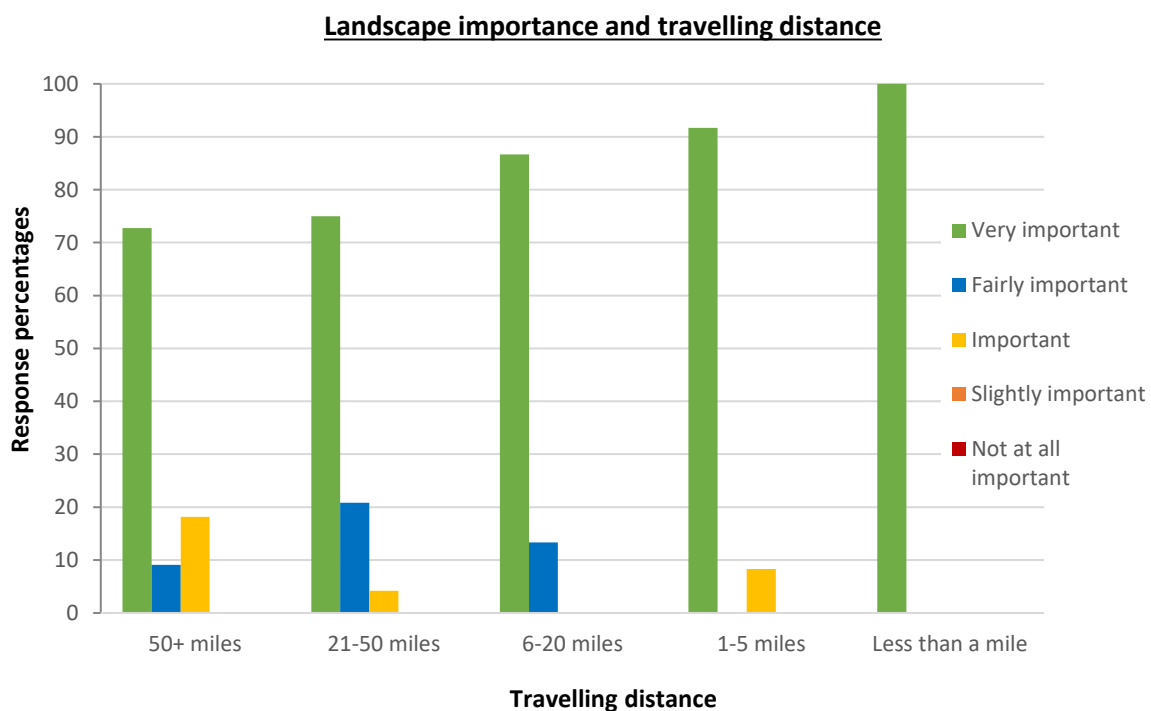


Figure 5.17: The importance of the PDNP landscape for day visitors compared with travelling distance.

5.2.2 Visitation frequency correlations

Figure 5.18 shows the familiarity of day visitors based upon their visitation frequency. The trend is that the more often people travel, the more familiar they are with area. This trend is clearer for the most frequent visits; 66.6% of daily visitors have level 5 familiarity and 33.3% state that they have level 4. Weekly visitor responses also show the same trend, with 56.3% showing level 5 familiarity and 37.5% have level 4. Monthly day visitors also show similar patterns, with 40% for level 5 and 32% for level 4. A lower 24% of monthly visitors stated that their familiarity is level 3. To compare the familiarity of day visitors who do not visit often, 50% of visitors who visit less than once a year have level 1 familiarity; the other 50% is equally represented within levels 3 and 4. Similarly 50% of annual visitors stated that they have level 2 familiarity and a significantly lower 12.5% of annual visitors responded equally within levels 4 and 5. Between 2 and 5 times a year, 35% of visitors have level 3 familiarity, 25% have level 4, and 25% have level 5. Between 6 and 11 times a year, 35% of visitors have level 3 familiarity, 28% have level 4, and 37% have level 5. Monthly visitors show a similar pattern, with 40% for level 5 and 32% for level 4. A lower 24% of monthly visitors stated that their familiarity is level 3. To compare the familiarity of day visitors who do not visit often, 50% of visitors who visit less than once a year have level 1 familiarity; the other 50% is equally represented within levels 3 and 4. Similarly 50% of annual visitors stated that they have level 2 familiarity and a significantly lower 12.5% of annual visitors responded equally within levels 4 and 5.

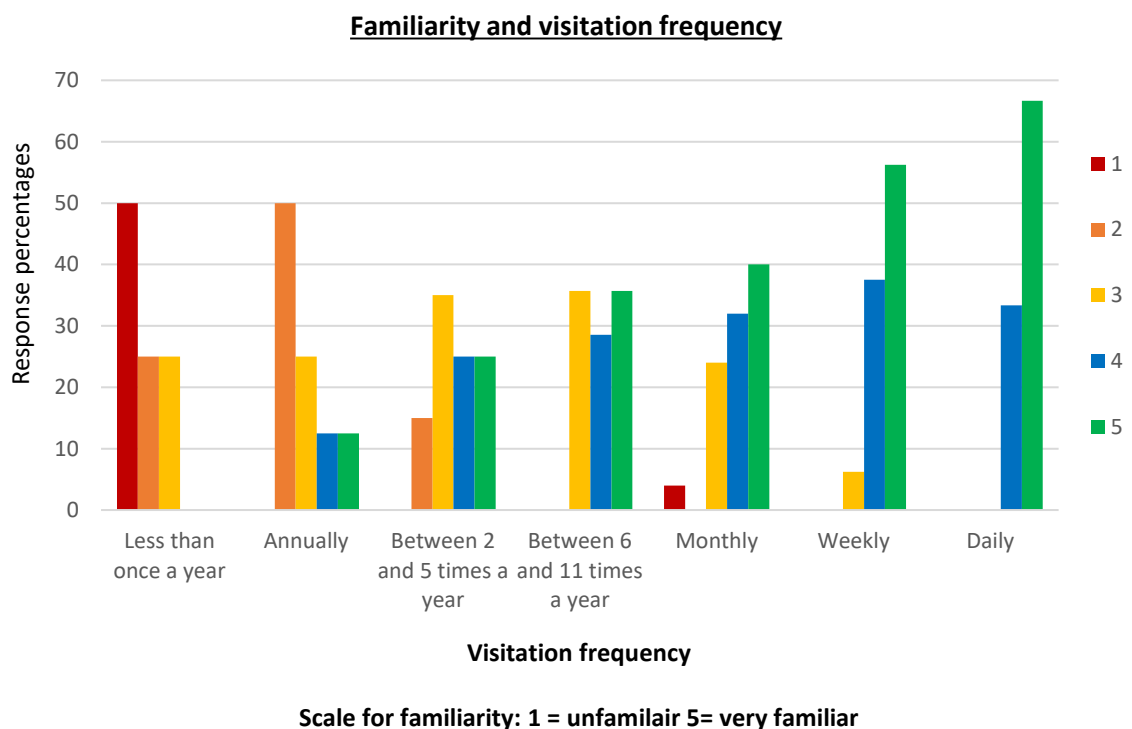


Figure 5.18: The variations of visitor familiarity with visitation frequency.

Figure 5.19 suggests that visitation frequency and knowledge correlate. There is a trend that with more regular visitation, the knowledge of visitors increases. Visitors who travel less than once a year have the highest amount of level 1 and 2 knowledge (100%), with the exception of those who have only visited once before. Annual visitors also show high levels of level 2 knowledge with 37.5%; level 3 knowledge is the highest category for annual visitors (50%). Looking at the higher degrees of knowledge, 100% of daily visitors stated that they have level 5 knowledge. In addition, 88.6% of weekly visitors responded that they have levels 4 and 5 knowledge and 69.3% of monthly visitors responded the same way. The remaining visitation frequencies of 2-5 times a year and 6-11 times a year show that level 3 knowledge is the most common. Between 2-5 times a year and 6-11 times a year, level 4 knowledge increases from 28.6% of responses to 42.9%, further supporting the trend.

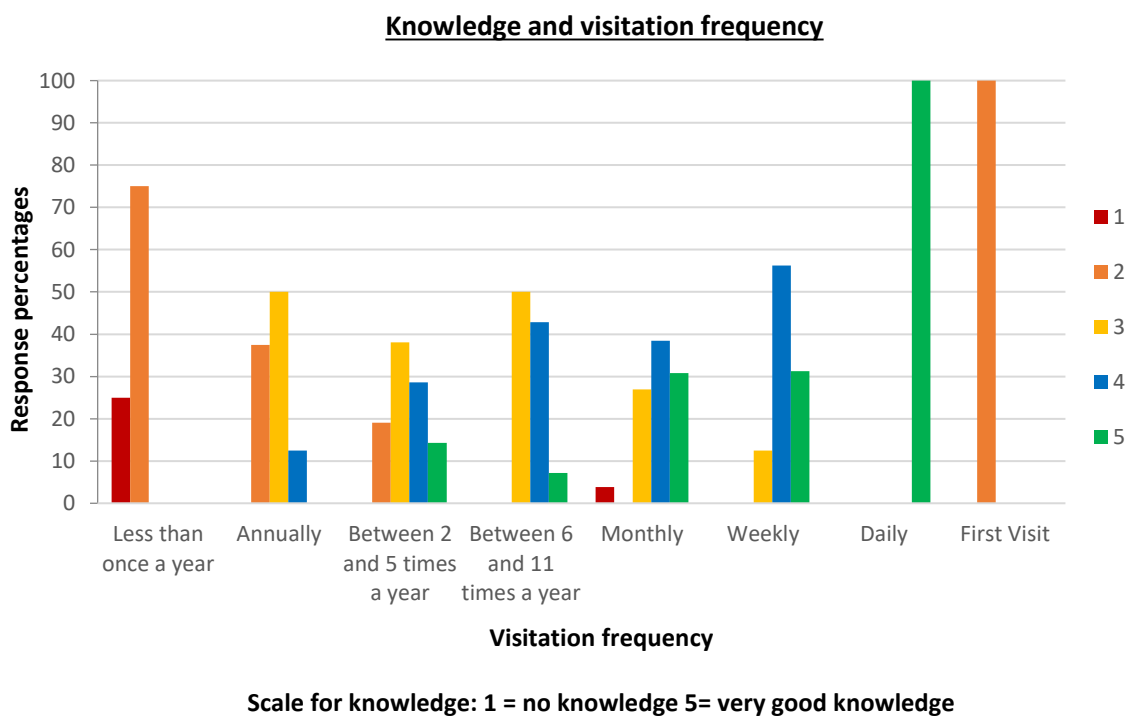


Figure 5.19: The variations of visitor knowledge with visitation frequency.

Figure 5.20 suggests that the most common visitation frequency for the listed activities is monthly. For visitors who visit monthly, running (66.6%) and climbing (62.5%) are both popular activities. Furthermore, for monthly visitors, trail biking (47.4%), road cycling (33.3%), dog walking (43.7%) and eating out (41.9%) are all common activities. After monthly, the most common travel frequency for the listed activities is 6-11 visits a year where other activities (27.3%) and visiting cultural sites (24.3%) are most popular. Taking guided tours (100%) is only representative of one activity response so cannot show a trend. Similar percentages of respondents who go shopping (22.2%), visit towns and villages (22%) and eat out (19.4%) visit 6-11 times a year. For those who travel 2-5 times a year, caving is the most popular activity (50%), followed by visitor attractions (39.4%). A lower 32% of visitors who visit cultural sites and visit towns and villages (30%) travel 2-5 times a year.

For each activity, the results show that very few visitors take part in these activities daily, annually or less often. The highest proportion of visitors who take part in daily activities go dog walking (6.3%), visit friends and relatives (5.8%) or visit viewpoints (3.8%). Running and road cycling are the most common (33.3% each) activities for weekly visitors followed by trail cycling (26.3%) and using the trails for other activities (22.9%). With slightly lower responses, 21.2% of weekly visitors enjoy viewpoints and 12.1% visit attractions and cultural sites (10.8%). Annual visits show the highest percentages of responses for shopping (11.1%). Second to shopping, 8.3% of visitors who use the trails and 8.1% who visit cultural sites visit annually. Climbing is the most popular activity for those who travel less than once a year (12.5%), followed by visiting friends and relatives (5.9%), shopping (5.5%) and walking (5.2%).

To summarise, Figure 5.20 suggests that more frequent visitors show an emphasis upon leisure activities, such as running and cycling. Eating out is the most common activity for monthly visitors as are visiting towns and villages and viewpoints. Cultural and visitor attraction sites are most common with those who visit 6-11 times a year or less often. The emphasis for annual visitors is upon shopping, visiting viewpoints and cultural attractions.

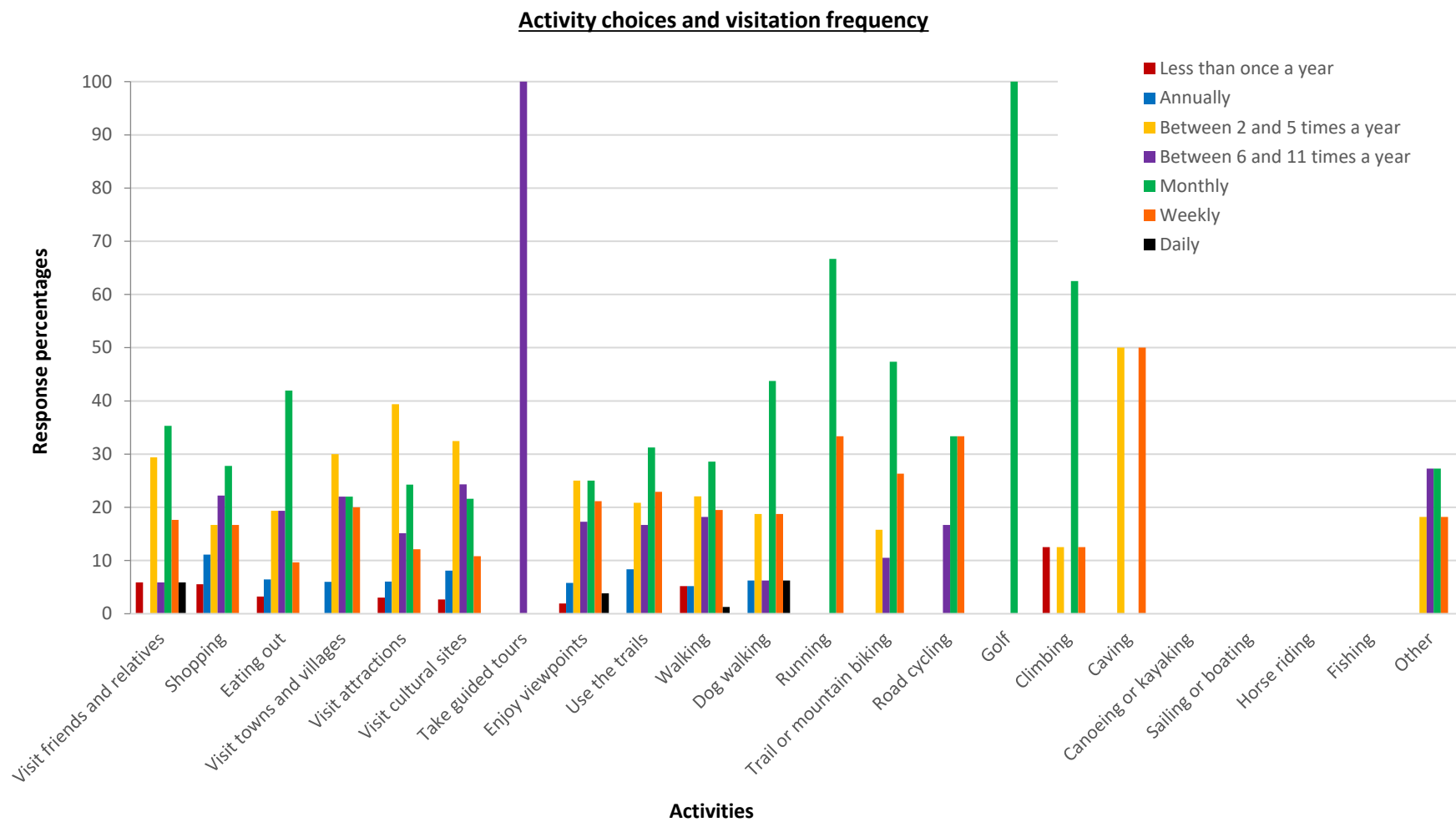


Figure 5.20: The variations of visitation frequency with activity choices.

Figure 5.21 demonstrates the extent to which visitation frequency influences the use of existing knowledge when visitors plan their visits. It is clear that 100% of visitors who visit daily, often use their own knowledge. 50% of weekly visitors often use their own knowledge and 37.5% always do. Similarly, monthly visitor responses show that 56% often use knowledge and 36% always do. Visitors who visit 6-11 times a year often use their own knowledge (69.2%) and 30.8% always do this. Visitors who visit 2-5 times a year often use knowledge (47.6%) and 28.6% always use their own knowledge when planning visits to the PDNP. Half of the annual visitors often use their own knowledge and a quarter always or sometimes use their own knowledge. Visitors who visit less than once a year demonstrate equal responses for the use of existing knowledge with 25% within each category. There is a suggested trend that visitors who visit less often rely less upon their own knowledge than those who visit daily, weekly and monthly. However, it is not until visitors visit 2-5 times a year that a decline in the use of existing knowledge is evident.

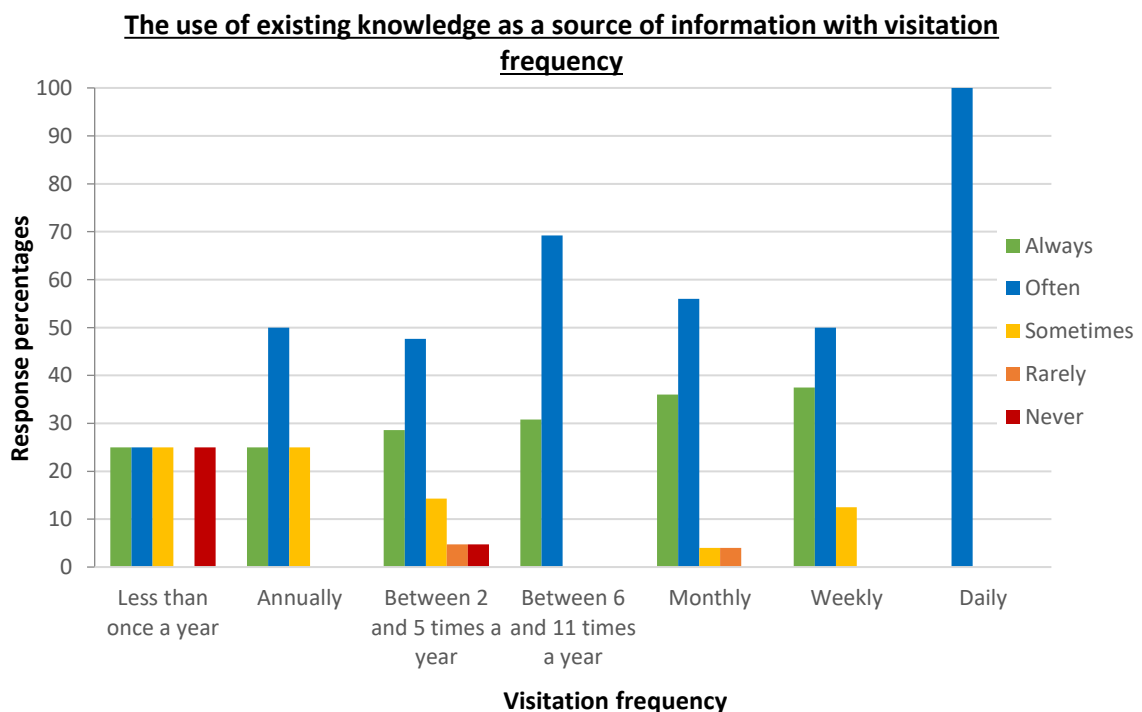


Figure 5.21: Comparison of visitation frequency with the use of existing knowledge as a source of information

Figure 5.22 shows the importance of the landscape for different visitation frequencies.

Daily visitor responses are torn between stating that the landscape is very important or important (50%). Weekly visitors consider the landscape to be very important (93.8%) and 85.2% of monthly visitors stated that the landscape is very important. A further 85.7% of visitors who visit 6-11 times a year agree that the landscape is very important. Those who visit 2-5 times within a year, stated that the landscape is either very important (81%) or fairly important (19%). A relatively high 62.5% of annual visitors responded that the landscape is very important and 25% stated the landscape is fairly important. For less frequent visits, 50% of those who visit less than once a year stated that the landscape was very important and an equal 25% stated that it was fairly or important to their visit. Aside from daily visitors, there is a trend that less frequent visits result in a decrease in landscape importance, although this aspect is still evidently very important to all visitors since there are no responses at all within the category of no or slight importance.

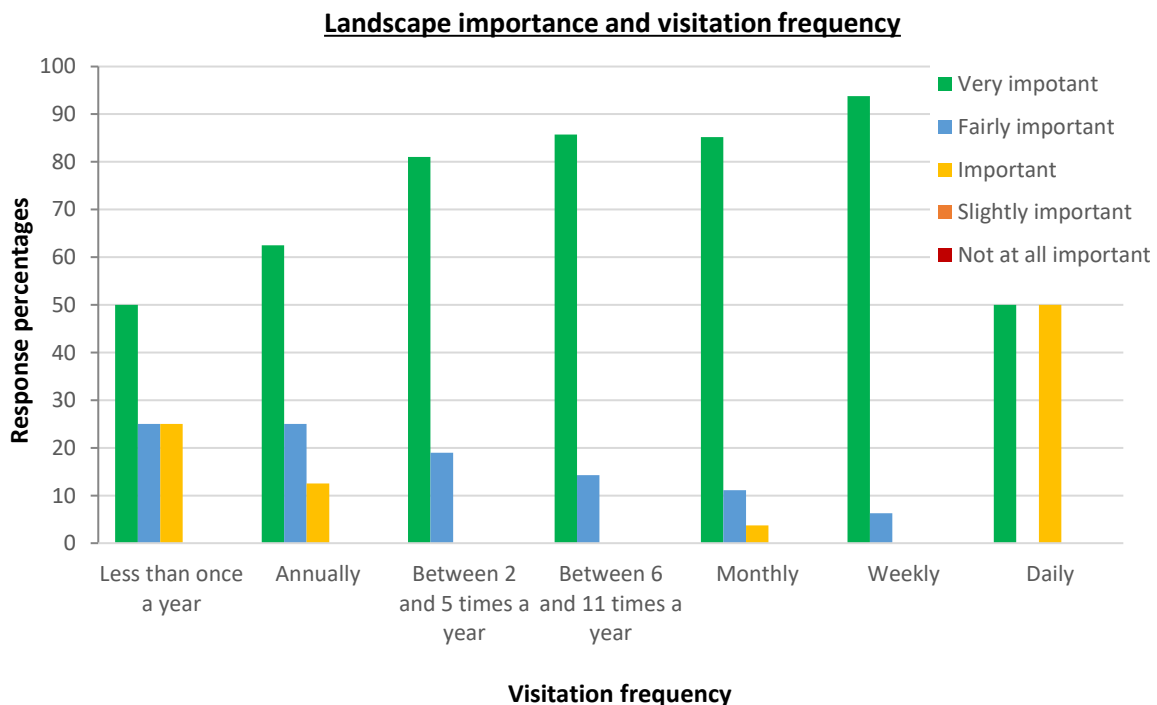


Figure 5.22: Comparison of visitation frequency with the importance of landscape for day visitors.

5.2.3 Visitor activity correlations

Figure 5.23 shows the importance of the landscape for the different activities that day visitors take part in. The landscape is considered to be very important for every activity and the category of *very important* dominates. The activity where 100% of visitors consider the landscape to be very important is running. Golf, horse riding and taking guided tours are only representative of one respondent so cannot confirm this trend. Second to these activities, 89.5% of visitors who go trail cycling consider the landscape to be very important as well as 91.7% of road cyclists. A similarly high 91.8% of visitors who use the trails hold the landscape in high esteem and 87.5% of dog walkers and 83.1% of walkers agree that the landscape is very important.

The visitors who see the landscape as fairly important go caving (50%), climbing (25%) and visit friends and relatives (22.2%). The landscape is shown to be fairly important even for those that go shopping (16.7%) and eat out (19.4%). Considering the category of *important*, 12.5% of visitors who go climbing responded that the landscape was important to their visit and 8.1% of visitors that visit cultural sites considered the landscape as important. Naturally, the activities which have less engagement with the outdoor landscape generate more varied responses about the importance of the landscape, such as caving, shopping, visiting friends and relatives and eating out.

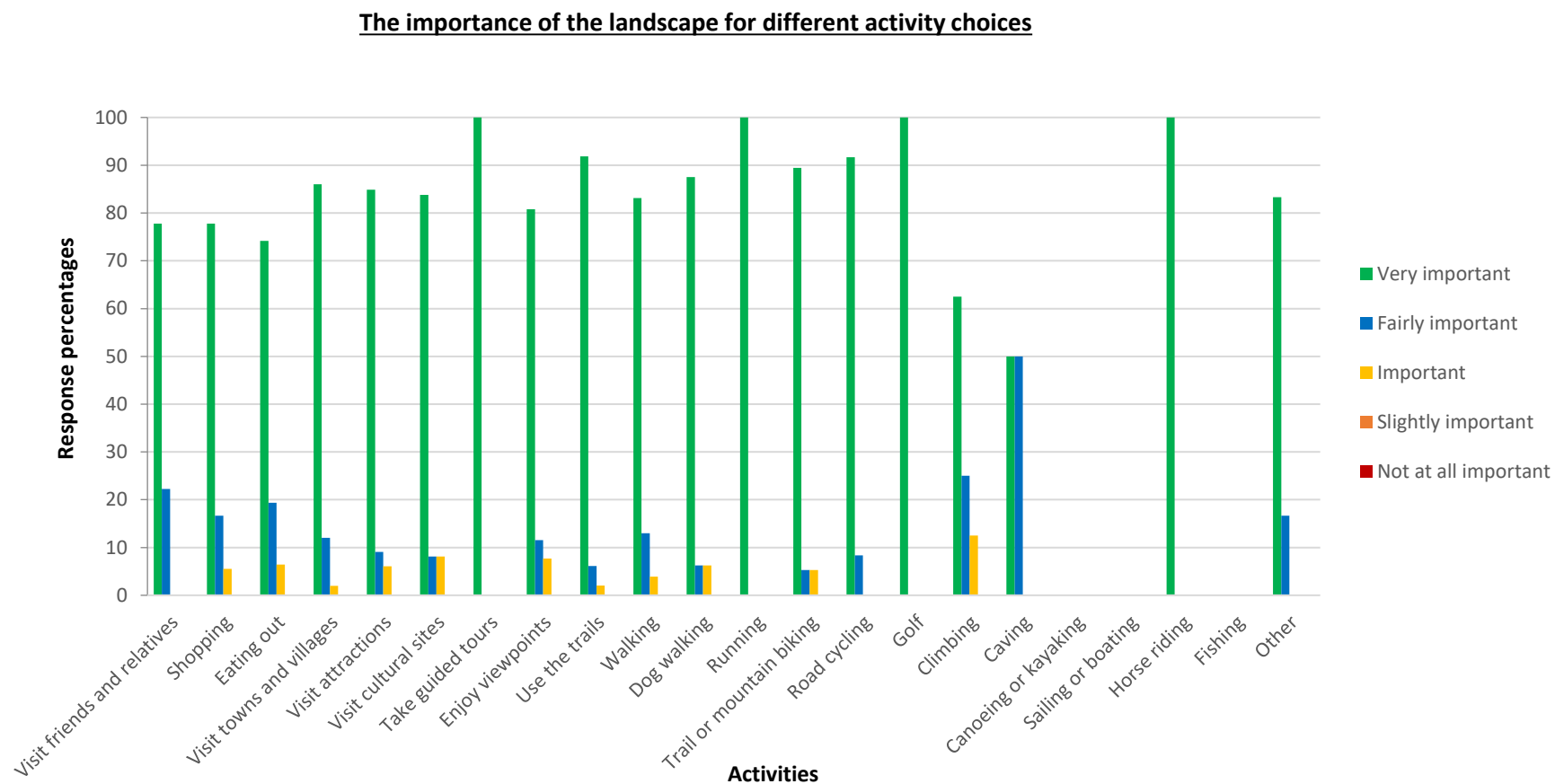


Figure 5.23: The influence of different activity choices over the importance of landscape for day visitors.

5.3 Brief summary of the results

These results highlight some important findings for the next chapter to discuss in detail. Firstly, the results from the basic comparison of day visitors and staying visitors indicate that differences exist between day visitors and staying visitors. Key differences are shown for travelling distance and frequency as well as visitor knowledge of the destination. Secondly, less distinct differences and even some close commonalities are seen within visitor activities and familiarity with the destination. Thirdly, the cross-referenced data shows that with travelling distance, very few trends exist. One suggested trend is that shorter travelling distances correlate to specialist sport activities like caving or activities such as shopping, running and cycling (6-20 miles) rather than visiting cultural sites of interest (21-50 miles). With more frequent visits, however, visitor knowledge and the use of their own knowledge as an information source increase. Furthermore, more regular visits imply an increase of interest in leisure activities and eating out. No evident differences exist between travelling distance, visitation frequency and familiarity.

Chapter 6 Discussion

6.0 Introduction

This chapter will discuss the results from the questionnaire, as highlighted in Chapter 5, as well as discuss the interviews and focus group. The results from the questionnaire illustrate that no significant differences can be seen between day visitors and staying visitors. This test of a significant difference between day visitors and staying visitors is explored per the theme of the questionnaire within this discussion. However, by cross-referencing this data, the questionnaire was able to show that day visitors can be distinguished within this broad category. The variable of visitation frequency in particular, indicated distinct day visitor routines. This finding from the questionnaire that variables of travelling distance and frequency can show different day visitor routines, is fundamental and to be discussed in this chapter using the day visitor interview data. To find unique day visitor trends, the qualitative interview and focus group data allow this research to explore the diversity and subjectivity of one visitor group in detail and suggest a new set of day visitor categories. The usefulness of such categories is emphasised in the final stages of this discussion since certain day visitor groups are found to be more environmentally sensitive than others and take a more active role in protecting and preserving the park.

6.1 Chapter overview

The discussion of the results of this research is in four parts. Part 1 combines the original questionnaire data and the initial focus group data to determine where the differences between day visitors and staying visitors lie. The interviews with representatives

from the PDNPA and Visit Peak District, as well as the 2014 PDNPA Visitor Survey, are used in comparison with the questionnaire data to show the extent to which visitor differentiation adds to their existing knowledge of day visitors.

Part 2 evaluates the comparisons made within the questionnaire data in order to distinguish day visitors further. The limitations of a day visitor, staying visitor dichotomy are suggested from this questionnaire analysis. Part 3 is based upon the new in-depth interviews and uses aspects of the initial focus group discussion to explore day visitor identity in greater depth. Day visitor categories are devised to demonstrate the plurality of one visitor category. Part 4 applies all three aspects of the data collection (the focus group, interview discussions, questionnaire data) to summarise the environmental and social importance of day visitors and to suggest why they should be differentiated to this extent.

Within Part 1 of the discussion, six sections correspond to the general structure of the questionnaire. These sections are: travel routines; activities; visitor priorities; familiarity and knowledge; and sources of information. These themes are deduced from both the literature and secondary data resources. Visitor activities and the source of information choices are reflective of the existing data presented within the 2014 PDNPA Visitor Survey, whereas visitor knowledge and familiarity are themes present within the literature. Following these discussions, the themes that structure Part 2 of the discussion are deduced from the literature themes of the influence of knowledge, familiarity, visitation frequency and travelling distance upon visitor activity choices and their connection to the landscape. Parts 3 and 4 are induced from the themes that emerged from the in-depth interview and focus group discussions. Part 3 is split up into different day visitor categories and the factors which influence these and Part 4 is structured around the two sections of the social and environmental significance of day visitors.

6.2 Part 1: Comparing day visitors and staying visitors

6.2.1 Travel routines

The first theme from the results is that day visitors are the more frequent travellers, with 48.4% making visits monthly or more frequently in comparison to just 8.6% for staying visitors (Figure 5.2). Furthermore, 51.5% of staying visitors travel annually or less often, whereas just 14.0% of day visitors make these less frequent trips (Figure 5.2). Supporting these findings, the PDNPA find that of the 79.0% of day visitors to the Peak District, just 1.1% stated it was their first time visiting (Peak District National Park, 2014a). This information vitally supports this discussion since day visitors can be grouped amongst repeat visitor theories for the purpose of discussion. Tourist providers such as the PDNP appreciate the importance of happy repeat visitors; visitor satisfaction is achieved by meeting their expectations (Wang, 2016; Albayrak and Gaber, 2016).

The results from the questionnaire suggest that, as well as being the more frequent travellers, day visitors travel much shorter distances than staying visitors; 48.9% of day visitors travel 6-20 miles to reach their destination in comparison to just 15.9% of the staying visitors with the majority of staying visitors travelling over 50 miles (Figure 5.1). Travelling distance differentiates day visitors by their physical proximity to home. However, when considering visiting decisions and activities, the influence of home is irrelevant since the literature supports the mobility of the home as an imagined place and the subjectivity of what it means to be home (White and White, 2007; Tolia-Kelly, 2004; Blunt, 1999). For instance, second home owners in the PDNP may well be staying visitors who feel they travel very short distances from this home (Nouza et al. 2015; Velvin et al., 2013). It is later explored to what extent travelling distance and visitation frequency alters day visitor actions, familiarity, knowledge and sources of information.

The third trend for discussion is the length of stay for the staying visitors. The activities which visitors participate in and the interaction they have with the destination are dependent upon their length of stay (McKercher and Chan, 2005; Lew and McKercher, 2002; McKercher, 2002). Figure 5.3 shows that staying visitors often spend no more than 2-3 days in the PDNP, the shortest possible duration. The PDNPA aims to extend the length of visitor stays, since visitors spend more money the longer they stay in one place (Stynes and White, 2006). Visit Peak District state that, *“It’s good business sense to bring people at the right time, to tell them what’s on so they stay longer.”* The later discussion in Part 4 explores the non-economic significance of day visitors for the PDNP. Since day visitors do not contribute to accommodation and are limited to one day stays, alternative perspectives upon the importance of this visitor group are given. Furthermore, due to a lack of contact with accommodation providers, visiting decisions may be made more independently, away from the promotions of Visit Peak District (Lau and McKercher, 2004). The motives and sources of information of day visitors are explored later in this discussion.

6.2.2 Visitor activities

The questionnaire data indicates that day visitors take part in a narrower range of activities in comparison to staying visitors. Where day visitors are the more frequent travellers, the literature predicts that less regular travellers take part in a wider range of activities because they wish to see everything in the time available (Li *et al.*, 2008; Lau and McKercher, 2004). Figure 5.4 presents the concentration of day visitor responses for activities including recreational walking, visiting towns and villages, eating out and visiting viewpoints. Staying visitors, on the other hand, show an interest in these activities, but are equally interested in using the trails and visiting places of cultural significance (Figure 5.5). The clear theme is that staying visitors take part in a greater range of activities.

In accordance with the range of activities that staying visitors take part in, differences found within the data are that staying visitors show a greater interest in other active leisure activities than day visitors. Figure 5.6 indicates that more staying visitors (53.8%) are attracted to using the trails than day visitors (28.6%) and far more staying visitors (20.9%) go trail or mountain biking than day visitors (10.0%). This result that staying visitors are more dominant users of active leisure, is not anticipated since the literature suggests that regular visitation results in a greater interest in leisure activities (Li *et al.*, 2008; Lau and McKercher, 2004; Kyle *et al.*, 2004a; Kyle *et al.*, 2004c; Warzecha *et al.*, 2000). One possible reason for the disagreement between the literature and the results is that the promotion of the Peak District as a leisure destination influences the activity choices of visitors. Visit Peak District states that, “*we call it the green gym*” in response to discussions about the leisure opportunities of the Peak District.

Visitor participation in cycling is a particularly important distinction to make since the PDNPA are extending the trails to link up major towns as part of their Sustainable Transport Action Plan (Peak District National Park Authority, 2015). It is hoped that, with increased access and connectivity, visitors will cycle to destinations rather than drive; the 2014 Visitor Survey indicates that 83.0% of all visitors travel by car to reach the Peak District (Peak District National Park Authority, 2014a). With an estimated 79.0% of travellers to the Peak District visiting for the day, it is important to isolate the day visitors’ interest in using the trails to better promote and target the use of this facility (Peak District National Park, 2014a). The focus group participants show a greater enthusiasm for cycling than the questionnaire suggests (Appendix 8). However, the focus group is not indicative of general trends due to the small sample size.

The starkest differences observed from the questionnaire involve the activities of shopping and eating. These categories for activities are not included within the 2014 Visitor

Survey, but are monitored by Visit Britain (Visit Britain, 2015b; Peak District National Park Authority, 2014a). Shopping attracts 30.0% of day visitors in comparison to 19.8% of staying visitors (Figure 5.6). A high proportion (60.0%) of day visitors eat out in comparison to 34.1% of staying visitors (Figure 5.6). The dominance of day visitors eating out and shopping correlates to the tourist expenditure survey from the PDNPA, where eating out and shopping are major economic contributors; catering businesses exceed the revenue of accommodation by £9.85 million and shopping by £28.67 million (Peak District National Park Authority, 2013d). The PDNPA Chief Executive agrees that restaurants and cafés are just as important as visitor activities:

“Places like Hassop Station, which is new, the food and drink offer there is as important as the cycling ... and at Chatsworth the food and drink is critical and it’s a big money spinner.”

The differentiation of day visitors for the activities of eating out and shopping cannot prove the contribution of day visitors to these sectors, but simply demonstrate the activities that day visitors are more interested in. The PDNPA, therefore, may gain insights concerning the use of the PDNP by day visitors and the importance of the retail and catering sectors.

Various similarities between both visitor groups are shown within the questionnaire and indicate where the PDNPA would not gain any further information from a comparative study. The emphasis upon recreational walking is a suggested trend for both day visitors and staying visitors. Figure 5.6 indicates that marginally more staying visitors (85.7%) participate in walking than day visitors (75.7%). This general emphasis upon walking correlates with the 2014 Visitor Survey (Figure 2.4). Although the 2014 Visitor Survey does not distinguish day visitor activities from staying visitors’, the Chief Executive theorised that, *“People who live in the park are as likely to be participants in walking, rock climbing.”* A further similarity indicates that day visitors and staying visitors are both attracted to visiting scenic viewpoints

(Figure 5.6). These findings are supported in the literature; visitation frequency and experience do not alter the appeal of the landscape, only the perspectives of the visitors about landscapes (Tolia-Kelly, 2010; Ekinci and Hosany, 2006; Kozak, 2001; Urry, 1990; Cosgrove and Daniels, 1988). The Chief Executive of the PDNPA explains that the beauty of the Peak District is its main attraction for visitors; *“They come here for peace, they come here for quiet, tranquillity”* (Appendix 1). The focus group participants further describe the outstanding beauty of the landscape as its attraction (Appendix 8).

Finally, both visitor groups are prone to visiting popular attractions and sites of interest; 34.3% of day visitors and 40.7% of staying visitors visit attractions and 37.1% of day visitors and 36.3% of staying visitors visit cultural sites of interest (Figure 5.6). The lack of difference between day visitors and staying visitors here supports their mutual repeat visitation (Figure 5.2). The literature explains that visitor attractions are more popular with first-time visitors who are less well acquainted with the destination (Alegre and Juaneda, 2006; Lau and McKercher, 2004). The focus group responses, in Appendix 8, show that day visitors are interested in popular visitor attractions despite their regular visits due to the connection they feel that they have to these particular places (Palmer, 1999). The discussions in Appendix 10 support the literature debates that visitor attractions are often frequented for the purpose of showing these places to others (Young *et al.*, 2007; Jenkins, 2003). In response to such similarities in the data, more in-depth investigation of the questionnaire and the focus group results are conducted to categorise and differentiate day visitors further.

6.2.3 Visitor priorities when visiting the PDNP

The importance of different aspects of a destination are subjective to each individual and are ever-evolving (McKercher and Chan, 2005). This is because past experiences influence visitor expectations and, thus, their priorities when visiting a place (Asbollah *et al.*, 2017). In accordance with the subjectivity of visitor perceptions, the results from this questionnaire demonstrate the wide range of priorities for both visitor groups. Visiting scenic landscapes dominate as an activity, yet, apart from this attraction, responses range from 31.8% to 95.7% for the upper categories of importance for the remaining attractions (Figures 5.7; 5.8). It is clear from the interview with the PDNPA that this diversity is appreciated: *“Some people will come and they will want to go rock climbing, they want to cycle the route of the Tour de France, they want to take their children on a 10 mile hike. Sometimes people are very specific about those things.”* Visit Peak District add that, *“Often it’s just, they need a bit of down time”* and *“The great majority want to just potter.”*

The 2014 Visitor Survey indicates that scenery, tranquillity, as well as ease of access, are the most important reasons to visit the PDNP (Figure 2.3). The results shown in Figures 5.7 and 5.8 support that the scenery and landscape are fundamental to all visitors; 94.2% of staying visitors and 95.7% of day visitors answered that the landscape is very or fairly important. Therefore, it is important to maintain the positive perceptions that all visitors have of the landscape, not just first-time visitors (Albayrak and Gaber, 2016). The landscapes of the PDNP must be timeless to ensure that visitors are met with their pre-informed perceptions (Tolia-Kelly, 2010; Massey, 1995). The focus group support that these visitors are attracted to quiet and peaceful places and choose their visiting times accordingly; *“I think nature and that kind of peace that you get when you get away from the honey pot type places and the crowds”* (Participant H, Appendix 8). As outlined in section 5.3, the Chief Executive of the PDNPA explains that visitors wish to find escape in the Peak District (Nouza *et al.*, 2015; Ryan, 2002;

MacCannell, 2001). The significance of visitor differentiation is, thus, not shown from these results since no new information is gained.

In support of the 2014 Visitor Survey, where 9% of visitors travel to popular tourist attractions (Figure 2.4), there is a lack of interest in such attractions from day visitors; 32.3% of day visitors consider visitor attractions to be very or fairly important and a higher 39.8% of day visitors state that these attractions are slightly or not at all important (Figure 5.7). In comparison to day visitors, slightly more staying visitors consider these attractions to be either very or fairly important to their visit, with 46.3% of responses (Figures 5.7; 5.8). It is agreed within the literature that less regular visitors are more inclined to visit popular touristic sites of interest because they remain attracted to the materialistic attractions of destinations (Alegre and Juaneda, 2006; Lau and McKercher, 2004). Further analysis of this questionnaire will identify whether a correlation exists between visitation frequency and visitor attractions. Without this further differentiation, it cannot be clear whether the literature is supported.

Amenities and facilities are more of a focus for staying visitors than day visitors. The results show that 39.8% of day visitors consider amenities and facilities to be very or fairly important, however, more staying visitors (60.8%) consider amenities and facilities as such (Figures 5.7; 5.8). The focus group responses, shown in Appendix 8, demonstrate that day visitors often seek out destinations without facilities; *"I think sometimes it's nice to actually go to parts of the park where there aren't particular facilities and just go where it's a little bit more natural and wild"* (**Participant H**). The literature maintains that frequent visitors do not rely upon visitor services and, instead, have independent routines (Gursoy and McCleary, 2004; Lau and McKercher, 2004). These facilities and amenities include bike hire services, visitor centres and information points. The results from section 5.3 show that more staying visitors (53.8%) use the trails than day visitors (28.6%) which correlates to the importance of amenities and facilities, such as bike hire services, for staying visitors (Figures 5.7; 5.8). With

this data that more staying visitors interact with PDNP services, future developments and promotions can consider the appeal of visitor facilities for day visitors.

It is stressed in the literature that regular repeat visitors, such as day visitors, seek routine whereas the unknown attracts newer visitors (Ryan, 2002; MacCannell, 2001). Furthermore, novelty seeking is only prominent for newer, less frequent travellers, and is especially uncommon for repeat visitors (Assaker and Hallak, 2013; Li *et al.*, 2008; Jang and Feng, 2007). It is anticipated therefore that regular visitors will not wish to find new experiences and be drawn instead to routine. With the dominant percentage of day visitors in the PDNP, the 2014 Visitor Survey supports that a minority of 12% of visitors visit areas of the PDNP because they *have never been before* (Peak District National Park Authority, 2014a). The questionnaire findings for new experiences demonstrate that a more significant 36.5% of day visitors and 34.8% of staying visitors find new experiences are very or fairly important (Figures 5.7; 5.8). Compared to the other aspects of the PDNP within the questionnaire, new experiences do not dominate. However, this interest in new experiences from both visitor groups is a significant finding due to its unexpected nature.

The focus group discussion aids the interpretation of these results of new experiences where the literature cannot. The focus group participants express the desire to seek peace and to find new places: *“my husband does a lot of mountain biking and he quite often gets home and says, ‘oh I’ve been to a really nice area today, I’ll take you there!’”* (Participant C, Appendix 8). Visitors are increasingly exploring more remote destinations due to the ease of access and awareness of visiting remote places (Dolnicar and Leisch, 2008; Cousins, 2007; Williams *et al.*, 1992). As the results in Figures 5.1 and 5.2 show, day visitors have the flexibility and time to revisit the Peak District regularly and, accordingly, find new places of interest. Adventurous and exploratory day visitors are categories which are absent from the literature and, equally, unknown by the PDNPA due to the lack of visitor categorisation within

their 2014 and 2005 Visitor Surveys. By differentiating day visitor groups within the PDNP, unique routines such as these can be explored in more detail.

6.2.4 Familiarity and knowledge

The results for knowledge and familiarity are first analysed separately in order for the overall trends and comparisons to be made. The fundamental finding for knowledge is that day visitors have higher levels of knowledge than staying visitors; Figure 5.9 shows that more day visitors (55.3%) responded within the two highest categories for knowledge in comparison to staying visitors (32.3%). In support of the questionnaire findings, the focus group responses explain their local knowledge of the PDNP (Appendix 7). The day visitors from the focus group rely upon their knowledge to visit at quieter times: *“I think we choose our times for going into Bakewell, like first thing in the morning and then sort of, you know, after tea time”* (Participant B). Participant B went on to explain that, *“A lot of things are sort of on an annual basis aren’t they”* (Appendix 9). Participant F added, *“You know the shows are going to take place don’t you, which ones, where”* (Appendix 9). Furthermore, the focus group indicates that knowledge allows day visitors to explore new places of interest, which supports the findings that day visitors are interested in finding new experiences (Appendix 8).

These results for day visitor knowledge are applicable to the theories that knowledge is acquired over time and accumulates with experience and repeat visitation (Falk *et al.*, 2012). As the results shown in Figure 5.2 demonstrate, day visitors travel to the Peak District more often than staying visitors, which correlates with their advanced knowledge. The higher level of knowledge for day visitors is not a result of the use of visitor information and other secondary materials, since both visitor groups can access these sources. Instead, personal experience and visitation frequency increase day visitor knowledge. Visitor knowledge is not

assessed within the 2014 Visitor Survey, yet the results of this questionnaire imply that day visitors require a separate communication strategy due to their existing knowledge (Peak District National Park Authority, 2014a). Further analysis of the questionnaire will demonstrate how differentiating day visitors through knowledge can indicate the activities they take part in; studies show that familiarity with a destination correlates with the visitor actions and activity choices (Li *et al.*, 2008; Ekinici and Hosany, 2006; Lau and McKercher, 2004; Kozak, 2001).

As well as knowledge, day visitors demonstrate higher levels of familiarity than staying visitors. Figure 5.10 shows that there are more day visitor responses (62.7%) within the upper categories for familiarity than those for staying visitors (41.1%). The sense of place that day visitors feel was gauged from the focus group discussion in which various references to *local area* and *home territory* were made (Appendix 10). The importance of familiarity for management authorities is its impact upon travel routines and visitor activity choices; the literature argues that familiarity encourages selective behaviour and habitual actions (Kyle and Chick, 2007; Lau and McKercher, 2004). The PDNPA Chief Executive appreciates that day visitors are often very familiar with the area and visit the Peak District through routine: *"I would suspect that the majority of day visitors have some sort of tradition and contact"* (Appendix 1). The PDNPA Chief Executive further acknowledges that day visitors are *"sort of locals to the area."* The results of this questionnaire support these assumptions from the PDNPA and also those within the literature. However, further analysis, as discussed in the latter sections of this discussion, will explore the extent to which day visitors can be further categorised by their familiarity and knowledge.

Both day visitors and staying visitors demonstrate higher levels of familiarity than knowledge. Figures 5.9 and 5.10 indicate that day visitors have more responses within the two highest categories of familiarity (62.7%) than knowledge (55.3%) and more staying visitors

responded within the upper two categories for familiarity (41.1%) than knowledge (32.3%). In contradiction to this trend, the literature argues that familiarity is dependent upon knowledge and cannot, therefore, outweigh knowledge (DiPietro *et al.*, 2007; Hernández *et al.*, 2007; Gursoy and McCleary, 2004). The focus group discussion aids the interpretation of these results; it is demonstrated that day visitors do not have a complete in-depth knowledge of the Peak District because they are still finding new places of interest (Appendix 8). It is supported in the literature that regular visitors can have a very subjective knowledge of tourist destinations (White *et al.*, 2008; Kozak, 2001). The emphasis upon familiarity instead of knowledge demonstrates to the PDNPA and Visit Peak District that day visitors can still be informed of new places of interest, despite their experience and familiarity with the area. It is for this reason that further analysis of day visitor knowledge must be undertaken to explore trends regarding their visiting routines and preferences.

6.2.5 Sources of information

The PDNPA appreciate that visitors plan their visits with varying degrees of detail; it was stated by the Chief Executive that, *“There is a huge span from people who are going to be incredibly organised about what they want to do, through to people who are going to be take it and see how it goes.”* Distinguishing the methods which visitors rely upon is valuable for the PDNPA to understand how to attract more visitors to the area. The 2014 Visitor Survey tells the PDNPA that existing knowledge is the most common source of information; 66.0% of visitors use their own knowledge (Figure 2.2). The questionnaire and focus group results support this; 72.4% of staying visitors and 84.6% of day visitors use their own knowledge regularly to plan their visits (Figures 5.11; 5.12). Day visitors from the focus group stated that they are *“mainly independent”* (Appendix 9). In support of the literature, day visitors demonstrate a greater reliance upon their own knowledge than staying visitors, although this

difference is not substantial (Gursoy and McCleary, 2004; Kerstetter and Cho, 2004). It is further argued that experienced visitors distrust sources of information which are not gained from personal experience (Kerstetter and Cho, 2004). Since such a large percentage of day visitors and staying visitors use their own knowledge, further analysis is required to determine if there are any variations in the use of existing knowledge for day visitors, depending on their travelling routines.

The independence of day visitors leads to a decline in the use of visitor information services. The 2014 Visitor Survey shows that just 4% of visitors use tourist information services and 16.0% use guide books and leaflets (Figure 2.2). Figures 5.11 and 5.12 demonstrate that more staying visitors (46.4%) use books and maps often or always, compared to day visitors (36.3%) and more staying visitors (29.0%) than day visitors (5.5%) often or always use visitor centres. The difference shown between the use of visitor centres, combined with the regular travelling habits of day visitors, is supported within the literature where less experienced visitors have a greater reliance upon tourist information (Li *et al.*, 2008; Gursoy and McCleary, 2004; Kerstetter and Cho, 2004; Lau and McKercher, 2004). The focus group discussion, within Appendix 9, emphasises the lack of day visitor interest in visitor centres since they are more attracted to visitor centres for the merchandise rather than the information; *“It’s my husband’s favourite shop!”* (Participant B). The PDNPA Chief Executive agrees that, *“Things like Trip Advisor, the simple stuff that people pick up, maps, books, family stories, recommendations, I think these are massively more important than the formal tourism”* (Appendix 1). As a result, the PDNPA Chief Executive explains that *“The greater majority of people that experience the landscape, have no formal contact with us or the tourist boards”* (Appendix 1). The current use of visitor centres was explained by the PDNPA Chief Executive to be a result of last minute bookings (Appendix 1).

Visit Peak District explain that they provide visitor information at popular points of contact, such as accommodation and visitor centres; *“We try and get to people at what we call touch points where people are going to pick up literature.”* The use of *touch points*, however, is being replaced with online information. Visit Peak District explain that,

“It’s changing quite dramatically really. Technology is driving the change. So, the way that people find out about their holidays is dramatically changing ... Most customers are booking online, so there is a technological change” (Appendix 2).

The literature explains that websites provide easy access to a broad range of information which meets the needs of the most experienced of visitors (Gursoy and McCleary, 2004). It is clear from the focus group that day visitors use websites to gain specific information about local attractions; *“we look at the showground, their website, to see what is actually happening”* (Participant B, Appendix 9). The 2014 Visitor Survey shows that 23.0% of visitors use websites (Peak District National Park Authority, 2014a). In accordance with the interview responses about the focus of the websites (Appendix 1), the questionnaire results show that significantly more staying visitors (44.9%) use websites than day visitors (27.5%) (Figures 5.11; 5.12).

Currently, the Visit Peak District website appeals to visitors who are entirely new to the Peak District which supports the PDNPA strategies to lengthen the stays of visitors. The Chief Executive admits that the Visit Peak website is aimed at *“a fraction, a small fraction of the number of people that experience the landscape”* (Appendix 1). It is added that, *“A lot of the formal tourism material is targeted at staying visitors and holiday makers”* (Chief Executive of the PDNP, Appendix 1). The appropriateness and usefulness of visitor websites for day visitors will certainly influence their usage and appeal. In order to achieve this appropriate content for day visitors, the PDNPA must acquire information about the needs of day visitors as a separate and unique visitor group from staying visitors.

The PDNPA 2014 Visitor Survey asked non-visitors about their reason for not visiting the area (Peak District National Park Authority, 2014a). It is stated that 33.0% of the respondents agree that further promotion and publication of the national park through advertising, TV and visitor information would encourage them to visit (Peak District National Park Authority, 2014a). A suggested trend from the questionnaire results is that TV advertisements and email promotions are seldom used by staying visitors and not used at all by day visitors (Figure 5.11; 5.12). The literature suggests that the appropriateness or awareness of offers and adverts are the reasons for this significant lack of use (Choe and Fesenmaier, 2013; Li *et al.*, 2008). The focus group state that they would use offers if they were more appropriate: *“perhaps things that are targeted specifically at residents as well as just by the visitors”* (Participant C, Appendix 9). In agreement with the literature, these results suggest that expert visitors may demand a separate communication strategy (Gursoy and McCleary, 2004). With visitor categorisation, as Visit England are beginning to research, the promotional aspect of tourism management could become much more efficient and effective (Visit England, 2016). Understanding visitors within categories enables managers, such as the PDNPA, to entice visitors with attractions and deals that are tailored to their interests (Horner, 2016).

6.3 Part 2: Exploring day visitor trends in detail

The differences found between day visitor and staying visitor routines and behaviours in this questionnaire are not stark enough to maintain the uniqueness of day visitors and to justify the importance of their differentiation. Some trends show very similar characteristics between the visitor groups, an assumption the PDNPA already make since their Visitor Surveys lack differentiation. The literature implies that much greater difference exists between regular and first-time visitors who have not been seen within these results. However, it is appreciated that staying visitors also visit repeatedly. As well as similarities, the differences found between the two visitor groups stress the need for further analysis. For instance, staying visitors are found to take part in a wider range of active leisure activities than day visitors. The appeal of leisure activities does oppose the literature and, thus, warrants further exploration (Li *et al.*, 2008; Lau and McKercher, 2004; Kyle *et al.*, 2004a; Kyle *et al.*, 2004c; Warzecha *et al.*, 2000). The literature suggests that identities are diverse, ever changing and subjective (Falk, 2011; Yeoman, 2010). This research has already begun to confirm these theories from the cross-referenced questionnaire alone, which will be discussed within this part of the discussion.

6.3.1 Familiarity, knowledge and travelling distance

As a distinct characteristic of day visitors from the questionnaire, travelling distance was analysed further to explore whether this results in different visitor actions and routines. The comparative questionnaire data shows that both day visitors and staying visitors have relatively high levels of knowledge and familiarity. However, as shown by Figures 5.13 and 5.14, it is seen that the familiarity and knowledge of day visitors does not closely correlate to travelling distance. The subjective influence of the physical home, as White and White (2007),

Tolia-Kelly (2004) and Blunt (1999) debate, is supported, since the presence of home does not alter the perspectives of visitors, which includes their familiarity and knowledge with a destination.

6.3.2 Visitor activities and travelling distance

In relation to visitor activities, the questionnaire implies that day visitors lack interest in active leisure activities in comparison to staying visitors. With further analysis, Figure 5.15 shows that day visitors who travel very short distances of 1-5 miles mainly go running (33.3%), caving (50%) and road cycling (25%). There is a suggested trend that visitors who live closer to the PDNP take part in more active leisure activities as well as shopping and visiting friends and relatives (22.2% each). Importantly, where the original dataset did not support the literature, that familiar and experienced visitors take part in more active leisure activities, this analysis indicates that visitors who live close to home and are, thus, well acquainted with the place, take part in a lot of these activities (Li *et al.*, 2008). The literature supports that travelling distances often correlate to taking part in leisure activities since these visitors are not seeking tourist attractions (McKercher *et al.*, 2012; Curry and Brown, 2010; Oppermann, 1997).

In support of these theories, Figure 5.15 illustrates that visitors who travel 21-50 miles often visit cultural sites of interest (29.7%) as well as to go dog walking (25%) and enjoy viewpoints (25%). The reasons behind such trends relate to the theories that visitors travel to see places that are in contrast to their everyday life (Nouza *et al.*, 2015; Ryan, 2002; MacCannell, 2001). Visitors who travel further to see cultural sites are visiting for a specific reason since these places are not in close proximity to their home. For those day visitors who travel 50+ miles, there is a focus upon caving (50%) and climbing (25%). Such leisure activities are niche and visitors may well travel long distances to experience the wealth of outdoor rock

climbing of the Peak District as well as limestone caving. The varied interests of day visitors must be considered by the PDNPA amongst those visitors who are attracted to visit popular sites of interest. Appreciating the varying uses of the PDNP and the geographical distribution of visitor types allows the PDNPA to understand where they are attracting visitors from and why. The original comparative data set is, once again, shown to be limited since it could not be seen that localised day visitors are more attracted to leisure activities than those who live further away. Without this degree of day visitor differentiation, the PDNP cannot encourage the appeal of their facilities, such as bike hire services, for day visitors who do not live within such close proximity to the PDNP.

6.3.3 Sources of information and travelling distance

The questionnaire comparisons with day visitors and staying visitors show a reliance upon existing knowledge for both visitor groups. Since day visitors generally travel much shorter distances to visit the PDNP, as Figure 5.1 shows, this aspect of analysis determines whether the use of existing knowledge by day visitors varies with travelling distances. The literature supports that experienced visitors use fewer sources of information and rely upon their own knowledge instead (Li *et al.*, 2008; Gursoy and McCleary, 2004; Kerstetter and Cho, 2004; Lau and McKercher, 2004). Figure 5.16 shows that the distance that visitors travel does not have an influence over the use of their own knowledge as a source of information. Visitors who travel 1-5 miles, for instance, often use their knowledge (50%) and always use their knowledge (33.3%) just as much as those who travelled 50+ miles (45.5% always and 36.4% often). Day visitors who live more closely to the PDNP, therefore, are not found to be unique in their choice of information sources.

6.3.4 Familiarity, knowledge and travel frequency

Part 1 of this discussion shows that the familiarity of day visitors and their knowledge are both shown to be very high. In comparison to staying visitors, day visitors are shown to be slightly more knowledgeable and familiar with the PDNP (Figures 5.9; 5.10). There is strong evidence within the literature to support that regular visitation influences familiarity as visitors accumulate personal experiences and knowledge over time (White *et al.*, 2008; Hernández *et al.*, 2007; Gursoy and McCleary, 2004; Kerstetter and Cho, 2004; Kozak, 2001). With this in mind, further analysis of the questionnaire was undertaken to explore whether there are any links between travel frequency and knowledge and familiarity for day visitors. Figures 5.18 and 5.19 show the results of this in-depth analysis and depict that day visitors who travel to the PDNP daily, weekly and monthly have much higher levels of knowledge and familiarity than those who do not visit more often than once a year. The regular repeat visitation of day visitors (Figure 5.2) and the subsequent high levels of familiarity, is a trend which corresponds to the literature discussions of regular visitation and developing familiarity with a place (McKercher *et al.*, 2012; Murdy and Pike, 2012; Hernández *et al.*, 2007; Lau and McKercher, 2004). The correlation of regular visitation and familiarity lead to discussions about visitor activities since the literature stresses that familiarity and routine lead to visitors taking part in different activities (Li *et al.*, 2008; Kyle and Chick, 2007; Ekinci and Hosany, 2006; Lau and McKercher, 2004; Kozak, 2001).

6.3.5 Visitor activities and travel frequency

The questionnaire comparisons from Part 1 show that both visitor groups are attracted to a lot of the same activities, such as walking, visiting scenic viewpoints and visitor attractions yet, overall, staying visitors are more interested in active leisure activities, such as

cycling and walking (Figure 5.6). Since it is known from the questionnaire that day visitors are the more frequent travellers (Figure 5.2), these trends do not strongly support the literature that regular visitation increases interest in leisure activities (McKercher, *et al.*, 2012; Hong *et al.*, 2009; Li *et al.*, 2008; Lau and McKercher, 2004; Oppermann, 1997). With further analysis of day visitor routines, however, new trends emerge. The results from Figure 5.20 demonstrate that day visitors who travel weekly and monthly are predominantly interested in cycling, running and using the trails. To further exemplify these findings, Figure 5.20 shows that less frequent day visitors are interested in shopping and visiting popular attractions. It can be suggested, therefore, that regular visitation does correlate with involvement in active leisure (Yuksel *et al.*, 2010; Kyle and Chick, 2007). Less frequent travellers, on the other hand, are more attracted to the materialistic and tangible attractions of a destination (Li *et al.*, 2008; Alegre and Juaneda, 2006; Lau and McKercher, 2004).

The literature also suggests that the attraction of tourist attractions decreases with regular visitation (Alegre and Juaneda, 2006; Lau and McKercher, 2004). The results from Figure 5.20 demonstrate that 2-5 times a year is the most common visitation frequency for visiting attractions (39.4%) and cultural sites of interest (32.4%) for day visitors. The second most common frequency is monthly, yet interestingly, there are more weekly visits to cultural sites and visitor attractions than there are annual visits. There is a slight trend that less frequent visits correlate to visiting these places of interest which is supportive of the literature. However, without this analysis, it would be assumed that both day visitors and staying visitors are equally attracted to these places of interest (Figure 5.6). It can be suggested that variations of day visitor behaviour do exist with travelling frequency. Therefore, assuming that all day visitors take part in the same activities cannot give an accurate portrayal of this visitor group.

6.3.6 Sources of information and travel frequency

It is suggested, from the analysis within Part 1, that both day visitors and staying visitors rely heavily upon their own knowledge to plan their visits (Figures 5.11; 5.12). In accordance with this reliance upon existing knowledge, this source of information was used as a variable to compare with visitation frequency in order to explore the routines of day visitors further. Figure 5.51 shows that day visitors who regularly visit the PDNP rely more upon their own knowledge to plan their visits than those day visitors who do not visit as often. Weekly visitors show that 50% often use their own knowledge and 37.5% always in comparison to visitors who visit 2-5 times a year and often (47.6%) or always (28.6%) use their own knowledge (Figure 5.21). With this more detailed analysis, the literature is now supported since visitors who visit weekly or daily may have a routine and, thus, do not require further sources of information (Li *et al.*, 2008; Gursoy and McCleary, 2004; Kerstetter and Cho, 2004; Lau and McKercher, 2004). This additional analysis demonstrates that frequent day visitors are, once again, showing individual routines and characteristics.

6.4 Part 3: Defining day visitor categories

Part 2 of this discussion demonstrates that by further differentiating day visitors, diverse routines emerge that are influenced by both travelling distance and visitation regularity. Whereas the comparison between day visitors and staying visitors does not provide a great deal of new data for the PDNPA, this level of analysis indicates new trends that cannot be seen through simple categorisation. This part of the discussion uses the day visitor interviews and focus group to offer a new set of day visitor sub-categories that emerge from the dataset. From this discussion, it can be explored as to what extent visitor categories, like those devised by Visit England (2016), can truly communicate the needs, expectations and identities of visitors. The following discussion is structured upon the themes found from the in-depth day visitor interviews. These themes include the ownership that day visitors feel, as well as the distinction they feel from other visitors. The themes also explore how visitor identity, as Falk (2006) introduces, alters with: destination choice; length of residence; distances travelled; visitation frequency; having different social groups and familiarity with a destination.

A firm finding from the day visitor interviews and focus group is that these visitors clearly make distinctions between themselves and other visitors. The theories within the literature support this process of self-differentiation from mass tourists (Karnatz, 2016; Doran *et al.*, 2014; Brouillette, 2007). The interview discussions indicate that day visitors consider multiple ways to distinguish themselves from mass tourists, which allows this study to devise day visitor sub-categories. The role of distance in determining visitor categories is a prominent theme from the discussions. Day visitors feel a sense of difference living so close to the PDNP: *“...we tend to see other people who, who you can tell have come from a long way away as the visitors and we feel more like it is our, our home territory”* (Participant F, Appendix 10). Day

visitors who travel very short distances also use this to further distinguish themselves from other day visitors:

"I suppose we've got like ownership ... where we live we see this as our home, whereas they are travelling further even though it's only an hour away ... So, you do see them differently because they're not permanent" (Participant I, Appendix 18).

The concept of ownership is a dominant theme, as shown in Appendix 18, and is delicately put by Participant K: *"...it feels like an extension of the garden, it really does"*. The day visitors clearly feel like they belong in the PDNP and visitors are just passing through: *"Well it's mine, they're just borrowing it, they're on holiday"* (Participant J, Appendix 18). The feelings of ownership of the PDNP, even when most of the day visitors questioned live outside of the PDNP boundary, are evident from the focus group and interview discussions. The use of the word *mine* by day visitors, emphasises this theme of ownership as well as referring to the PDNP as their own garden. By claiming the PDNP as theirs, day visitors are able to see themselves as residents, despite the fact that the PDNP is technically not their home space. This idea of where home begins and ends links well to the literature, implying that home is a mobile and subjective term for people (White and White 2007; Blunt, 1999). The literature supports the idea that regular visitors can develop strong feelings of connection and belonging in places in which they do not live (Hernández *et al.*, 2007; Wildish *et al.*, 2015).

The role of distance upon day visitor categorisation is touched upon within this first theme of ownership. Day visitors consider themselves as both visitors and residents to certain areas, depending upon their travelling distances. The focus group (Appendix 5) and interview data (Appendix 13) demonstrates that, in general, the further away from their permanent home that day visitors travel, the more like visitors they feel: *"I think your feeling of resident or feeling of visitor actually changes, to a certain extent, on how far you travel and your distance from home"* (Participant H, Appendix 13). These views are in support of the theories of

seeking the familiarity in places that are close to home (Li *et al.* 2008). Furthermore, the phrase, *“on the doorstep”*, is often used by participants in this context to explain places which are close to their own home: *“I think we’re really lucky to have it on the doorstep because it does feel like you’re on holiday when you go further North”* (Participant F). Distinguishing places as further North demonstrates the link between visitor experiences and travelling distance. Participant F adds that, *“...it’s a really exciting trip when we do go into the Dark Peak. That’s a real treat and we make a whole day of that one”*. Travelling to this more northern region of the PDNP connotes feelings of visitation since this is not a part of a normal routine and, thus, becomes unfamiliar. As Ryan (2002) and MacCannell (2001) explain, visitors seek experiences which are not found within their day-to-day lives.

As well as distance, the meanings and connotations of places influence the way in which visitors perceive themselves (Appendix 18). The literature supports the concept that visitors alter their identity and expectations in response to different destinations (Foster, 2008). It is, therefore, limiting to restrict day visitors to one category based only on their destination and activity choice. The interview discussions explain that contrasting landscapes to home alter visitor perspectives of the place as a holiday destination or otherwise (Appendix 18). Participant H explains, *“I probably feel more like a visitor and a tourist if I was visiting a different place.”* For instance, *“if it’s a very built up area then that would sort of feel like a resident area... the terrain is quite different there as well”* (Participant J). Participant G adds: *“...if we’re going into the Peak District “proper” it probably takes us at least half an hour to get to where we want to be”* (Appendix 13). The landscape is, thus, used to distinguish what is meant by visiting *properly* or, alternatively, as a day visitor.

In addition to the landscape, popular visitor attractions, such as Chatsworth, Haddon Hall and Bakewell, connote different meanings for visitors and alter their perspectives. Participant G explains that, *“going to places like Haddon Hall (I) still feel (like a) visitor”* and

Participant I agrees that, *“when we go to Ashbourne, we feel like we’re visiting”* (Appendix 18).

It is explained that because there are so many visitors there, and the place is orientated towards these needs, these places make day visitors feel more like mass tourists (Appendix 18). The literature supports that visitors often act as such when surrounded by other visitors, due to the pressures of social conformity (Urry, 1990). However, it is emphasised that despite these connotations of the use and identity of a place, if day visitors are particularly familiar with a place, such as Chatsworth, they will still feel at home there and do not feel they are visitors to that particular destination.

Familiarity with a place is a theme from the interviews and focus group which is shown to influence the way in which day visitors interact with a place. Importantly, the way in which day visitors identify themselves when they visit familiar places adds to the diversity of visitor categories. Places that day visitors have lived close to in the past or were a part of their childhood, are familiar spaces, as Appendix 16 shows. It is demonstrated well by Participant K that childhood destinations remain familiar despite the distance of these places from their current home:

“I think the places that are a little further away from me, but places that I visited a lot as a child, I am incredibly emotionally attached to. So somewhere like Chatsworth for instance, has incredibly strong childhood memories so I feel like I belong there in a way that somewhere slightly closer, because it hasn’t got those childhood memories might not feel quite as strongly” (Appendix 16).

In support of the literature, distance is seen to be less relevant than the memories and emotions that certain destinations evoke (Asbollah *et al.*, 2017; Murdy and Pike, 2012; Li *et al.*, 2008; Hernández *et al.*, 2007). In addition, popular tourist attractions can also feel very familiar to day visitors, despite the connotations of these places for countless other visitors.

Familiarity and memory result in another emerging day visitor category, since their personal perspectives of places separate them so distinctly.

Regularity of visits is a further day visitor category and theme which emerged from the initial focus group (Appendix 6) and later confirmed within the interview discussions (Appendix 14). The majority of participants agree that with regular visits, they no longer feel as though they are visitors to the area: *"I think it's the frequency that you visit that makes the difference"* (Participant F, Appendix 6). Participant F went on to explain that certain visitor attractions feel more like visitor destinations, due to the frequency of visits and not the connotations of the place as a tourist attraction:

"Recently I went to Haddon Hall, which I hadn't been to so often and I did feel like a visitor there. I hadn't been since I was a child, so yes, I think it's the frequency that you visit that makes the difference" (Appendix 6).

Distance and frequency were often discussed together by day visitors since one is almost always the product of the other. The responses from Appendix 14 show this theme:

"...there are some places that are closer that we go more often ... I don't feel like a visitor there because we go there more often because its closer. But, if we go up towards Grindleford way or Eyam, up there, I mean it's only once in a blue moon we go up there so we definitely, we're still visitors" (Participant G).

Getting to know a place well, in addition to living so near to certain destinations, alters the perspective of day visitors and they, therefore, visit the area as familiar and regular visitors.

It is possible to further explore these feelings of difference due to place, distance and frequency, through the activities and routines of day visitors. The questionnaire implies that day visitors who do not travel far, take part in different activities than those who travel over 50 miles, for instance (Figure 5.15). The focus group (Appendix 8) and interview discussions

(Appendix 17) illustrate how activity choices and routine help to further distinguish and categorise day visitors. Shorter activities, and those which could be incorporated into a daily routine, are considered to be *local* activities and not those done when they are visiting an area: *"I might go and say do a full day's walk and treat it more as like a day out. Whereas, for the local areas I might go for just say a couple of hours at the end of the day after work or fit it in around something else at the weekend"* (Participant H, Appendix 13). Participant I adds, *"I think if you're visiting you'll go out for the whole day whereas we don't, we go out for the morning or the afternoon and then go home"* (Appendix 13). The literature agrees that leisure activities often correlate with shorter travelling distances (Curry and Brown, 2010).

Furthermore, choosing familiar activities, such as walking, rather than trying new or different activities, make day visitors feel less like visitors (Appendix 17). Participant H explains: *"I might do different activities"* when visiting somewhere new or further afield. They add that other visitors to the PDNP might take part in *"...an activity they wouldn't normally do in their everyday life."* There is a perspective here that *other* visitors are seeking new experiences, since they are travelling to the PDNP for a holiday, as Ryan (2002) and MacCannell (2001) describe. Participant G explains the reason for habitual behaviours as a day visitor: *"...it's that comfort really, that you know the routes, we've done a lot of the walks before or we've been to a lot of the places previously"* (Appendix 17). Overall however, the participants emphasise that, in order to make their visit more than just another day out, they attempt to change their habits (Appendix 17). For instance, Participant I explains: *"...sometimes we feel like we've done that bit ... we do try and go to new places, new little walks"*. Finding new experiences is a suggested trend from the questionnaire and the literature which it is supported again here (Nouza *et al.*, 2015; Ryan, 2002; MacCannell, 2001).

The focus group and interview discussions reaffirm the questionnaire findings and literature debates, that regular visitors often use destinations for *non-visitor* needs (Alegre and

Juaneda, 2006; Gross and Brown, 2006; Lau and McKercher, 2004). Places such as Bakewell, for instance, are explained by the focus group (Appendix 8) and interview participants (Appendix 17) to be places to buy more specialist items or to go out for a meal, whereas for other visitors, Bakewell is a famous and picturesque Derbyshire town to visit. Furthermore, the trails are explained by a number of participants to be used primarily as a facility for exercise rather than to experience: “...*the cycle paths we don’t feel quite so much visitors there because we’re doing it not just for the views and the experience of it, but we’re doing it for exercise*” (Participant G, Appendix 17). As the literature review depicts, day visitors may value the landscape for its functionality and, thus, demonstrate place dependence (Kyle *et al.*, 2004a). As a result of the differing uses of a place, however, Appendix 18 illustrates how other visitors are often seen as an annoyance and inconvenience to day visitors. Participant I summarises these feelings of frustration well: “...*it is full of tourists. And they amble along and you’re thinking, “Come on!” I need to move, I need to get stuff done!*” (Appendix 18). The way in which day visitors use a place is one means of distinguishing them from other visitors.

In addition to activity choices, the times at which day visitors travel is an evident theme from the focus group (Appendix 7) and interview discussions (Appendix 15). With the knowledge that day visitors have of the area, they specifically plan to travel at quieter times and avoid busy areas: “...*we went to Chatsworth not on bank holidays, not on Saturdays or Sundays*” (Participant I, Appendix 15). It is a common statement that day visitors wish to escape the crowds at all costs:

“I am happy to go to a place where there’s lots of visitors but much more happy to be away from them, in the quieter areas of the Peaks ... the further away from the honeypot centres, the better I feel. It’s that sense of being able to get up onto the hills and see very few people, which I absolutely love” (Participant F, Appendix 8).

In support of the literature, seeking remote and quiet destinations is increasingly important for some visitors (Arnegger et al., 2010; Dolnicar and Leisch, 2008; Cochrane, 2006). Peace-seeking day visitors are yet another day visitor group to differentiate. Yet, to aid their desire to seek quieter visiting locations, knowledge is key for day visitors. Appendix 7 and 15 demonstrate how day visitors use this knowledge to their advantage and how this develops feelings of distinction from other visitors, as the literature depicts (Brouillette, 2007). Participant I explains that: *"...becoming a local you take advantage of the perks. So, you feel a little bit special when you go to these places"* (Appendix 15).

The majority of the benefits of knowledge, mentioned by day visitors, involve the ability to visit places at a low cost. As supported in the literature, experienced visitors often seek ways to reduce costs (Kyle et al., 2003). Participant G adds that: *"it's just that psychological thing of, we live here, we get a bit of money off"* (Appendix 9). The literature supports that knowledgeable visitors often know how and where to seek the best information and can, thus, use the destination to their advantage (Gursoy and McCleary, 2004; Kerstetter and Cho, 2004; Kozak, 2001). Participant I explains: *"...when we go to Bakewell for instance, can't stand paying so we've found a back road that we can park on"* (Appendix 15). To further demonstrate the role of knowledge, Participant F, from the focus group, shows how different sources of information distinguish day visitors:

"It's the lack of knowledge, of knowing the area ... if we're staying somewhere we may well go to the more well-known spots, we'll use guide books to find out where to go. And unless you really get to know a place it's very difficult to find the quieter spots" (Appendix 7).

The above quotation illustrates the reliance upon sources of information by day visitors when their own knowledge is lacking.

Being a new resident to the PDNP is widely discussed in the focus group (Appendix 10) and interview discussions (Appendix 18). These discussions demonstrate how being a new resident to the area changes the way in which these residents act when they visit the PDNP. New residents consider themselves as taking part in *visitor* activities, whereas long residing residents do not: *"I would say for a least for the first 2 or 3 years it felt like one long, being on holiday. And we did all the touristy things"* (Participant G, Appendix 18). The consensus from the participants is that newer residents to the PDNP act as visitors initially since they explore and visit many of the local attractions. Over three quarters of the participants from this research have experienced moving to the PDNP at some point. In particular, the more recent residents, impart detailed stories of their appreciation and enthusiasm for the area and also the residual feeling of being on holiday. The views from the participants who had not experienced moving to the PDNP, at least not recently, contemplate the perspectives of new residents: *"obviously people that are newer into it we'd feel that they were not quite as familiar with it"* (Participant F, Appendix 10). Participant B adds: *"I suppose that also determines how we think about being a visitor or being a local, is how long we've actually lived in all these different places"* (Appendix 10). The categories of day visitors can be divided into new residents and long-term residents.

Hosting visitors is a further day visitor category which has emerged from the data, since this alters the way in which day visitors act. When day visitors host their own visitors to the PDNP, it is discussed within the interviews (Appendix 18) and focus group (Appendix 10) that day visitors visit attractions which they would not usually frequent. Alternatively, day visitors use popular visitor attractions differently when they host their own visitors. Participant J supports that: *"you would actually pay to go in the house. You wouldn't go and see the house without a visitor. I wouldn't go to the farmyard without little children with me that were visiting"* (Appendix 18). Using Chatsworth House as an example here, one destination can be moulded to the needs of varying day visitor groups and, thus, presents

complications when interpreting day visitor activities, such as visiting popular attractions. The literature suggests that hosting visitors can alter the perspectives of the host, since they are acting as an ambassador to the destination (Young *et al.*, 2007). Participant C explains: *“I have quite a lot of visitors come to stay with us, friends from down South or abroad and I feel very much a local when I’m taking them, showing them around”* (Appendix 10). The act of informing their own visitors may heighten the sense of locality and familiarity which day visitors experience.

As well as other visitors influencing day visitor actions and perspectives, Appendices 10 and 18 show the discussions which followed about families and the impact of children upon day visitor routines. Participant G, for instance, explains that: *“we tend to visit different places when your children are different ages”* (Appendix 10). The length of day trips is emphasised to be a major alteration to the way in which day visitors operate; shorter excursions, closer to home, are made by families. Participant F shows that there is also an adjustment to the expenditure of day visitors with children:

“...before I had children, my husband and I would go into the Peak District regularly to do really long walks ... Our walks became a lot shorter, we would have probably taken our own food, whereas previously we’d have stopped at a pub or a café (Appendix 10).

Families are a final day visitor category to distinguish since their activities are dependent upon children. Visit England have categorised visitors using family demographics as well as group size (Visit England, 2016). However, using demographics may not apply to all day visitors. As argued by Hardy and Pearson (2016), attitudinal groups are perhaps a more effective way of anticipating trends and understanding visitors. Groups of friends, couples and single travellers are further demographic categories which can be used as day visitor differentiation.

6.4.1 Summary

The above discussion suggests that day visitor categories can be extended beyond demographics and activity choices. Such distinctions form the basis of the categories identified by Visit England (Visit England, 2016). Expertise with the destination, travelling distance and length of residence, are all shown to diversify what it means to be a day visitor. In response, this research introduces the following day visitor categories:

- New residents
- Long-term residents
- Regular day visitors
- Familiar day visitors
- New experience seekers
- Peace and nature seekers
- Money savers
- Functional visitors
- Active leisure day visitors
- Long-distance day visitors
- Short-distance day visitors
- Day visitor families
- Destination ambassadors and hosts
- Day visitor protectors and volunteers

As previous authors have argued, visitors are in a continued process of self-taxonomy (Karnatz, 2016; Doran *et al.*, 2014; Brouillette, 2007). Visitor identity, as Falk (2006) defines the term, is subjective to the narrative and personal experiences of each individual and can, therefore, change frequently (Rickly-Boyd, 2009; Cary, 2004). Each of the above categories may experience significant overlap; a new resident may also have visitors of their own and thus sit within two categories. Fundamentally, visitor categories may never apply to all visitors; such categories are devised for managers to ensure that customers feel they receive a more personal service (Horner, 201). Visitor categories can be refined and refined further using in-depth interview discussions, as with this research, but to what end? The final stage of this discussion explores this question.

6.5 Part 4: The significance of day visitors

The PDNPA's key aims within the Management Plan are to increase and further the awareness of the special qualities of the PDNP (Peak District National Park Authority, 2012). This final discussion demonstrates whether detailed visitor categories can help the PDNPA better achieve its goals. Positive word-of-mouth from day visitors is not only fundamental for repeat visitation within the PDNP, but also for spreading the awareness of the special qualities of the PDNP. Accordingly, the social and environmental value of day visitors within the PDNP is explored in this final section of analysis. As the literature shows, the environmental consciousness of visitors varies and is difficult to measure (Weaver and Jin, 2016; Cousins, 2007; Schultz, 2002; Stern, 2000). However, despite these difficulties of measuring environmental conscience, it is stressed that appreciating which visitors are environmentally aware is key to sustainable management (Sánchez and Pulido-Fernández, 2016). The focus group and interview discussions provide in-depth responses about the environmental and social sustainability of day visitors.

By differentiating between day visitors and staying visitors in the questionnaire, the landscape is shown to be an important aspect for both visitor groups (Figures 15;16). The literature suggests that scenic or heritage landscapes (Buonincontri *et al.*, 2017), combined with regular visitation habits (Lee *et al.*, 2017; Sanagustín Fons and Fierro, 2011) and activity choices (Kyle *et al.*, 2003) result in more environmentally sensitive visitors. The questionnaire results support the theory that visitors who are dependent upon the landscape, as a result of their activities, are more sensitive to environmental change and degradation. Figure 5.23 shows that visitors who use the trails (91.8%) and go road cycling (91.7%), trail or mountain biking (89.5%) and walking (83.1%) consider the landscape to be very important. In contrast, only a small proportion of visitors who go shopping, (16.7%) and eat out (19.4%) consider the landscape to be very important. Distinctions, such as this, facilitate the PDNP to better target

their management efforts towards those who are more inclined to contribute to environmental conservation.

It is argued in the literature that residents and regular visitors are sensitive to environmental change, since they have resonating memories with the place (Sanagustín Fons and Fierro, 2011; White *et al.*, 2008; Ekinici and Hosany, 2006; Lau and McKercher, 2004; Kozak, 2001). New visitors, however, can also hold landscapes in high esteem without visiting them, due to the influence of ideology and representation (Tolia-Kelly, 2010; Franklin and Crang, 2001; Williams *et al.*, 1992; Urry, 1990; Cosgrove and Daniels, 1988). Figure 5.22 shows that those who visit weekly (93.8%) and monthly (85.2%) consider the landscape to be more important than those who visit annually (62.5%) or less often (50%). Where the comparative questionnaire could not demonstrate this detail, further analysis shows that regular day visitors regard the landscape highly. Figure 5.17 shows that the further day visitors live from the PDNP, the less they consider the landscape as very important; 91.7% of visitors who travel 1-5 miles consider the landscape very important in comparison to 72.7% of visitors who travel over 50 miles. The in-depth focus group (Appendix 11) and interview data (Appendix 19) present further insights into the environmental morals of day visitors.

Living in such close proximity to the PDNP, day visitors feel a sense of ownership of the landscape, as discussed in Part 3. Feeling very protective over the places that day visitors frequent or live very near to is a natural outcome (McLeod and Busser, 2014; White *et al.*, 2008).

“I think people are very protective of their local area and they want things to stay as pleasant as possible ... particularly in beautiful parts of the country, certainly in this area, people are incredibly active when there’s a threat to their patch” (Participant K, Appendix 19).

Participant K clearly demonstrates the literature views that feelings of place ownership develop when people live close to or have an affinity with an area (Farstad and Rye, 2013). Living in a beautiful landscape therefore means that day visitors wish to see that the landscape goes on unchanged and unharmed. The literature shows that places of natural beauty are often fiercely protected by those who admire, use and live in this landscape (Farstad and Rye, 2013). The way in which Participant J (Appendix 19) states, *"...it's a beautiful environment and it always puzzles me why people go to a beautiful environment and then desecrate it and don't cherish it ... It's a countryside thing"*, highlights that both residence and the landscape influence the protective nature of day visitors. Day visitors both live in this part of the country and visit recreationally, thus the value of the landscape for these visitors is twofold.

Appendix 19 emphasises how lucky day visitors feel to live in such a beautiful landscape. However, it is noted that often appreciation for the landscape can be lost over time since visitors become so accustomed to it: *"but I think you do get used to it, you become a little bit acclimatised to it and you don't appreciate it as much"* (Participant I, Appendix 19). Despite these comments, there is a consensus that, if the impacts are close to home, these visitors will always feel protective and defend the landscape. The concept of having a stake, involvement or investment with the PDNP is identified as the reason for this altering perspective in other places: *"...here, we own property, we live here, we spend our time here"* (Participant J, Appendix 19). This protectiveness means that day visitors are likely to treat the PDNP with respect and contribute to its future sustainability in ways that other visitors cannot or do not feel the need to. Staying visitors to the PDNP, or visitors who are unfamiliar with the area, may not share these views of responsibility. Second home ownership, however, can allow staying visitors to gain these perspectives, as supported by the literature (Dias *et al.*, 2015; Nouza *et al.*, 2015; Wildish *et al.*, 2015; Farstad and Rye, 2013).

The process of repeatedly returning to the same destination allows visitors to see the place with fresh eyes (Sanagustín Fons and Fierro, 2011; White *et al.*, 2008). Appendix 19 details the discussions of new-found appreciation when visitors leave the PDNP: *“as soon as you go away from it and come back again, you appreciate it again”* (Participant H). When discussing leaving the PDNP to visit other destinations, the participants express that they appreciate the impacts of tourism upon these places, but do not feel as responsible for these places as they do for the PDNP: *“I’d like to see them protected but I don’t feel as personally about it because it’s not my landscape ... because it’s not local, I suppose you don’t feel as involved with it”* (Participant I). The questionnaire results from Part 2 demonstrate that with distance, the importance of the landscape does decrease. These trends are supported within the discussions of Appendix 19 since the interviewees explain the impact that distance has upon their feelings of protectiveness.

New residents to the area, or those who can remember how they felt when they first moved, demonstrate strong appreciation for the PDNP because they have moved from less scenic locations: *“...maybe it’s coming from a city and then appreciating it”* (Participant I, Appendix 19). Participant G adds that, *“I think definitely moving into the area makes us see the area differently. Our kids really appreciate the landscape here as well, it’s so much more beautiful”* (Appendix 19). Since these visitors have a direct comparison to their past home, they may appreciate the PDNP more than those day visitors who have always lived in the vicinity. Furthermore, as new young families move to the PDNP, the children will grow up with these respectful attitudes towards the landscape. For some of the new residents, the PDNP is special since it is a place they have visited in the past or is reminiscent of past holiday destinations: *“I associate countryside with going on holiday because where I was brought up was very industrial so countryside was going on holiday”* (Participant G, Appendix 19). The literature supports that holiday memories often create strong connections with a place (Dias *et al.*, 2015).

As well as residence and distance from the PDNP, working and volunteering for the national park is shown to have substantial impacts upon landscape appreciation and also awareness for the sustainability and protection for the PDNP (Appendices 11 and 19). The interview with the Chief Executive of the PDNPA explains that volunteering in the PDNP is common and is a valuable addition to the area:

“If you look at the formal statistics, people who live in this part of the world are much more likely to volunteer ...Volunteering is a strong part of the community of the area and the national park ...As a national park we have more volunteer days achieved here than in any other national park” (Appendix 1).

The close relationship that working within the landscape encourages, heightens visitors' appreciation and awareness of the impacts of tourism upon the landscape. This statement is supported after a number of participants discussed their volunteering or employment experiences with the PDNPA and other environmental protection organisations. Participant H explains that, *“...particularly working for the Peak Park, later on, you start to get a little more protective perhaps and a little bit more, I suppose, politically motivated or driven towards the policies that are affecting it”* (Appendix 19). The proactive nature of these visitors is implied to directly relate to their work with the PDNP and as a result they act as ambassadors and protectors of the landscape (Farstad and Rye, 2013).

Visitors who are willing to be involved with the sustainability schemes of the PDNPA are valuable visitors to distinguish and encourage to visit the PDNP. The importance of these volunteers is well known; the PDNPA is simply unaware of the extent to which day visitors contribute to this volunteering community. The interview responses indicate that day visitors admire the landscape more because they have a greater understanding about the place they are visiting: *“I began to appreciate things that I'd learnt a little bit more about working in the Peak District, that actually kind of affected how I enjoyed it more”* (Participant H, Appendix

19). These day visitors have their own visitor category, since their knowledge and understanding are different to that of a day visitor who does not volunteer. Participant H explains this standpoint:

“Volunteering with the Peak Park, and starting to understand a little bit more about how things were managed, both short term and long term, start to get more of an ownership of it and I think that changed in relationship with it compared with a casual visitor” (Appendix 19).

Further interview (Appendix 20) and focus group discussions (Appendix 12) illustrate the sustainable routines of day visitors. The dominant view from the day visitors is that, since they live, use and enjoy the landscape, they actively want to protect it: *“it’s nice to give something back, particularly to the area that you live in”* (Participant F, Appendix 12). The measures that these visitors take include generally adhering to the countryside code. As the literature supports, there are two types of responsibility: basic and extra (Gao, 2017). Gaining that extra responsibility is much harder to achieve and sustain and cannot be gained through information about the impacts of tourism alone; it’s about an innate desire to help and protect (Gao, 2017). Participant G expresses that, *“...we take our individual responsibilities seriously when we’re visiting somewhere ... as a family we take responsibility for not littering the place”* (Appendix 20). As a further responsible routine, day visitors are found to be motivated to use public transport or find alternative means of travel because they tire of traffic and wish to reduce traffic levels: *“I don’t like sitting in traffic jams so I’d rather be on public transport. We’re more inclined now to try to use public transport to get in the park”* (Participant F, Appendix 12). To tackle this, using the Sustainable Transport Action Plan, the PDNPA aims to reduce traffic in the PDNP by strategically developing cycle ways and public rights of way throughout the park (Peak District National Park Authority, 2015).

Finally, this study considers the social significance of day visitors, as well as their environmental importance. Due to the close proximity of day visitors to the PDNP (Figure 5.1), traditional conflicts with the residents and visitors, as described in the literature, may be reduced (Convery and Dutson, 2008; Tosun, 2002; Williams and Lawson, 2001). The interview discussions (Appendix 20) demonstrate the support that these visitors have for tourism, or lack thereof. The literature explains that the tourism industry is supported where local communities can see its economic gains (Velvin *et al.*, 2013). The consensus from Appendix 20 is that tourism is supported by day visitors because they are often closely involved with local communities due to their close proximity to the PDNP:

“We’re quite glad that tourists come because then it, it means that the businesses can keep going. We’re really glad, and I keep giving the example of Matlock Bath, but they organise different events to keep the season going” (Participant G).

Local community involvement, as shown in Appendix 20, supports the commitment that these visitors demonstrate with regards to protecting their home area (Farstad and Rye, 2013). The Chief Executive of the PDNPA agrees that, *“the community have learnt, tourism is not all bad, tourism is good”* (Appendix 1). However, Appendix 20 does indicate that feelings are mixed and other day visitors consider visitors an unnecessary addition to the PDNP: *“I think visitors are, can be a threat. I think if you look at Edale and Mam Tor it’s got huge problems with erosion”* (Participant J). Considering these views towards some visitors to the PDNP, it is clear that day visitors have an innate protectiveness towards the PDNP and are, thus, fundamental to the sustainability goals of the PDNPA.

6.6 Concluding analysis

This discussion indicates that simple visitor categories, like day visitors, do not benefit organisation such as the PDNPA, since multiple similarities between day visitors and staying visitors are found. Day visitors and staying visitors are both found to be attracted to visit scenic viewpoints (Figure 5.6) and predominantly use their existing knowledge for destination information (Figures 5.11; 5.12). It is clear that, with more in-depth analysis, the diversity of day visitors can begin to be seen with visitation frequency and travelling distance. For instance, the data shows that with more regular visitation, participation in active leisure activities increases (Figure 5.20). With more regular visitation, day visitors also increasingly rely upon their own knowledge to plan their visits (Figure 5.21). The knowledge and familiarity of day visitors is also influenced by more regular visits (Figure 5.18; 5.19). Travelling distance is not shown to have an effect upon the degree of familiarity and knowledge of day visitors nor the use of existing knowledge as destination information. Instead, travelling distance is shown to decrease with interest in active leisure activities and increase for visitor attractions.

The subjectivity of day visitor categories is exemplified through the new interviews and initial focus group data. The discussion shows that day visitors are in the process of self-taxonomy. The way in which day visitors perceive their identity varies with travel frequency, destination choice, knowledge, memories, the company that day visitors have and their length of residence within or near to the PDNP. With these variables, a day visitor may fit multiple categories at different times. This discussion finally illustrates the importance of appreciating the diverse identities of day visitors. These visitors demonstrate traits of environmental sensitivity and awareness that stem from their residence and visitation frequency. Furthermore, day visitors actively seek to protect and conserve the landscapes and take part in volunteering, since they live within, or near to, the PDNP as well as use the landscape as visitors.

Chapter 7 Conclusion and Suggestions for Further Work

7.0 Conclusion

This research aimed to explore the significance of differentiating day visitors from staying visitors and, fundamentally, prove the importance of appreciating the diversity of one visitor group by suggesting further day visitor categories. The simple visitor dichotomy used by the PDNPA and Visit Britain was tested using the questionnaire designed for this research. To answer the question ‘Why differentiate day visitors?’, this research first compared the original questionnaire data with the PDNPA Visitor Surveys to determine to what extent the two visitor categories can inform the PDNPA of any trends they currently remain unaware of. Secondly, to further unpick the question of why to differentiate the visitor groups, this research used its original contributions of interviews and focus group data to determine how day visitors can be further categorised and what these new categories can tell us.

The requirements for this research stemmed from the case study of the PDNP. This national park has an overwhelming number of day visitors, yet the PDNPA does not differentiate these visitors from those who stay overnight. Organisations such as Visit Britain, appreciate the importance of identifying day visitors as a distinct group from staying visitors. However, without county based or national park-based data, Visit Britain’s trends of day visitors cannot be directly applied to the PDNP. Underpinning this research, the literature explores the diversity of visitor identity as introduced by Falk (2006). Furthermore, it is suggested from the literature that visitor groups defined by managers for the benefit of promotion, as Horner (2016) describes, often result in much overlap. Visitors have diverse routines, experiences, and perceptions; McKercher and Chan (2005) caution that visitor actions will always be complex. Simplistic visitor categories, such as day visitors and staying

visitors therefore, may not present the most reliable data upon which managers can predict and interpret visitor behaviour. There may be infinite ways to distinguish a visitor group and sub-categorise the sub-categories. This research did not aim to exhaust this list, but simply to explore the importance of differentiation.

The results of the questionnaire demonstrated some differences between day visitors and staying visitors. Firstly, day visitors are shown to be the more frequent travellers to the PDNP and travel much shorter distances (Figure 5.1; 5.2). The theories of repeat visitation, however, as the literature presents, cannot strongly represent day visitors since staying visitors are also repeat visitors (Li *et al.*, 2008; Lau and McKercher, 2004). For instance, the lack of difference between day visitor and staying visitor participation in active leisure activities, as well as visiting popular visitor attractions and cultural sites, as shown in Figure 5.6, does not support the literature of repeat visitation (Li *et al.*, 2008; Lau and McKercher, 2004; Kyle *et al.*, 2004a; Kyle *et al.*, 2004c; Warzecha *et al.*, 2000). A difference seen from the questionnaire comparisons between day visitors and staying visitors is the appeal of shopping and eating out for day visitors in comparison to staying visitors. In addition, a surprising find is the appeal of new experiences for day visitors since more frequent travellers are theorised to move away from new experiences and settle for routine (Assaker and Hallak, 2013; Li *et al.*, 2008; Jang and Feng, 2007). The remaining results, including sources of information and knowledge and familiarity, indicate similar responses from both day visitors and staying visitors. It was conclusive that these results alone did not provide much clarity about the individual identity of day visitors. The lack of visitor differentiation by the PDNPA was not considered to be a great hindrance since this introductory comparative questionnaire showed so many similarities between the two visitor groups.

To explore day visitors further and to test the limitations of visitor dichotomy, the cross-referenced questionnaire results illustrate that, with travelling distance and visitation

frequency, day visitor routines are more diverse than originally seen. Day visitors are shown to take part in more leisure activities with more regular visitation habits and shorter travelling distances. Furthermore, with less regular visits and longer travelling distances, activities such as visiting cultural sites and shopping are more common (Figure 5.15; 5.20). These trends are now supported in the literature since regular visitation is argued to alter the use of a destination; less experienced visitors seek major tourist attractions instead of using the destination for leisure activities (McKercher *et al.*, 2012; Curry and Brown, 2010; Li *et al.*, 2008; Alegre and Juaneda, 2006; Lau and McKercher, 2004).

Figures 5.18 and 5.19 indicate that visitation frequency enhances the knowledge and familiarity of day visitors, which corresponds to the literature; visitors develop their own memories and place attachment with re-visitation habits (McKercher *et al.*, 2012; Murdy and Pike, 2012; Hernández *et al.*, 2007). These trends correlate to a greater reliance upon the use of existing knowledge to plan visits with higher visitation frequency (Figure 5.21). Where the original questionnaire comparisons demonstrated that both day visitors and staying visitors predominantly use their own knowledge, these distinctions with travel frequency indicate the variations within the day visitor category and support the literature that regular visitors are more independent in their information choices (Li *et al.*, 2008; Gursoy and McCleary, 2004; Kerstetter and Cho, 2004; Lau and McKercher, 2004).

The findings indicated that day visitors as a visitor group are more diverse than first anticipated from the original questionnaire comparisons. It is seen that simple comparisons between visitor groups do not generate enough detail and information to warrant the need for visitor differentiation within the PDNP. However, by further exploring day visitors, hidden details of these visitors are revealed. Following these findings, the focus group and interview discussions exemplify the diversity and complexity of this one visitor group. The focus group discussions first support the trends from the questionnaire of the routines of day visitors. The

in-depth interview discussions conclude that day visitors are in a constant process of self-taxonomy. As Rickly-Boyd (2009) and Cary (2004) confirm, visitor experiences are subject to their own narratives. The identity of day visitors alters with their travelling distance and visitation frequency, as the questionnaire supports, but also with the company that day visitors keep, their past residence and length of residence, as well as their memories and the personal meanings a place holds for them (Appendix 10; 18). Chatsworth House for example, is used, experienced and perceived in different ways by the same visitor.

The literature anticipates and supports that visitors certainly differentiate themselves from one another making it very difficult for tourism managers and researchers to pin-point who visitors are and where to place them (Doran *et al.*, 2014; Brouillette, 2007). This research simplifies these discussions by defining day visitor categories as follows: new residents; long-term residents; regular day visitors; familiar day visitors; new experience seekers; peace and nature seekers; money savers; functional/everyday visitors; active leisure visitors; long-distance travellers; short-distance travellers; destination ambassadors; and day visitor families. As with the research of Visit England (2016), these categories demonstrate the plurality of one visitor group, namely day visitors. However, these categories are subject to change and overlap since they each influence one another.

It cannot be said with conclusive certainty whether categories such as this can be of great significance and use for tourism management organisations such as the PDNPA. Visitor categories, no matter how detailed, may always have their limitations when considering the actions and views of visitors. However, the importance of attempting to differentiate day visitors at all lies in their current neglect. Since the PDNP does not distinguish this visitor group, this research can demonstrate whether visitor differentiation can tell us anything new or of significance. Importantly, differentiation allows environmentally conscious day visitors to be targeted since it is shown that different activity preferences, travelling distance and

visitation frequency influence the degree of appreciation these visitors have of the landscape. The literature agrees that visitors who take part in active leisure activities are more inclined to protect the landscapes they rely upon (White *et al.* 2008; Kyle *et al.*, 2003). Furthermore, the length of residence in the PDNP also alters visitor appreciation for the place in which they live.

The interview responses illustrated that, due to their close residence to the PDNP, day visitors are sensitive to the degradation of the PDNP landscape and are fiercely protective (Appendix 19). With such regular and short travelling habits, day visitors could make a vast difference to the pollution and traffic levels within the PDNP by altering their travel methods. The day visitor interview and focus group data suggested a desire to travel by public transport simply to reduce traffic levels (Appendix 12; 20). In response, it was found from the interviews that some of these visitors work and volunteer within the PDNP and, thus, maintain a level of appreciation and knowledge that other visitors may not (Appendix 19; 20). With the knowledge that day visitors take part in volunteering activities, these schemes could be encouraged as a management strategy. Finally, the interviews indicated that new residents have high levels of enthusiasm for the PDNP. By distinguishing a category of new residents, these visitors could be targeted and informed further about how to sustain the PDNP landscape and also encourage others to do the same.

Day visitors are fundamental to the PDNP, despite their lack of economic potential in comparison to staying visitors. It is found that day visitors can become significant players in furthering the PDNPA's sustainability goals. This research addresses the question 'Why differentiate day visitors?' It was proven that simple categories cannot show much detail, supporting the PDNPA's decision not to use day and staying visitor categories. However, with more detailed differentiation, the diversity of visitors is apparent and the potential of day visitors for the PDNP could be seen. With vast visitor numbers, considering day visitors in greater detail allows destinations, such as the PDNP, to better understand and gain the most

from this dominant visitor group. Further research could exemplify the extent to which day visitor travelling routines, activities, motives and information choices are unique to this visitor group. Other tourist destinations with a large proportion of day visitors include Dartmoor with 85.2% of day visitors and Northumberland with 67% (Dartmoor National Park, 2014; Northumberland National Park Authority, 2013). The potential of day visitors for the PDNP can now be suggested, although, for other tourist destinations this is yet to be uncovered and presents a vital and vast area of tourism research for the future.

7.1 Suggestions for further research

Since this research is only relevant to the Peak District, there is now an opportunity to conduct day visitor differentiation studies in other tourist destinations. With relatively high numbers of day visitors, Dartmoor (85.2%) and Northumberland (67%) may be ideal destinations to begin further research on the importance of distinguishing day visitor categories in greater depth (Dartmoor National Park, 2014; Northumberland National Park Authority, 2013). The contradictions found between the results of this study and the literature, also indicate where further research can be conducted. For instance, the appeal of new experiences for day visitors and active leisure activities could be explored. Furthermore, the sense of belonging that day visitors feel when they visit destinations which are close to their own home is a relatively under explored area which this research introduces. The identity of day visitors has been touched upon in this research in order to generate a range of visitor categories to demonstrate the importance of detailed analysis with one visitor group. However, there is more work to be done to explore day visitor identities, especially surrounding the concept of whether they are in fact residents or visitors.

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Appendices

Appendix 1: Interview with PDNPA Chief Executive: May 21st 2014

Visitor activities

They don't just come here to do the things we are here to provide like walking and cycling, but they come here for peace, they come here for quiet, tranquillity.

When we have done surveys with people phrases that are slightly more common are beauty, tranquillity, different from normal life. Those things are very important to people.

Some people will come and they will want to go rock climbing, they want to cycle the route of the Tour de France, they want to take their children on a 10 mile hike. Sometimes people are very specific about those things. Often it's just, they need a bit of down time.

It's a really complex and quite dynamic picture.

But the fundamental thing is there's lots of spaces in the Peak District where people can choose to do their own thing.

Some people will be very structured some people will be "let's see how it goes".

Visit Peak District will have a sense in marketing terms what those people are. I think it's quite dynamic and very complex.

The diversity and the dynamism of what people come to the landscape to do is just extraordinary and that includes people who come for the day.

Nowadays shift patterns are different... that's a much more diverse use of the countryside.

The influence of the landscape

The geography of the Peak District, you've got, you've got the sort of Bakewell area, Chatsworth, Haddon, the walks around Bakewell, you've got moorland areas, you've got Hope Valley, the Staffordshire Dane Valley, bit of the Peak District, and they're all quite different because they all attract people for different reasons, from different locations.

The Management Plan

There's 3 dimensions, 3 dimensions on the management plan that's different. First the content. We now have 4 key strands. One of those is broadly about conservation, one of those is broadly about access and country side visitors, and then the second, the third and the fourth are about community and about economy. The emphasis has shifted from community and economy to being tag-alongs on the end to being integral, much stronger elements. Second is a web based product now, so there is a much more interactive approach. We used to have a sort of model for every 5 years you review the plan. We now review it as things happen. The management plan is an online presence.

And then the third element which links to that is that we've got an implementation programme. We used to just do a kind of list or table of all the things that we were going to do... whereas what we've now got is 5 signature themes and those 5 signature themes, if I can broadly remember them, is a peak district open for business, which is all about enterprise, much more integrated large scale joined up landscapes, so that's the big conservation theme, a strong focus around cycling, strong focus around community planning, and then broadening and widening our audiences. But those 5 signature themes are very dynamic programmes, and we run them as programmes.

In the same way that the document itself is more dynamic, the process of engaging people in it is much more dynamic.

For the management plan it is more of a document that can be ... as we decide we need to change something... we change it. So there's still a kind of statutory formal role. If a major new policy is launched we can amend it at one of our committees and then that goes into the new plan. It evolves over time rather than being that very interactive thing. We've not really caught up with the very interactive world. Maybe the next version of the plan we will design into it something that is much more publicly accessible.

The tourism strategy

A big priority for us is to bridge that gap a bit between the number of people who come and the number of people who could come.

The tourism strategy is to increase the number of staying visits.

If you double the number of staying visitors then the impact upon the number of visitors in total is tiny. You could have 100% increase in staying visitors, which might only be a 5% increase in visitors overall. It's a marginal impact on the number of people in the park, but the economic benefits would be massive

A lot of the formal tourism material is targeted at staying visitors, and holiday makers. Whereas actually, helping somebody spend a bit of money in a café could make all the difference from spending nothing to spending £20 a head.

Places like Hassop station, which is new, the food and drink offer there is as important as the cycling. And at Chatsworth the food and drink is critical and it's a big money spinner.

Local communities and businesses

National parks needed to contribute to economic growth. So, we increasingly must demonstrate that.

Interestingly, one of the things we did a few years ago was set up the group business peak district. So, it is the group really driving forward the business side of the management plan.

We do a residents survey, and the fascinating thing is that in the last 3 or 4 years we have seen a remarked increase in two things, quite positively. One is business recognise that we're reaching out to them. Businesses themselves are spotting that we are more interested in

them. Second really very very interesting thing is local residents are remarkably more positive about tourism than they were the last time we surveyed them.

The area which is growing and creating jobs and creating wealth is tourism. The community have learnt, tourism is not all bad, tourism is good. You still get negative reactions but people increasingly see tourism as contributing to the success of the area.

Knowledge of day visitors

People who live in the park are as likely to be participants in walking, rock climbing.

We know that East Manchester, West Sheffield, North Nottinghamshire have a disproportionate number of visits, so that's perhaps not surprising.

They're sort of locals to the area.

I would suspect that the majority of day visitors have some sort of tradition and contact.

The likelihood is that the staying visitors are more likely to be from London, the South East the North East, they may be from overseas and they are possibly more new to the area. Therefore, they're going to be more susceptible to the marketing, the Visit Peak District marketing, the commercial marketing, the websites.

I think you've got this huge span from people who are going to be incredibly organised about what they want to do, through to people who are going to be take it and see how it goes.

There's still going to be people for whom a visit to the Peak District is quite a low cost experience. They bring a lot of their own things with them. Camping has grown hugely. A lot of the campsites are quite cheap.

Communicating with day visitors

I think if you look at our website and the Visit Peak District website, and some of the commercial websites, it all feels like we're telling... somebody from London what time Chatsworth opens and where you can get all the different campsites and where to stay. And actually that's a fraction, a small fraction of the number of people that experience the landscape.

I think the greater majority of people that experience the landscape, have no formal contact with us or the tourist boards or the council anyway.

Depending on how you count the visitors, it's anything between about 10 and 30 million visitors to the national park. So, by far the majority have no contact with us.

I think possibly, if you add up all of the contacts we have with the public it could be as many as a million. So that's web, ranger visits, ranger contacts, visitor centres, people coming to visitor centres, people hiring bikes, the things that we offer.

Then things like trip advisor, the simple stuff that people pick up, maps, books, family stories, recommendations, I think these are massively more important than the formal tourism.

I think people these days choose their restaurants and their accommodation on trip advisor... I don't think many people go to the local authority tourism magazines and choose it.

I mean there's still people ... I've just been down to our visitor centre and it was busy, people were in there people booking accommodation. Often it's because they hadn't intended to stay.

But I think a lot of people, who are planning their trip, the evidence is that in the past people would get a brochure in January and book their holiday in August... Nowadays they go online on the Thursday and they've booked for the weekend.

The old traditional bed and breakfasts and traditional hotels that can't grasp that go out of business.

Calculating visitor numbers

We use steam, we buy steam data.

We do periodic surveys, it's quite ad hoc ... We've done a bit over the last few years on cycling ... there's a pot of money attached to the grant we've had for that which is about evaluation. So, we will be doing survey work about the summer of cycling.

People have estimated 2 to 3 million pounds to do a proper visitor survey of the Peak District. There are a hundred road entrances into the National Park, there are thousands of car parks, lay-bys, parking spots, picnic spots, to get a really accurate picture we would need to deploy a lot of casual surveyors at the time of day and year when people arrive. We get a lot of evening visitors to the National Park. We need to capture that sort of data. So you'd need to send surveyors out, in the evenings, in good weather. So you need to do 10 or 15 evenings a year in all of those different locations, so it's very difficult to get accurate information.

The difficult thing from here is that somebody will go out on a Sunday afternoon from Crewe, to the Peak District, or from Leeds, to the Peak District, or from Sheffield to the Peak District and we don't know what they do.

There is our "State of the Park" report which is the underlying evidence, which underlies the national park management plan, is all online.

I think you have to make lots of heroic assumptions and you have to rely on the information you get from field staff. We know there are a lot more road cyclists now than there used to be. We know that there are more people using the park.

Sustainable day visitors – promoting the protection of the PDNP

Young people growing up have more of a connection to the landscape around them.

This is something we are working on. A little project we're doing at the moment is with Duke of Edinburgh, so we're producing a video, we're working with a group of young people, and some young film makers to produce a video to show to all the Duke of Edinburgh groups about responsible visiting of the countryside.

Organised activities are the increasing focus of our work.

Some people have got that tradition, they come to the Peak District with a school, or they come to the Peak District with their parents, or their friends, and they will come and they've

got passing knowledge of what it's all about. They'll know something about farming and they'll know about shutting gates.

It's very very diverse, through from people who are very concerned about their impact and sustainability of their visit, through to people for whom this is just a place to come.

If you look at the formal statistics, people who live in this part of the world are much more likely to volunteer... Some of the highest participation rates in volunteering anywhere in the country and that's for a variety of reasons.

Volunteering is a strong part of the community of the area and the National Park ...As a National park we have more, more volunteer days achieved here than in any other National Park.

Appendix 2: Interview transcript with Visit Peak District: 8th June 2012

Visit Peak District's role

We are what you call as typical tourist board. So the remit is to bring people to the area. We have to do that in a sensible manner or responsible manner and the National Park would call that sustainable.

In the Peak District we're, we're more like 40 weeks and that's because of the type of business we get because we're surrounded by the conurbations of Nottingham, Sheffield, Manchester. We do get 5 and a half million overnight visitors which is as much as Devon and Cornwall it's just that we do them spread out over 48 weeks rather than 26.

Visit peak district doesn't organise events or anything, but Chatsworth for instance does manage the attraction for tourists. Visit Peak District use Chatsworth as a destination and this does manage where people go.

What we do is take people's product content, whether it's an event, say it could be somebody's putting on a party in the park, it could be people putting on a walking festival, or whatever it is. So we take the content, we call that product, and then we tell the world about it.

What we want are reasons to visit.

Sustainable tourism

I would say the sustainability or responsibility is right at the core, the absolute core. It's not, it's not a nice thing to do, it is an essential thing to do.

It's in every single thing we do, whether it's marketing, whether it's dispersal, whether it's running courses or newsletters. It's fundamental to our core business.

....we'd like people to dump their car ... People tend to cluster, go to one place, dump your car and cluster around Bakewell.

So what we're trying to do is say, dump your car and cluster around Bakewell, enjoy the day there, enjoy a weekend in Bakewell there enough there to do, and if you do want to nip up to Buxton, take the bus.

The responsible bit is promoting, at a sort of wider scale, promoting the off the shoulder periods, trying to get people to come at sensible times and not all on the same day. Once people get here, the social responsibility is to, tell people what is on offer but also do it in a more sustainable way by using public transport, using the railways, a hop on hop off, doing joint ticketing for clustered types.

...we want them to shop locally, so that's more responsible tourism. And actually today you're pushing on an open door, because consumers like to think they're helping the local authorities, it's not alien to them. So it, it's kind of a nice thing to do, that you think "well I'm invading this area through tourism, I could put something back". So you're not asking people to do something that they feel uncomfortable or they don't want to do.

Marketing strategies

We have a strategy of what's called the 'attract and disperse'. So we attract people through our main, the main vehicle for attracting people is the sort of brand 'Peak District'. So, people have heard of it ... so we get people's attention with the Peak District and that's kind of sort of where we attract marketing.

And then once we get here we have a dispersal strategy. So we have plans in place, so once people get here, we try and get to people at what we call touch points where people are going to pick up literature.

We send a copy of this (magazine) to every B&B and every self-catering, every hotel, and they put in, put it in the bedroom. So, but it's wider than that, we do a lot more stuff than that. We work with the pubs, the libraries, we work with various attractions and hotels to say, "Look, you need to get bus timetables into your bedrooms, you need product information, you need to be, you need to be telling people to shop locally before they get here".

It's good business sense to bring people at the right time, to tell them what's on so they stay longer and third thing is, a happy customer is a repeat customer, who spreads the word customer.

They want to get away from their suburban life and what's happened over the past 10 years is that life has sped up and people pine and crave to slow down and switch off ... All our marketing now is concentrated on hitting those prime customer needs.

...we call it the green gym.

But the great majority want to just potter.

Good value for money and a good quality product are doing well because quality never goes out of style.

Technology and marketing

It's changing quite dramatically really. Technology is driving the change. So, the way that, that people find out about their holidays is dramatically changing.

Most customers are booking online, so there is a technological change. There's been a massive change in in terms of people's finances, so the staycation thing is, has come about, that people have stayed at home.

The industry is changing in that people are leaving it 'til the last minute and driving a bargain and looking for discounts and technology is allowing that.

Part of my job is moving with changes and persuading the business to adapt asking do you take bookings on line.

People search around for the best deal ... Customers are incredible canny and the internet has allowed them to do that.

Visitor expectations and actions

What we find in the Peak District is that people still want that quality, four star, four poster bed experience for a weekend, nice break. And at the other end they can come to the Peak District stay in a nice B&B, walk around the Peak District, doesn't cost them anything, and actually go to free museums.

So that's really what we call, Peak District on a shoe string and Peak District on a, on a real high spec.

Appendix 3: Questionnaire survey for staying visitors (The same questions and format were used for the online version of the questionnaire).

Postgraduate Master's thesis: A Study of Visitor Experiences in the Peak District

I am conducting a study about visitors to the Peak District National Park. This study is for my Research Master's degree at Keele University. I am interested in finding out about your experiences and views when you visit the Peak District.

Very little research has been done about the routines, motives and experiences of visitors who visit the area for just the day. By collecting information from both day visitors and those who stay for longer periods, I can compare the results and, hopefully, discover some interesting differences. These can then be taken into account by the Peak District National Park when considering how to improve your visitor experiences in the future.

If you are a visitor to the Peak District it would be greatly appreciated if you could fill out this survey.

Many Thanks!

If you agree to complete this survey, please ensure you have read and understood the following terms:

- 1) I have read and understood the information sheet.
- 2) I understand that my participation is voluntary and that I am free to withdraw at any time.
- 3) I understand that data collected about me during this study is completely anonymous.
- 4) I understand that the dataset collected may be used for future research projects.

I have read the above information and agree to take part in this study

Yes ☐

No ☐

Please select your gender

Male ☐

Female ☐

Please select your age group

18-25 ☐

26-45 ☐

46-65 ☐

66-75+ ☐

1) How long do you usually visit the Peak District for?

Please select one answer.

2-3 days ☐

4-7 days ☐

Up to 2 weeks ☐

Over 2 week ☐

2) What is your usual accommodation choice? Please select one answer.

Hotel ☐

Bed and Breakfast ☐

Self-Catering ☐

Camping ☐

Friends or Relatives ☐

3) From your home, how far do you usually travel to reach your Peak District destination?

Please select one answer.

Less than a mile ☐

1-5 miles ☐

6-20 miles ☐

21-50 miles ☐

50+ miles ☐

4) In a year, how often do you visit the Peak District? Please select one answer.

Daily ☐

Weekly ☐

Monthly ☐

- Between 6 and 11 times a year ☐
- Between 2 and 5 times a year ☐
- Annually ☐
- Less than once a year ☐
- It's my first time visiting ☐

5) On a scale of 1-5, how familiar are you with the local area?

1 = Not at all familiar 5 = Very familiar

Please circle one number:

1 2 3 4 5

6) On a scale of 1-5, how would you rate your local knowledge of the area?

1 = Very good local knowledge 5 = No local knowledge

Please circle one number:

1 2 3 4 5

Your itinerary

7) What do you usually do when you visit the Peak District?

Please tick as appropriate.

- Visit friends and relatives ☐
- Shopping ☐
- Eating out ☐
- Visit towns and villages ☐
- Visit attractions ☐
- (Visitor centres, parks)*
- Visit cultural sites ☐
- (Country houses, castles)*
- Taking guided tours ☐
- Enjoy viewpoints ☐
- Recreational Walking ☐
- Dog walking ☐
- Running ☐

Using the trails ☐

(High peak trail, Monsal)

Trail or mountain biking ☐

Road cycling ☐

Golf ☐

Climbing ☐

Caving ☐

Canoeing or kayaking ☐

Sailing and boating ☐

Horse riding ☐

Fishing ☐

Other, please specify:

8) Do you usually take part in the same types of activities when you visit?

Yes ☐

No ☐

9) If you answered "Yes" to question 8, why do you choose to do the same activities?

Please tick as appropriate.

I use certain recreational and visitor facilities ☐

I enjoy these activities ☐

Regular routine ☐

Familiarity with the activity and area ☐

I use loyalty passes or vouchers ☐

I am unaware of other activities ☐

10) If you answered "No" to question 8, why do you choose to do different things?

Please tick as appropriate.

I use a range of recreational and visitor facilities ☐

To try something new or to see new places ☐

I like to do a range of different activities ☐

I have a good knowledge of the area and what is on offer ☐

I often take tours and group excursions ☐

11) In the Peak District, how important are the following to your visitor experience?

Please rate each option on a scale of 1-5 by circling one number.

1 = Not at all important 5= Very important

Scenery and landscape

1 2 3 4 5

Attractions (*country houses, castles, parks and reservoirs*)

1 2 3 4 5

Traditional towns and villages

1 2 3 4 5

Recreational activities (*walking, cycling, climbing etc.*)

1 2 3 4 5

Amenities and facilities (*visitor centres, bike hire services, parking and access*)

1 2 3 4 5

Finding new experiences

1 2 3 4 5

Planning your trip

12) Do you usually pre-plan your visits to the Peak District?

Yes ☐

No ☐

13) How often do you use the following to make your decisions when visiting?

For each section, please select one answer.

Existing knowledge

Always ☐

Often ☐

Sometimes ☐

Rarely ☐

Never ☐

Recommendations

Always ☐

Often ☐

Sometimes ☐

Rarely ☐

Never ☐

Tourist information services

Always ☐

Often ☐

Sometimes ☐

Rarely ☐

Never ☐

Information leaflets, magazines, books or maps

Always ☐

Often ☐

Sometimes ☐

Rarely ☐

Never ☐

Websites

Always ☐

Often ☐

Sometimes ☐

Rarely ☐

Never ☐

Promotional emails

Always ☐

Often ☐

Sometimes ☐

Rarely ☐

Never ☐

TV advertising

Always ☐

Often ☐

- Sometimes ☐
- Rarely ☐
- Never ☐

14) How often are your decisions to visit the Peak District influenced by advertisements?

- Always ☐
- Often ☐
- Sometimes ☐
- Rarely ☐
- Never ☐

15) Do you receive offers and promotions for Peak District attractions by email and/or in the post?

- Yes ☐
- No ☐

16) If you answered "Yes" to question 15, do you subscribe to receive these offers?

- Yes ☐
- No ☐

17) How often do you (or would you) use promotional offers and deals for your visits?

- Always ☐
- Often ☐
- Sometimes ☐
- Rarely ☐
- Never ☐

Thank you very much for your time and for contributing to this study.

Your help is greatly appreciated!

Appendix 4: Questionnaire survey for day visitors (The same questions and format were used for the online version of the questionnaire).

Postgraduate Master's thesis: A Study of Visitor Experiences in the Peak District

I am conducting a study about visitors to the Peak District National Park. This study is for my Research Master's degree at Keele University. I am interested in finding out about your experiences and views when you visit the Peak District.

Very little research has been done about the routines, motives and experiences of visitors who visit the area for just the day. By collecting information from both day visitors and those who stay for longer periods, I can compare the results and, hopefully, discover some interesting differences. These can then be taken into account by the Peak District National Park when considering how to improve your visitor experiences in the future.

If you are a visitor to the Peak District it would be greatly appreciated if you could fill out this survey.

Many Thanks

If you agree to complete this survey, please ensure you have read and understood the following terms:

- 1) I have read and understood the information sheet.
- 2) I understand that my participation is voluntary and that I am free to withdraw at any time.
- 3) I understand that data collected about me during this study is completely anonymous.
- 4) I understand that the dataset collected may be used for future research projects

I have read the above information and agree to take part in this study

Yes ☐

No ☐

Please select your gender

Male ☐

Female ☐

Please select your age group

18-25 ☐

26-45 ☐

46-65 ☐

66-75+ ☐

1) Do you live within the Peak District?

Yes ☐

No ☐

2) From your home, how far do you usually travel to reach your Peak District destination?

Please select one answer.

Less than a mile ☐

1-5 miles ☐

6-20 miles ☐

21-50 miles ☐

50+ miles ☐

3) In a year, how often do you make day trips to the Peak District?

Please select one answer.

Daily ☐

Weekly ☐

Monthly ☐

Between 6 and 11 times a year ☐

Between 2 and 5 times a year ☐

Annually ☐

Less than once a year ☐

It's my first time visiting ☐

4) On a scale of 1-5, how familiar are you with the area?

1 = Not at all familiar 5 = Very familiar

Please circle one number:

1 2 3 4 5

- 5) On a scale of 1-5, what level of knowledge do you have of the area?

1 = Very good knowledge 5 = No knowledge

Please circle one number:

1 2 3 4 5

Your itinerary

- 6) What do you usually do when you visit the Peak District? Please tick as appropriate

Visit friends and relatives ☐

Shopping ☐

Eating out ☐

Visit towns and villages ☐

Visit attractions ☐

(Visitor centres, parks)

Visit cultural sites ☐

(Country houses, castles)

Taking guided tours ☐

Enjoy viewpoints ☐

Recreational Walking ☐

Dog walking ☐

Running ☐

Using the trails ☐

(High peak trail, Monsal)

Trail or mountain biking ☐

Road cycling ☐

Golf ☐

Climbing ☐

Caving ☐

Canoeing or kayaking ☐

Sailing or boating ☐

Horse riding ☐

Fishing ☐

Other, please specify:

7) Do you usually take part in the same types of activities when you visit?

Yes ☐

No ☐

8) If you answered "Yes" to question 7, why do you choose to do the same activities?

Please tick as appropriate.

I use certain recreational and visitor facilities ☐

I enjoy these activities ☐

Regular routine ☐

Familiarity with the activity and area ☐

I use loyalty passes or vouchers ☐

I am unaware of other activities ☐

9) If you answered "No" to question 7, why do you choose to do different things?

Please tick as appropriate.

I use a range of recreational and visitor facilities ☐

To try something new or to see new places ☐

I like to do a range of different activities ☐

I have a good knowledge of the area and what is on offer ☐

I often take tours and group excursions ☐

10) How important are the following to your visitor experience?

Please rate each option on a scale of 1-5 by circling one number.

1 = Not at all important 5= Very important

Scenery and landscape

1 2 3 4 5

Attractions (*country houses, castles, parks and reservoirs*)

1 2 3 4 5

Traditional towns and villages

1 2 3 4 5

Recreational activities (*walking, cycling, climbing etc.*)

1 2 3 4 5

Amenities and facilities (*visitor centres, bike hire services, parking and access*)

1 2 3 4 5

Finding new experiences

1 2 3 4 5

Planning your trip

11) Do you usually pre-plan your visits to the Peak District?

Yes ☐

No ☐

12) How often do you use the following to make your decisions when visiting?

For each section, please select one answer.

Existing knowledge

Always ☐

Often ☐

Sometimes ☐

Rarely ☐

Never ☐

Recommendations

Always ☐

Often ☐

Sometimes ☐

Rarely ☐

Never ☐

Tourist information services

Always ☐

Often ☐

Sometimes ☐

Rarely ☐

Never ☐

Information leaflets, magazines, books or maps

Always ☐

Often ☐

Sometimes ☐

Rarely ☐

Never ☐

Websites

Always ☐

Often ☐

Sometimes ☐

Rarely ☐

Never ☐

Promotional emails

Always ☐

Often ☐

Sometimes ☐

Rarely ☐

Never ☐

TV advertising

Always ☐

Often ☐

Sometimes ☐

Rarely ☐

Never ☐

13) How often are your decisions to visit the Peak District influenced by advertisements?

Always ☐

Often ☐

Sometimes ☐

Rarely ☐

Never ☐

14) Do you receive offers and promotions for Peak District attractions by email and/or in the post?

Yes ☐

No ☐

15) If you answered "Yes" to question 14, do you subscribe to receive these offers?

Yes ☐

No ☐

16) How often do you (or would you) use promotional offers and deals for your visits?

Always ☐

Often ☐

Sometimes ☐

Rarely ☐

Never ☐

Thank you very much for your time and for contributing to this study.

Your help is greatly appreciated!

Appendix 5: Day visitor travelling distance – Focus Group

The theme of this appendix includes the discussions from the focus groups about the influence of distance upon how they identify themselves as visitors. Furthermore, the role of distance upon their view of other visitors is incorporated into this appendix.

The influence of distance upon visitor identity

A: But maybe that's because we don't go too far ... F: Suppose it depends where you go really doesn't it ... A: perhaps if we went further we might feel more like visitors.

F: I think, we probably feel more as a resident when we do the smaller journeys. It's like home from home really.

F: ...it's a really exciting trip when we do go into the Dark Peak (laughs) That's a real treat and we make a whole day of that one.

F: I think we're really lucky to have it on the doorstep because it does feel like you're on holiday when you go further north.

The use of distance to differentiate visitor destinations

F: The parks that are further afield, like the Yorkshire moors or Dartmoor Exmoor, I've been to them and thoroughly enjoyed them but that feels more like a holiday visit rather than a home from home encounter.

How distance or ease of access alters activity/destination choices

B: So... despite, you know, living there, we still access the events. So we've just looked at the, erm, well-dressing ... Because it still interests you even if you live in a place you're still interested by what goes on there.

Appendix 6: Day visitor visitation frequency – Focus Group

This appendix shows how the frequency of visits alters the way in which day visitors perceive themselves as visitors. Areas that are frequented often in comparison to those that are not known so well cause visitors to feel differently about these places and their identity in that place.

F: Recently I went to Haddon Hall, which I hadn't been to so often and I did feel like a visitor there. I hadn't been since I was a child, so yes. I think it's the frequency that you visit that makes the difference.

F: ...we regularly visit the Lake District, so that feels, that feels comfortable but not in the same way as the Peak District. The Peak District feels like home.

H: I think some places that it fits your local patch of the Peak Park you maybe feel a bit different. So, if it's a walk, or a cycle route that goes into the park that I done regularly, I kind of feel that's my local area and it happens to be the Peak District.

Appendix 7: Day visitor knowledge of the PDNP – Focus Group

This theme surrounds the idea that the knowledge of day visitors sets them apart from others. The quotes each imply that their own knowledge makes them different to other visitors or their knowledge facilitates them in some way. Knowledge allows these visitors to manipulate their trips to become cheaper. Knowledge also influences the routines that these visitors develop.

Knowledge and the use of planning materials

F: It's the lack of knowledge of knowing the area ... if we're staying somewhere we may well go to the more well-known spots, we'll use guide books to find out where to go. And unless you really get to know a place it's very difficult to find the quieter spots which I think we do tend to know those in Derbyshire.

H: Whereas sometimes if I were to go somewhere like Derwent Reservoirs, I'll go there not knowing it quite as well and probably approach it a little bit more as a visitor and get my maps out and that sort of thing. So, I think it can vary depending on whether it's your local area or something you don't know so well.

Using knowledge to plan day visits to their advantage

B: I think we choose our times for going into Bakewell, like first thing in the morning and then sort of, you know, after tea time

F: I think similarly places like Dovedale (A: Exactly, yeah, we go) at quieter times (A: After tea) or maybe in the autumn as opposed to high summer.

F: Wouldn't necessarily choose to go to Chatsworth in the middle of the busiest time of year, I would probably steer well clear to be honest with you.

Appendix 8: Day visitor activity choices – Focus Group

This theme illustrates the types of activities that day visitors take part in when they visit the PDNP and how they use different destinations within the PDNP. Activity choices are shown to set day visitors apart from other visitors to the PDNP through their experience, knowledge and familiarity with places.

Interviewer: So, what kinds of activities do you all do when you visit the area?

G: Cycling.

H: Cycling yes.

B: On the trail like biking.

H: Cycling on the trails, cycling off the trails, cycling anywhere!

C: Yeah tea shops, restaurants.

C: Visiting the cafes.

E: Shops.

C: Yeah tea shops, restaurants.

F: We tend to do that then drop down to one of the villages afterwards ... For a cup of tea and a cake.

G: Dog walking.

A: Stately Homes.

G: And music festivals and things like that.

F: ...it's also very walkable. As opposed to somewhere to say Scotland or somewhere, it's more accessible.

Finding new experiences

C: And my husband does a lot of mountain biking and he quite often gets home and says "oh I've been to a really nice area today, I'll take you there!"

Seeking quiet and peace

C: Astounding beauty motivates them (visitors) to visit.

F: I am happy to go to a place where there's lots of visitors but much more happy to be away from them, in the quieter areas of the Peaks.

F: ...the further away from the honeypot centres, the better I feel. It's that sense of being able to get up onto the hills and see every few people, which I absolutely love.

F: I always feel good when you come back because you've had the day out in the lovely countryside.

H: I think nature and that kind of peace that you get when you get away from the honey pot type places and the crowds.

H: I think sometimes it's nice to actually go to parts of the park where there aren't particular facilities and just go where it's a little bit more natural and wild.

The use of a place

H: I sometimes go into places like Bakewell to buy local foods, and speciality things that you wouldn't get in a supermarket.

Appendix 9: Planning methods – Focus group

Interviewer: How would you say you planned your visits? Do you use any kind of online resources, or information or visitor services?

G: Visit the Peak

G: The website

A: Websites for the places we want to go, yeah.

B: Yeah we look at the showground, their website, to see what is actually happening, because we have that, that view so it's nice to know what's going to be coming up.

H: Peak National Park website

A: I pick leaflets up

Interviewee: Oh do you?

B: Yes, I do D: Yes I do, yeah

C: I pick leaflets up yes

C: More than online really

F: Yes I do

Interviewee: And I guess local knowledge is...

F: Local knowledge yeah

Interviewer: So, would you ever visit the visitor centres or anything?

A: Yeah

(All agree)

G: I have done, when we're in Bakewell.

Interviewer: Ok

B: It's my husband's favourite shop! (All laugh)

Interviewer: Well that's interesting because, it is mainly for the merchandise or for the visitor information?

A: Bit of both.

B, D, E, F: Yeah.

A: It's mainly a bit of both.

C: It's information really for me.

F: I think for walks sometimes, when they have the printed walks.

Interviewer: O.K. Mainly independent travelling then?

C: Yes, mainly independent, yeah.

B: And a lot of things are sort of on an annual basis.

B: So you're waiting for that to happen.

F: You know the shows are going to take place don't you, which ones, where.

The following quotes are from a discussion about the use of offers and adverts:

G: I mean some people do that thing where, if you, gift aid, you visit the first time then you get a year's membership. Erm, but not many people do that.

F: That's right yeah. I think a few places do that.

G: The... Tramway?

F: Tramway that's it.

A: Yeah we've done that one.

B: Something came through our door springtime, and it was for sort of, you know one person going into the garden and the other person free.

H: Yes.

C: Yes, yeah. We had that.

B: And that was actually quite wide I think.

C: It did Haddon as well I think.

E: I think if you pay a little bit more that at Chatsworth you can go back again as many times as you like in the year. I think it's about another £5 per person.

F: I think there was something on amazon as well, for Haddon Hall.

B: It was every Thursday in June, erm, you got in for £4.50 each.

E: Well, we've missed out on that one then!

B: Yeah, yeah you've just missed it! It was very, it was very good!

G: If they had visitors' rates for things and residents' rates for things ... We'd probably go more often. If we're taking relatives, again and again and again, we don't want to pay each time. But we're taking people with us and they're paying. If it was just a bit off. It's just that psychological thing of, we live here, we get a bit of money off

H: But perhaps things that are targeted at specifically at residents as well as just by the visitors would include more people.

C: Yeah, it would be good to access the Peak District site, and see what vouchers they'd got for you to print off if you were going to any of the facilities.

Appendix 10: Visitor identity – Focus Group

This appendix shows how visitor perceptions of themselves can change due to the type of destination, new residency and comparisons to other visitors that are less well acquainted with the PDNP. In addition, the company that day visitors keep alters their identity.

Difference from other visitors

F: ...it feels like it's ours.

F: ...we tend to see other people, who, who you can tell have come from a long way away as the visitors and we feel more like it is our, our home territory.

The influence of place

B: So, if you say in summer time, then, you know, that conjures up certain places doesn't it?

E: If you go somewhere like Chatsworth house you feel like a visitor.

G: Living in Matlock Bath, it's quite a little village, and a lot of families do things together, so like, going swimming in the river at Chatsworth, it feels like this is a Matlock Bath outing. You know, we go together and you know, do things, go to certain places that feel like Matlock Bath places.

New Residency within the PDNP

B: I suppose that also determines how we think about being a visitor or being a local, is how long we've actually lived in all these different places.

B: ...I think that's an interesting point from you, Claire, because you've only just moved up from Warwickshire, you're still doing the touristy things.

F: Obviously people that are newer into it we'd feel that they were not quite as familiar with it.

G: We're relatively, relatively new to the area, we've been here 3 years, so we're still doing all the touristy things.

H: No it's interesting looking back. We moved from Watford up to Buxton 12 years ago and I did that same sort of process, of exploring the National Park and going different places and using quite a lot of the facilities as a new resident into the area. So Buxton tourist information, for example was a really good source of information for me about the bits of, you know, the National Park surrounding Buxton.

Hosting visitors

A: ...we take a lot of people around ... It's something to point out to your visitors as well, it makes it more interesting for them, doesn't it, if you can show them something.

C: I have quite a lot of visitors come to stay with us, friends from down South or abroad and I feel very much a local when I'm taking them, showing them around.

C: I've got some visitors coming from Canada this summer and I've got a big list going. I think we're going to be able to fit everything in!

C: I have quite a lot of visitors come to stay with us, friends from down South or abroad and I feel very much a local when I'm taking them, showing them around.

H: You're also bringing other people into the park as visitors.

Families

F: ...before I had children, my husband and I would go into the Peak District regularly to do really long walks.

F: ...Our walks became a lot shorter, we would have probably, take our own food, whereas previously we'd have stopped at a pub or a café.

G: We tend to visit different places when your children are different ages.

G: Living in Matlock Bath, it's quite a little village, and a lot of families do things together, so like, going swimming in the river at Chatsworth.

Appendix 11: Landscape Awareness and Appreciation – Focus Group

This appendix of landscape awareness and appreciation is split into the sections of both appreciation and awareness to make the data clear. The themes that emerged from the data are that with the close proximity to the PDNP visitors feel a strong sense of protection over the PDNP as well as an appreciation and knowledge of the landscape.

Landscape awareness and appreciation due to living nearby or within the PDNP

F: I think we would be aware of certain environmental situations.

F: does need to be protected and maintained and I would be sorry if it wasn't.

F: On my drive to work I even look around every day and think, yeah we're so lucky to live here.

F: I think sometimes we take it for granted, living close to it.

Appreciation of other places

F: But I don't feel responsible for parks that are further away.

F: I don't actually feel that personal responsibility, whereas actually working very close to the Peak District and visiting, I do.

F: If there were things that were evident, very evident, then I'd notice it. But I think if you're in a holiday mood, and just on holiday, you don't tend to think of it quite so much.

Work and volunteering

F: I've worked with BTCV in the past as well so, every time I see a footpath that's been mended or improved, it makes me think maybe we should be walking in a different area at the moment.

Appendix 12: The Sustainability of Day Visitors for the PDNP – Focus Group

The theme of this appendix stems from discussions about how these visitors support sustainable tourism and how they try to protect the landscapes of the PDNP that they live in and visit. These actions include, not using their own car to get to destinations, respecting the countryside code and also opposing planning proposals for the surrounding area.

F: I've always loved helping in the outdoors and it's nice to give something back, particularly to the area that you live in.

F: ...we're in the Wildlife trust, so obviously that's putting a little bit of money back in.

F: I have volunteered in the past and that is my aim in the future to volunteer again.

F: I don't like sitting in traffic jams so I'd rather be on public transport ... We're more inclined now to try to use public transport to get in the park.

Focus group responses from a discussion about transport plans in the PDNP:

A: Yeah I'd definitely look at that

A: Don't want to be stuck in traffic.

F: That would be really good

G: I think a long term plan is to link up some of the cycle trails, (All: yes) I wish they'd hurry up and do it!

H: I know they certainly want to try and link with the hubs at Buxton and so on to try and bring people in, not in cars, into the National Park, cycling and initially.

Appendix 13: Travelling Distance – Interviews

The theme of this appendix includes the discussions from the in-depth interviews about the influence of distance upon how they identify themselves as visitors. Furthermore, the role of distance upon their view of other visitors is incorporated into this appendix.

The influence of distance upon visitor identity

H: I think your feeling of resident or feeling of visitor actually changes, to a certain extent, on how far you travel and your distance from home.

H: So you very much had that sensation of being somebody who lived close to the Peak Park and able to access the Peak Park regularly, frequently as a, as a kind of visitor.

H: ...you've got more choice and chances to see in at times that other people don't. Or to cycle in in the evenings when the roads are quiet and enjoy quiet country lanes as they're kind of meant to be as a cyclist.

H: ...living adjacent to the Peak Park, and working in and travelling into it for work sometimes has really, kind of enhances, your experience somehow... it's a bit intangible but it's definitely there, it's something that you feel differently about compared with a casual visitor.

H: ...it's a luxury if you like being a resident or a close living, living close to the Peak District.

I: ...we feel like that's on our doorstep and that's our home.

I: ...we see this as our home, whereas they are travelling further.

I: ...even though it's only an hour away, I suppose, yeah they are the visitors... they go, "Oh well where do you come from, are you local?" And we're like, "Oh yeah yeah! We're right there!" So, you do see them differently because they're not permanent.

How distance or ease of access alters activity/destination choices

G: If we're going into the Peak District "proper" it probably takes us at least half an hour to get to where we want to be.

G: I think we'd make sure that we did a long walk on that day and we'd stay out, we'd have lunch or tea out as well in the Park.

G: I think we would do things where you would go in for a short space of time because we live closer. So, we might dip in.

H: I might go and say do a full day's walk and treat it more as like a day out. Whereas, for the local areas I might go for just say a couple of hours at the end of the day after work or fit it in around something else at the weekend.

H: ...if I was going further afield I'd try and set aside more quality time or maybe go with friends and meet up, do it more as a social thing.

H: I go through Chatsworth on my way back to Chesterfield.

I: We walk around our house so we're not travelling as far.

I: We can literally open our door and walk out or we go.

I: ...when we used to live in Sheffield it used to be about half an hour in, into the Peak District and we'd go towards Hathersage side ... So now, we don't go to Stanage as much. We tend to walk at the top of Chatsworth quite a lot. And then we go I suppose the South of the Peak District and Derbyshire as well ... So now we're exploring where we live, the more Southern edge of the Peak District. But yeah, so when we lived in Sheffield we'd always be, we went up to the reservoirs and Bradfield way.

I: I think if you're visiting you'll go out for the whole day whereas we don't, we go out for the morning or the afternoon and then go home.

J: ...we often use Chatsworth because it's on the door step.

J: ...when we go to Edale it feels like more of a mission because it's like 45 minutes so it's a long drive and of course the terrain is quite different there as well. It's the only sort of spot around Derbyshire that's quite like that. Almost sort of Lake District-ish, you know with a bit of height to it. And so that just takes sort of more planning really.

K: ...if you were visiting somewhere, you wouldn't do such a short activity but because you live here you can and still enjoy it and feel like, it's very special to be able to do that.

K: very much a feeling of privilege. I felt like that this afternoon because I work somewhere, and I went for a run on the trail, and so I was just able to do that and be out for 45 minutes and a lot of the people I was passing had made an effort to drive there and were spending a lot longer doing their activity, because it was part of the visitation activity.

K: ...you can be there on a Sunday evening when children were little and everyone saying "oh right, no, we've got to go now, it's been lovely" you know, "we've got to get home" and I think, we live 10 minutes down the road. We can stay another hour. It's fine, it's mine.

Appendix 14: Visitation Frequency – Interviews

This appendix shows how the frequency of visits alters the way in which day visitors perceive themselves as visitors. Areas that are frequented often in comparison to those that are not known so well cause visitors to feel differently about these places and their identity in that place.

G: ...there are some places that are closer that we go more often ... I don't feel like a visitor there because we go there more often because it's closer.

G: But, if we go up towards Grindleford way or Eyam, up there, I mean it's only once in a blue moon we go up there so we definitely, we're still visitors.

G: ...we went and we did Curbar Edge and there's three edges in a row there (interviewer: yeah yeah) and my husband and I went walking there and that's the first time we'd been there so we felt like visitors, like we were going on a proper day out walking.

G: ...areas of Warwickshire still feel like I belong there Brecon Beacons or wherever, you're very much a visitor. Because we don't go there very often

H: Got to know that area, and felt that same about it, as I now kind of feel about parts of the West, erm so, but that probably takes a few years to happen.

H: ...places, let's say, like the Yorkshire Dales or North York Moors that I've been to less ... in some ways its nice because you have that sense of exploring a place that you don't know.

J: I think it's due to the duration of residence and frequency of visits really.

J: I feel like Chatsworth is mine and Edale I visit. Because of the frequency of the visits I guess.

Appendix 15: Visitor Knowledge of the PDNP – Interviews

This theme surrounds the idea that the knowledge of day visitors sets them apart from others. The quotes each imply that their own knowledge makes them different to other visitors or their knowledge facilitates them in some way. Knowledge allows these visitors to manipulate their trips to become cheaper. Knowledge also influences the routines that these visitors develop.

Using knowledge to plan day visits to their advantage

I: ... we went to Chatsworth not on bank holidays, not on Saturdays or Sundays

I: ...we got in for free yesterday and I think that's a perk of knowing an employee ... becoming a local you take advantage of the perks. So you feel a little bit special when you go to these places. I went to the Christmas thing at Chatsworth a couple of times for free so it was, it was brilliant! I didn't have to pay. I think if you're having to pay £25 I think it is to get round per person, I wouldn't be there.

I: ...what we can't stand is paying for parking. That is like our bug bear. And we try and avoid it.

I: ... when we go to Bakewell for instance, can't stand paying so we've found a back road that we can park on, there's two! We'll park there instead of paying.

J: I would walk, visitors would walk. They might be clutching a map, I might not be because I know it, they might be spending more in tea rooms and restaurants because it's special, it's a holiday and it's a holiday fund, but I've got sandwiches in a rucksack.

J: Chatsworth is so near, you know we're there within 15 minutes, erm, we sort of know lots of the walks, we don't have to think about it or get walk books out, or map books out or plan a route. So it's a very quick thing to just throw the boots in your car and sort of set off really. And you know about, you know, the house and the gardens and what you can do and what you can't do.

J: ... if you take that top road you get into Chatsworth you can just park at the top, which is free, walk across the Moor, drop down, the availability of a pit stop café is sometimes quite nice.

J: ...if you're localish, you know that you can just have a picnic in the grounds without having to pay to get into the gardens

How knowledge alters the perception of other visitors and themselves

J: Mum was in Matlock at the weekend and this young woman stopped and said, "Excuse me, erm is there anything else here?" And she said, "Oh well there's a very nice park", "Yes we've done that", "There's some shops" "yes and we've done that too".

K: But I said, we still felt like it was somewhere that we did know. Even though we didn't know where the benches were there were people that knew it better than us but we still didn't feel like visitors, we still felt like locals.

Appendix 16: Visitor Familiarity with the PDNP – Interviews

The quotes shown below surround the theme of the familiarity that visitors feel with certain areas of the PDNP. As a result of this familiarity, the interview discussions show that visitors do not consider themselves to be visitors to these areas. The things that these visitors do in familiar places is also noted to be different.

I: You feel more familiar with it don't you.

I: I think, we spend more time, like if we were in a pub we'd spend more time chatting to people! ... just talking and giving them a bit more time.

J: ...that's different because that's an emotional connection, because my grandparents had a cottage in Cartmoll, so we always went there.

J: No, it's all mine! (In response to a question about places they did not know so well).

K: Just a different part of the garden (In response to a question about places they did not know so well).

K: I think the places that are a little further away from me, but places that I visited a lot as a child, I am incredibly emotionally attached to. So somewhere like Chatsworth for instance, has incredibly strong childhood memories so I feel like I belong there in a way that somewhere slightly closer, because it hasn't got those childhood memories might not feel quite as strongly.

K: ...because it's always been a part of my life so, I feel that it is like an extension of the back garden. It's just you have to travel to get there. Because it does feel so familiar.

Appendix 17: Visitor Activities – Interviews

This theme illustrates the types of activities that day visitors take part in when they visit the PDNP and how they use different destinations within the PDNP. Activity choices are shown to set day visitors apart from other visitors to the PDNP through their experience, knowledge and familiarity with places.

How activities determine the identity of day visitors in other places.

G: Differently, yeah, depending on why you're going there (in response to a question about how they feel when visiting different places)

J: I suppose you always do the touristy bits when you're visiting somewhere don't you. So if I was going to the Lake District for the first time I'd hit Wordsworth, I'd hit the ginger bread shop, I'd hit, I don't know what else is in the Lake District, you know those key spots, Beatrix Potter.

J: ...I think it's the frequency of visits, and I think it depends what you're doing there. So Southampton I'm definitely a visitor because I'm visiting my Son who's doing a degree there and I'm not spending any time there, I've got no investment there, I don't do any activities there. I just pull up say hello and come home the next day.

Routine

G: ...it's that comfort really, that you know the routes, we've done a lot of the walks before or we've been to a lot of the places previously.

Finding new experiences

H: I might do different activities ... an activity they wouldn't normally do in their everyday life.

I: ...sometimes we feel like we've done that bit ... We do try and go to new places, new little walks.

I: Dave tries to mix it up, whereas I think I'm a bit more set in my ways ... Dave is a lot more wild and he will go exploring up a path and he'll be off everywhere.

I: So now we're exploring where we live, the more Southern edge of the Peak District. But yeah, so when we lived in Sheffield we'd always be, we went up to the reservoirs and Bradfield way.

J: Sporadically I make an effort to do new walks. Erm but that's a sort of sporadic thing. It takes a bit of planning.

Seeking quiet and peace

I: ...we do avoid things ... we do try and avoid them as much as we can!

J: Endless rolling green hills and as fewer people as possible ... I like the view, and I like no buildings to be in my view, and no people.

J: I suppose by avoiding sort of honey pots. So I would avoid Monsal Head for example, around there ... the further you walk away from the café or restaurant the more deserted it sort of tends to get.

J: ...if I'm going to Bakewell I'll do a little bit of shopping and go the shops and that's all sort of quite nice, but that's very very sporadic and I'm always very glad to leave.

J: There's too many people. And they don't move out of the way and you bump into them.

The use of a place

G: ...the cycle paths we don't feel quite so much visitors there because we're doing it not just for the views and the experience of it, but we're doing it for exercise. And that's where we would go for exercise on using the cycle paths.

G: It is touristy yeah, and we don't go there to do our regular shopping. We go there, you know, if we want something that's a bit different or just, just for a meal out. We quite often would go to Bakewell as a, for a meal out.

G: ...it's a place we would visit for a day out rather than any other functional type of trip out.

K: ... and I went for a run on the trail, and so I was just able to do that and be out for 45 minutes and a lot of the people I was passing had made an effort to drive there and were spending a lot longer doing their activity, because it was part of the visitation activity.

Appendix 18: Visitor Identity – Interviews

The theme for this appendix is ownership. The following quotes are from the in-depth interviews and demonstrate how day visitors begin to differentiate themselves from other visitors through the ownership they feel to have of the PDNP. The influences upon identity are separated below using sub-headings to demonstrate how place, new residence, and company can alter the perceptions that day visitors have of themselves.

H: ...having almost like an ownership of that patch of the Peak District, if you like. Not necessarily an ownership of the whole, necessarily, but more that kind of part of an area because of their proximity in terms of location.

H: Just about starting to get some feel of ownership ...you have your local hills and your local, erm yeah, landscape area ...I kind of feel that's my local area and it happens to be the Peak District.

H: Volunteering with the Peak Park, and starting to understand a little bit more about how things were managed, both short term and long term, start to get more of an ownership of it and I think that changed in relationship with it compared with a casual visitor.

H: Kind of understanding what makes it special and having had an involvement in it, that I suppose most people wouldn't have in particularly.

I: I suppose we've got like ownership, not ownership, but we feel like, where we live we see this as our home, whereas they are travelling further even though it's only an hour away, I suppose, yeah they are the visitors... they go, "oh well where do you come from, are you local?" And we're like "oh yeah yeah! We're right there!" So, you do see them differently because they're not permanent.

I: It's funny cos our house, it's got a plaque on the front so we get a lot of tourists, walkin' by and staring at the house and we get D of E groups walkin' by. And you think "Ooh! What you stopping? Like, why are you looking at my house?!"

J: Well it's mine (laughs) they're just borrowing it, they're on holiday (laughs). So when you hear people say, "Ohh wouldn't it be lovely to live here, but never mind we'll be back here next year." It's nice to know that I can just pop back next weekend or the next evening depending where it is.

K: ...it feels like an extension of the garden, it really does.

K: Even though I wasn't born in the Peak District, it certainly feels like home. And the Lake District would feel like home for similar reasons.

The influence of place

G: Going to places like Haddon Hall (I) still feel like a visitor.

G: Matlock Baths, feels like separate to the village and the villagers. It's where the traders are and it's not where the village is.

H: probably feel more like a visitor experience and going more like as a tourist as if I was visiting a different place.

I: When we go to Ashbourne we feel like we're visiting.

I: Bakewell feels, I don't know, more of a tourist- and when you go there it is full of tourists. Matlock does get like that in the summer, but it is full of tourists. And they amble along and you're thinking, "Come on! I need to move, I need to get stuff done!"

J: if it's a very built up area then that would sort of feel like a resident area.

J: ...the terrain is quite different there as well. It's the only sort of spot around Derbyshire that's quite like that.

I: When we go to Ashbourne we feel like we're visiting. Whereas if we go somewhere like Chatsworth, we go there so much now, we feel like that's on our doorstep and that's our home and that's why we moved from Sheffield.

New residency within the PDNP

This theme of new residency within or in the vicinity of the PDNP demonstrates how these residents acted when they first arrived. There is a trend from both the initial focus group and further in-depth discussion that new residents often act as mainstream visitors to the area since they visit the main attractions before they become accustomed to the place.

G: ...when you first start living somewhere you do feel touristy.

G: I still occasionally get up on a morning an open the curtains and think, it feels, it's like a feeling of being on holiday because the scenery is just so beautiful.

G: I would say for a least for the first 2 or 3 years it felt like one long, being on holiday. And we did all the touristy things.

G: We did all the country shows, you know even little ones ... We went to the Chatsworth summer show thing, three years in a row ... We'll go and do them, and see them, and take part.

I: We do feel more like a resident now, now we've moved. Whereas before we felt more like tourists. We'd go into the Peak District and we'd come back out and we'd be back in the city.

I: ...we do feel like we live here now, like we've always lived here, and it feels like home. So yeah I suppose we do feel differently to a couple of years ago, where I felt like Sheffield was my home.

I: Rather than a visitor, you're more a new resident.

I: ...we'd travel into the Peak District pretty much every weekend and now, we're living here.

I: ...say in August it'd be two years since we moved, we already feel like it's home and we know all our village ... by, about a year I think, for us to really feel really really settled ... that first summer, we were up there exploring, so it was ever so quick, the transition.

J: I remember coming to visit Matlock Bath as a visitor. And landing there thinking, well what do we do, not knowing where the footpaths were, not knowing anything. So "ooh I wonder what you do here?" so we sort of got on the cable car and went to the heights of Abraham so we went to a café, had a look in a cave and had this vague idea and now I know all these walks all over the heights of Abraham, I didn't know anything like that at all ... Never done that once I arrived, only did that when I didn't live here.

J: I think it's due to the duration of residence and, and frequency of visits really.

Hosting visitors

G: When my parents came to stay we took them there as well and we still felt, you know, quite visitor.

J: ...the boys joke whenever people come, we always go to Chatsworth and the activity depends on the age. So if you're elderly it's the house, if they're children then it's the farmyard, if they're intermediate it's walking or paddling in the cascades.

J: You would actually pay to go in the house. You wouldn't go and see the house without a visitor. I wouldn't go to the farmyard without little children with me that were visiting.

K: And when people come to visit you end up doing those kinds of things. So I might not go into Chatsworth gardens but, if my cousin from Germany is here, then we would.

Families

G: We tend to visit different places when your children are different ages.

I: I don't know if it's because we've got a baby, and we have to keep things shorter. So we go on shorter walks.

I: When before, when we were single and, you know childless! (laughs) We'd come out for the whole day and we'd have lunch out or café or eat out and then carry on climbing or walking and then, you know, go back at tea time. Whereas, now, we do shorter, little bits now.

Appendix 19: Landscape Awareness and Appreciation – Interviews

This appendix of landscape awareness and appreciation is split into the sections of both appreciation and awareness to make the data clear. The themes that emerged from the data are that with the close proximity to the PDNP visitors feel a strong sense of protection over the PDNP as well as an appreciation and knowledge of the landscape.

Landscape awareness due to living nearby or within the PDNP

H: I think it does raise your awareness more and, sometimes, prompts you to make other choices kind of as a result really.

H; I think you go... with much more of an awareness of the impact of those.

H: You kind of understand a bit more what's going on, some of the pressures.

H: I remember going to the Brecon Beacons for the first time and noticing the Geology and the changes and the variations in the geology that I would never have done had I not learnt about the geology of the Peak District ... you see a lot more I think.

I: ...I think, it is easier to see things from other people's point of view. I think it's opened my eyes to things like farming ... I think you become more sympathetic to that way of life or issues

I: Have I become more open minded? Probably yeah!

Landscape appreciation due to living nearby or within the PDNP

I: ...it's lovely, cos you can open your door and you hear birds singing and you can hear the cows in the fields.

I: However, this morning when I was driving to work I came over the tops, through wins- because I always come through Windsor. It was absolutely stunning and I just thought "how lucky am I to, to like see this". I'm not stuck on a motorway, I'm not sat in traffic and there's lambs jumping around everywhere and it was just gorgeous.

G: ...sometimes when we're driving around I pretend that we're say, on holiday in France, and try and see the landscape in the same way as if I was driving through it as a foreign country and definitely a visitor. And you, you see more things that way. I think sometimes when you become familiar with a place, you're not necessarily as aware of what you're looking at.

I: But I think you do get used to it, you become a little bit acclimatised to it and you don't appreciate it as much.

H: The appreciation may be more hidden until you take it away or it feels threatened ... Suddenly they will probably get very vocal and very defensive of their landscape, and I suspect that kind of happens for place you go away and come back to.

New residents

G: I associate countryside with going on holiday because where I was brought up was very industrial so countryside was going on holiday.

G: So I think definitely moving into the area makes us see the area differently.

G: ...our kids really appreciate the landscape here as well, it's so much more beautiful.

I: maybe it's coming from a city and then appreciating it.

I: ...now, you open the door and the woods are right in front of us, the field is behind, there's a river behind us. It's literally just open the door and it's there whereas before it wasn't.

I: ...we've got used to it a little bit already, but, at first, it was like "wow" let's get out and explore.

J: ...whenever I wanted to go walking I was always travelling out in this direction. And I felt like I wanted to live here so I could be sort of part of this. You know, I used to look at things like the Peak Advertiser and the pubs and think "ooh if I lived near here I would be doing all these sort of things!" and going to the farmer's market and doing this class or that class or the other.

Appreciation with distance from the PDNP and in other destinations.

H: As soon as you go away from it and come back again, you appreciate it again.

H: I'm spending less time in the Peak District than I've done for the last 15 years, I actually appreciate it a lot more.

H: ...places, let's say, like the Yorkshire Dales or North York Moors that I've been to less ... in some ways it's nice because you have that sense of exploring a place that you don't know, and, occasionally you can take a place for granted.

I: I'd appreciate the beauty of places a little bit more when you're a visitor.

I: It's unfamiliar and, in a way, you look, I don't know if you look round more. You like take notice of different buildings.

I: ...when I go and visit my mum and dad in Doncaster, it's suburban area, it's you know, where I grew up, and you drive back and you just go "brilliant yep!" Love it, this is why I moved here.

I: But we would probably pick a rural holiday over a city break now any day. Don't know why. Don't know if it's because we're older or we just appreciate it more.

J: ...when I am coming back from holiday, I'm ever so grateful I'm coming back to a beautiful county.

J: ...just coming down off the Ashbourne road, just coming back and you see all the fields opening up, and you just think "hmm don't understand how people can live in rows of houses that look onto rows of houses that back onto rows of houses."

Feelings of protectiveness

G: But, where we live, it's more of a taking part of a corporate responsibility for our little area.

G: ...familiarity with where we are and responsibility for where we are. I suppose, you know when you become familiar with a place, you get to really love certain aspects of it. And you see it with different eyes.

J: I'm very protective of my local area here.

J: ...it's a beautiful environment and it always puzzles me why people go to a beautiful environment and then desecrate it and don't cherish it ... It's a countryside thing.

K: I think people are very protective of their local area and they want things to stay as pleasant as possible ... particularly in beautiful parts of the country, certainly in this area, people are incredibly active when there's a threat to their patch.

K: It's the distance more though, because in the Lake District it's like, "oh it's a pity people have done that" whereas if it's in the Peak District you think "NO!" That's like dropping it in your garden!

Protectiveness of other places

G: If we were, like visiting the lakes, we don't feel as though it's our responsibility because we're not a resident there. But, we would still take, as visitors, take out responsibility for the environment seriously.

I: I'd like to see them protected but I don't feel as personally about it because it's not my, landscape ... because it's not local, I suppose you don't feel as involved with it.

J: ...we don't go as often so we're not familiar with it and we don't have a stake in it I guess, whereas here, we own property, we live here we spend our time here.

K: I don't feel the same when we go to Wales, as I do here, or as I do when we go to the Lakes which is kind of like a second home. Wales doesn't feel the same. I don't feel as protective of it.

Work and volunteering

H: ...I began to appreciate things that I'd learnt a little bit more about working in the Peak District, that actually kind of affected how I enjoyed it more.

H: ...particularly working for the Peak Park, later on, you start to get a little more protective perhaps, and, a little bit more, I suppose, politically motivated or driven towards the policies that are affecting it.

H: You start to get more of an ownership, and a view of whether you think that's a good idea ... it kind of opens your mind to the idea.

H: ...you kind of know what that looks like when it's done well, you kind of appreciate to being done, done well somewhere else.

Appendix 20: The Sustainability of Day Visitors for the PDNP – Interviews

The theme of this appendix stems from discussions about how these visitors support sustainable tourism and how they try to protect the landscapes of the PDNP that they live in and visit.

G: we do take care of it and we use it a lot, we're very outdoorsy, so we use our surroundings a lot.

G: ...we take our individual responsibilities seriously when we're visiting somewhere ... as a family we take responsibility for not littering the place.

G: there's a Friends of Matlock Bath group and I'm on the emailing list so when something needs doing, they send an email round, and as many people that can volunteer we go and help ... she'd email us and say "do you want to come and help, do this project or that project?" Or, "come and join in with this." Things that she was doing. One of our neighbours is a parish councillor so if we see any footpaths that we think are all overgrown we just mention it to him and he organises it to be done ... if something needs doing, people just email and say, er, we're doing this, can you come and give a hand!

H: I would cycle in one day and back home another day.

H: So, sometimes that was an active choice to reduce my mileage whilst working.

H: ...as a visitor, or when I was working there, erm, to reduce my environmental impact.

I: Dave and the neighbours set up a conservation group for the field and they stopped the planning ... we all wrote letters of objection to the council. We were trying to protect it.

I: ...we were fiercely protective of it because it could get a lot worse for us, with the traffic. So yeah, we do defend it. And the housing plan for the Darely Dale and Matlock is going to affect some of the areas along the A6.

I: We pick up litter! ... I think we respect, like shut gates, keep dogs on leads, all those types of things. Erm, not anything above and beyond though.

J: ...if I see anyone dropping litter, if I see them do it, I sort of ask them "what's that about?" and encourage them to take it home and when I walk in the Peak District, if it's, you know, I pick up a certain amount of rubbish and shove it in the rucksack and sort of bring it back.

K: ...that's partly why we're in the National Trust because they're very protective over the countryside. I know it's not specifically the Peak District, but that is why we are in the National Trust.

The support for tourists in the PDNP

G: We're pleased that so many people come for the traders that they have a business.

G: ...we're quite glad that tourists come because then it, it means that the businesses can keep going. We're really glad, and I keep giving the example of Matlock Bath, but they organise different events to keep the season going.

J: I think visitors are, can be a threat. I think if you look at Edale and Mam Tor it's got huge problems with erosion. If you go up Grindesbook Clough you can see where, the footpath you know, has fallen away. You have the inevitable sort of rubbish, that's sort of left lying around.

J: I don't think they're necessary!

K: I see them as a necessary evil really.

K: I don't think the Peak District would be the place it was wit- it is without them. Because there's a lot, particularly for young people, a lot of casual work linked to visitors and, erm, I think that is always something that our young people take for granted.

Appendix 21: Ethical approval to conduct the focus groups, interviews and questionnaire used within this thesis.



RESEARCH AND ENTERPRISE SERVICES

4th April 2014

Stephanie Moore
Research Institute for Social Sciences
Claus Moser Building

Dear Stephanie,

Re: A new tourist? Exploring the experiences of day visitors in the Peak District National Park

Thank you for submitting your revised application for review. I am pleased to inform you that your application has been approved by the Ethics Review Panel. The following documents have been reviewed and approved by the panel as follows:

Document	Reference	Version	Date
Ethics Proposal	N/A	3	20/03/14
Interview Topic Guide	N/A	3	20/03/14
Preliminary Questionnaire Questions	N/A	3	20/03/14
Information Sheet: Questionnaires	Figure 1	3	20/03/14
Information Sheet: Online Questionnaires	Figure 2	3	20/03/14
Consent Form: Questionnaires	Figure 3	3	20/03/14
Consent Form: Day Visitors (Focus Groups)	Figure 4	3	20/03/14
Consent Form for the use of quotes: Day Visitors (Focus Groups)	Figure 5	3	20/03/14
Information Sheet: Day Visitors (Focus Groups)	Figure 6	4	27/03/14
Information Sheet: Interview Visit Peak	Figure 7	3	20/03/14
Information Sheet: Interview PDNPA	Figure 8	3	20/03/14
Consent Form: Interview Visit Peak	Figure 9	3	20/03/14
Consent Form: Interview PDNPA	Figure 10	3	20/03/14
Consent Form for the use of quotes: Interview Visit Peak	Figure 11	3	20/03/14
Consent Form for the use of quotes: Interview PDNPA	Figure 12	3	20/03/14

If the fieldwork goes beyond the date stated in your application, you must notify the Ethical Review Panel via the ERP administrator at uso.erps@keele.ac.uk stating ERP2 in the subject line of the e-mail. If there are any other amendments to your study you must submit an 'application to amend study' form to the ERP administrator stating ERP2 in the subject line of the e-mail. This form is available via <http://www.keele.ac.uk/researchsupport/researchethics/>

If you have any queries, please do not hesitate to contact me via the ERP administrator on uso.erps@keele.ac.uk stating ERP2 in the subject line of the e-mail.

Research and Enterprise Services, Keele University, Staffordshire, ST5 5BG, UK
Telephone: + 44 (0)1782 734466 Fax: + 44 (0)1782 733740



RESEARCH AND ENTERPRISE SERVICES

Yours sincerely

A handwritten signature in black ink, appearing to read "PB Bartlam", with a long horizontal flourish underneath.

Dr Bernadette Bartlam
Chair – Ethical Review Panel

CC RI Manager
Supervisor

Research and Enterprise Services, Keele University, Staffordshire, ST5 5BG, UK
Telephone: + 44 (0)1782 734466 Fax: + 44 (0)1782 733740

Appendix 22: Ethical approval to conduct further data collection, 2016.



Ref: ERP2208

30th March 2016

Stephanie Moore
Research Institute for Social Sciences
Claus Moser Building

Dear Stephanie,

Re: A new tourist? Exploring the experiences of day visitors in the Peak District National Park

Thank you for submitting your application to amend study, informing us that more data is required to meet the examiners' feedback for this thesis and as such 2 more focus groups will be carried out by April 2016. Therefore, the data collection period will be extended until the 31st August 2016.

I am pleased to inform you that your application has been approved by the Ethics Review Panel.

Just to remind you that if the fieldwork goes beyond the date stated in your application, **31st August 2016**, you must notify the Ethical Review Panel via the ERP administrator at research.erps@keele.ac.uk stating **ERP2** in the subject line of the e-mail.

If there are any other amendments to your study you must submit an 'application to amend study' form to the ERP administrator stating **ERP2** in the subject line of the e-mail. This form is available via <http://www.keele.ac.uk/researchsupport/researchethics/>

If you have any queries, please do not hesitate to contact me via the ERP administrator on research.erps@keele.ac.uk stating **ERP2** in the subject line of the e-mail.

Yours sincerely

Dr Colin Rigby
Vice Chair – Ethical Review Panel

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