

# Motivation

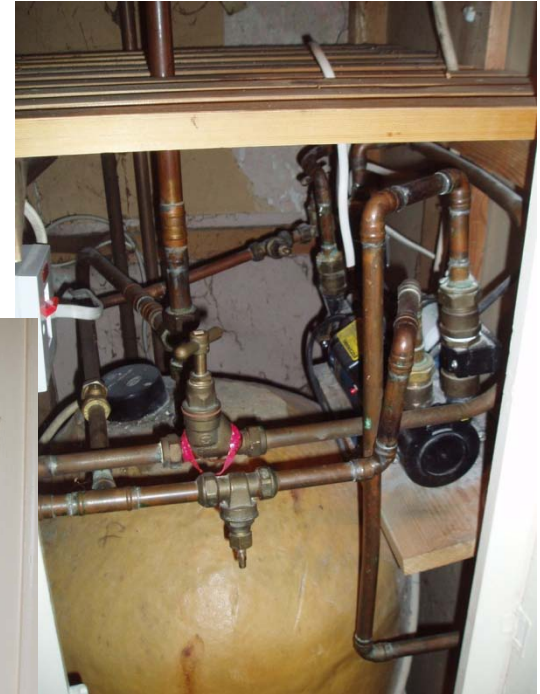
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# **In the Eye of the Beholder: Operators' and Tourists' Views on Reused Agricultural Buildings**

**György Angelkott Bocz**

Co-author: Stefan Pinzke

NSTH

Akureyri, Iceland

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# Hypothesis & Research Questions

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## HYPOTHESIS

There exists a dichotomy between what the tourists are shown by the operators and the relevant authorities involved in tourism and the actual picture the visitors get at viewing the given destinations. (Nilsson, 2002)

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## RESEARCH QUESTIONS

- How does Nilsson's dichotomy relate to formerly agricultural buildings used in RT?
- Do, maybe, tourist operators and visitors look at agricultural buildings differently as well?
- What are those factors tourists like the most concerning buildings of tourism and what are those features they do not find important, or even dislike?

# Background

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## - BUILDINGS IN TOURISM

- As attraction & in image formation (conscious & unconscious processes)

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## - BUILDINGS & SUSTAINABILITY

## - BUILDINGS & **LACK OF DATA**

No detailed analyses exists of reused agricultural buildings as

- colour, shape, size, function, age, material, etc.

# METHODS

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- Questionnaire Total Design Method (Dillman, 1978)  
21 pieces 0-4 grade Likert scale (Likert, 1977) type, simple choice questions complemented with a semantic differential scale (McDougal and Munro, 1994)
  - Visitor (N=254)
    - internet based N=154, 18% resp. rate
    - printed self administered N= 104, - resp. rate
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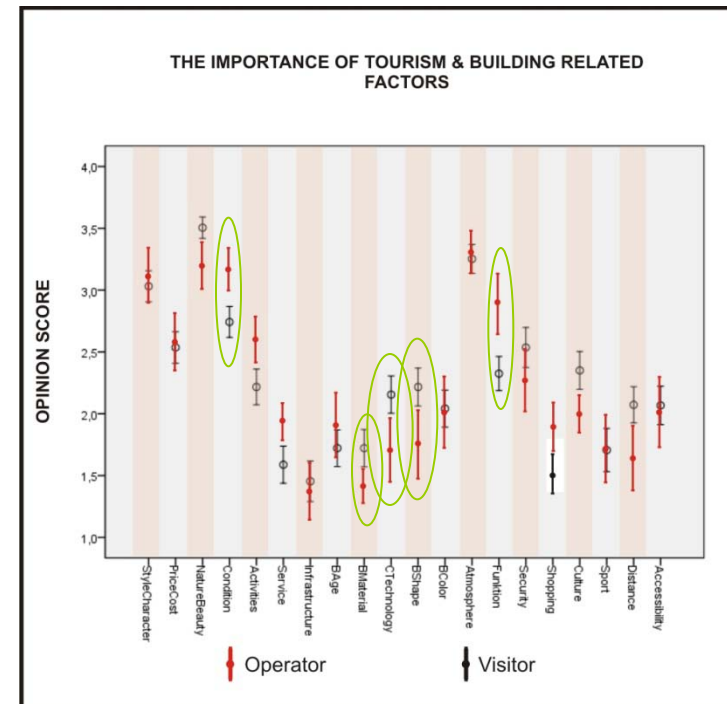
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- 9 interviews with key informants

# FINDINGS

# Findings: Building Related Factors

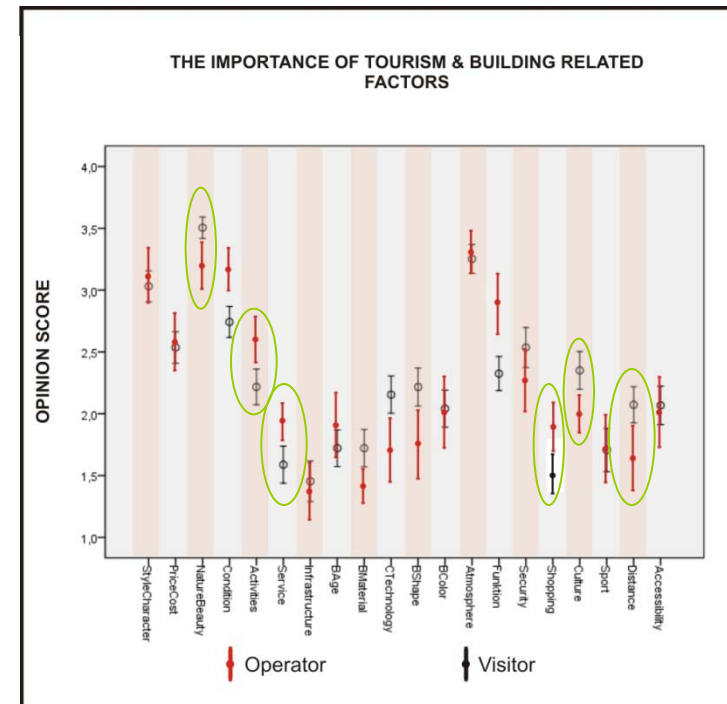
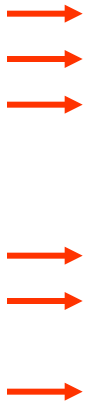


BUILDING RELATED FACTORS		N	Min	Mean	Max	p-value
Building style & character	Tourist	258	0	3,05	4	n.s.
	Operator	94	1	3,09	4	
Building condition	Tourist	255	0	2,75	4	,000
	Operator	90	2	3,26	4	
Building age	Tourist	247	0	1,78	4	n.s.
	Operator	91	0	1,89	4	
Building material	Tourist	246	0	1,72	4	,047
	Operator	90	0	1,46	4	
Consturction technology	Tourist	247	0	2,22	4	,000
	Operator	87	0	1,74	4	
Building shape	Tourist	245	0	2,28	4	,000
	Operator	88	0	1,81	4	
Building color	Tourist	252	0	2,06	4	n.s.
	Operator	89	0	1,94	4	
Building atmosphere	Tourist	256	0	3,29	4	n.s.
	Operator	92	1	3,18	4	
Functional characteristics	Tourist	249	0	2,31	4	,000
	Operator	95	1	2,94	4	

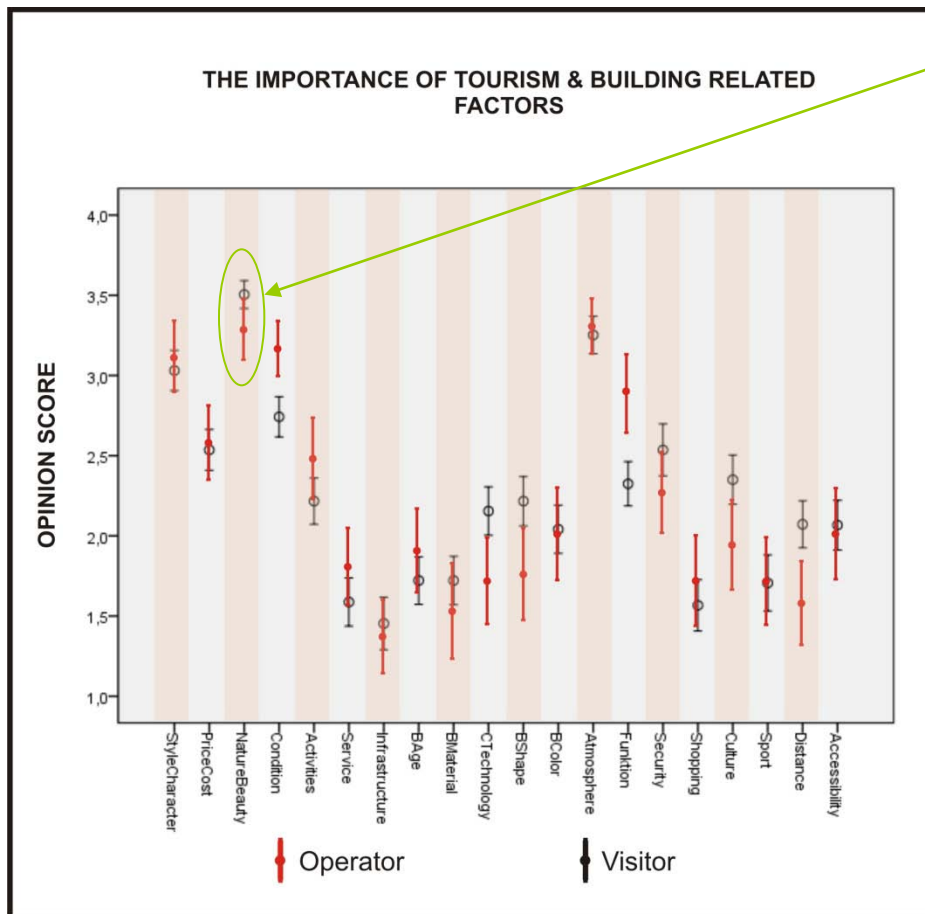


# Findings: Tourism Related Factors

TOURISM RELATED FACTORS	GROUP	N	Min	Mean	Max	p-value
Price & cost level	Tourist	256	0	2,55	4	n.s.
	Operator	95	1	2,63	4	
Beauty of nature & the landscape	Tourist	255	2	3,55	4	,001
	Operator	95	1	3,29	4	
Activities on offer	Tourist	252	0	2,25	4	,035
	Operator	93	0	2,51	4	
Availability service	Tourist	251	0	1,53	4	,006
	Operator	92	0	1,88	4	
Availability infrastructure	Tourist	251	0	1,34	4	n.s.
	Operator	93	0	1,29	3	
Personal safety & security	Tourist	242	0	2,45	4	n.s.
	Operator	93	0	2,32	4	
Opportunity for shopping	Tourist	254	0	1,48	4	,025
	Operator	91	0	1,79	4	
Culture on offer	Tourist	253	0	2,32	4	,023
	Operator	89	0	2,02	4	
Sport on offer	Tourist	249	0	1,61	4	n.s.
	Operator	89	0	1,69	4	
Traveling distance	Tourist	255	0	2,12	4	,001
	Operator	92	0	1,70	4	
Accessibility	Tourist	254	0	2,10	4	n.s.
	Operator	86	0	2,12	4	

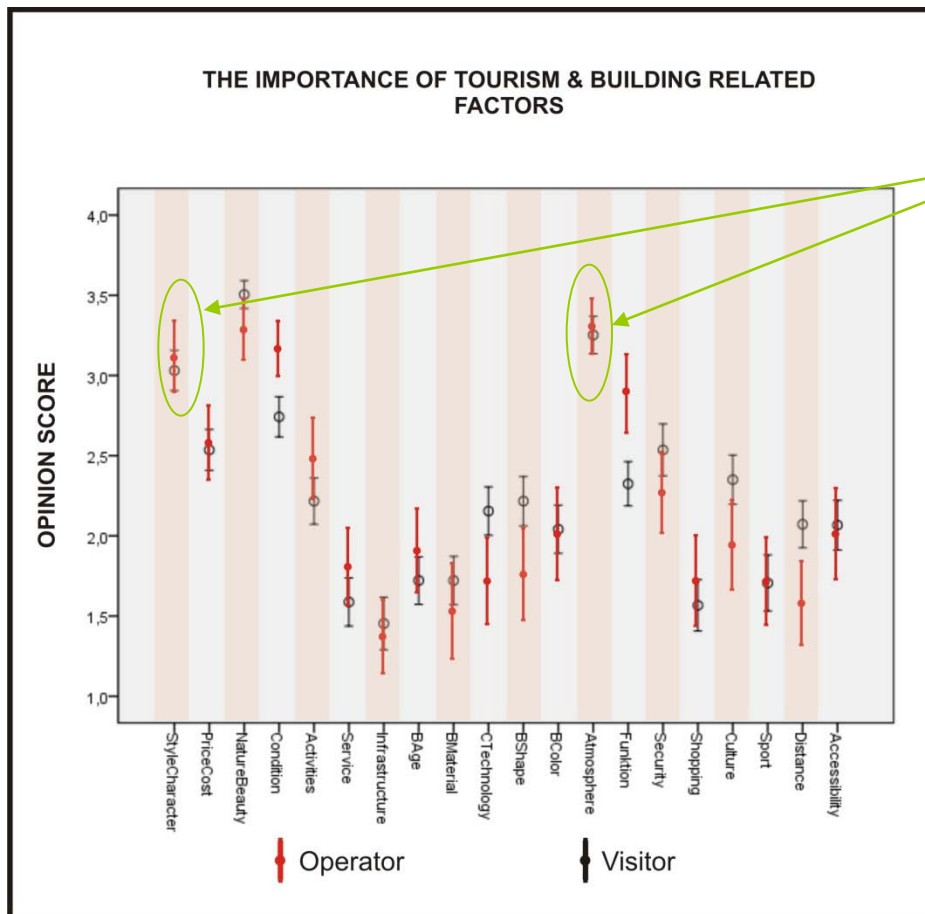


# Findings: Preliminary Analyses



"Nature/beauty" – highest score for both groups

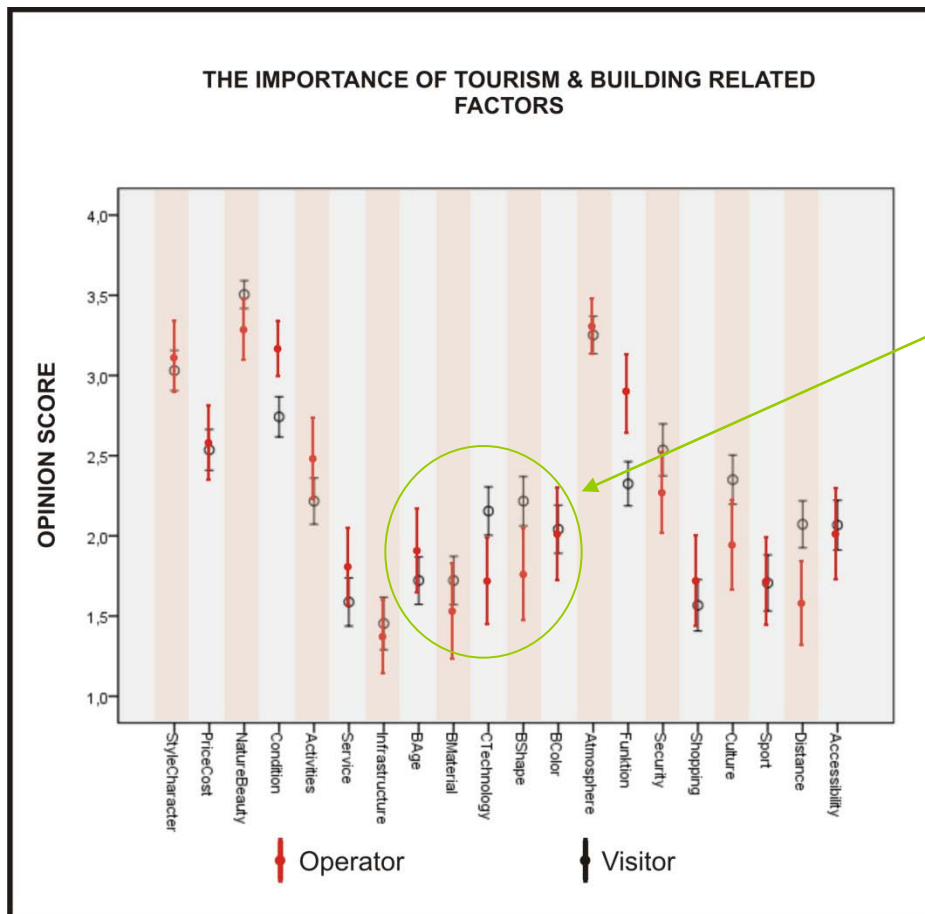
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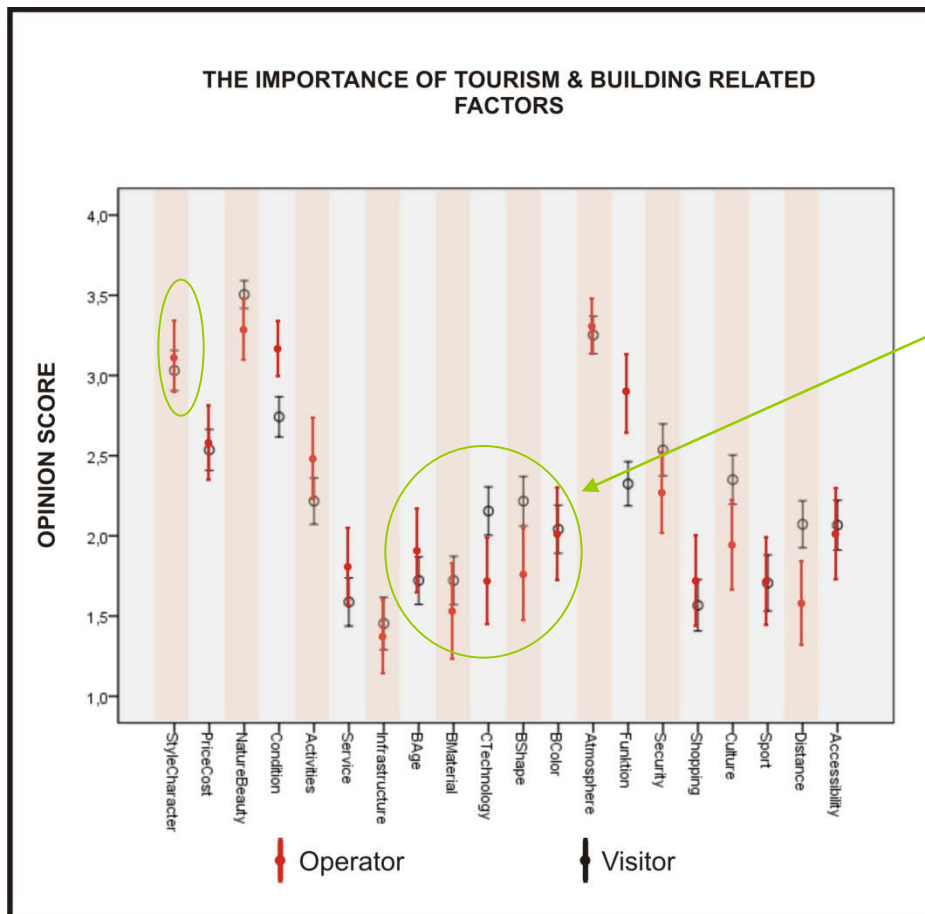


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Building related factors – relatively low score level for both groups

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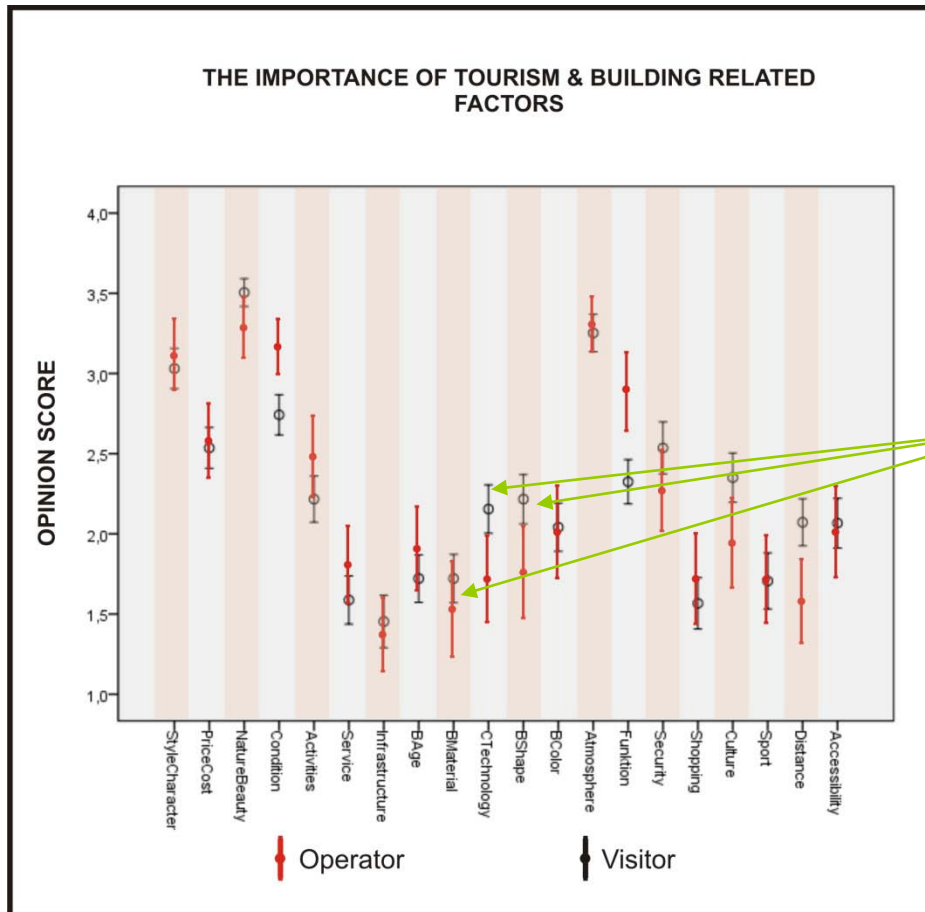
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**BUT**

# Findings: Preliminary Analyses



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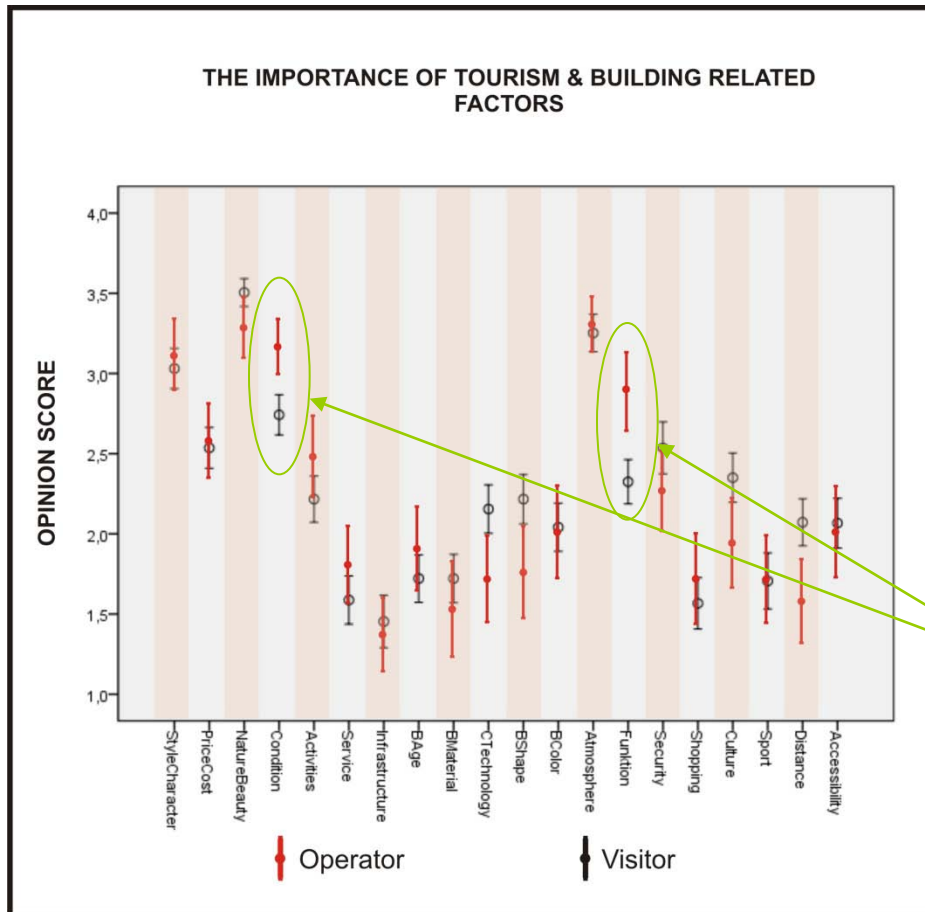
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**BUT**

Operators underestimate how tourists conceive building characteristics (Material, Construction technology, Shape)

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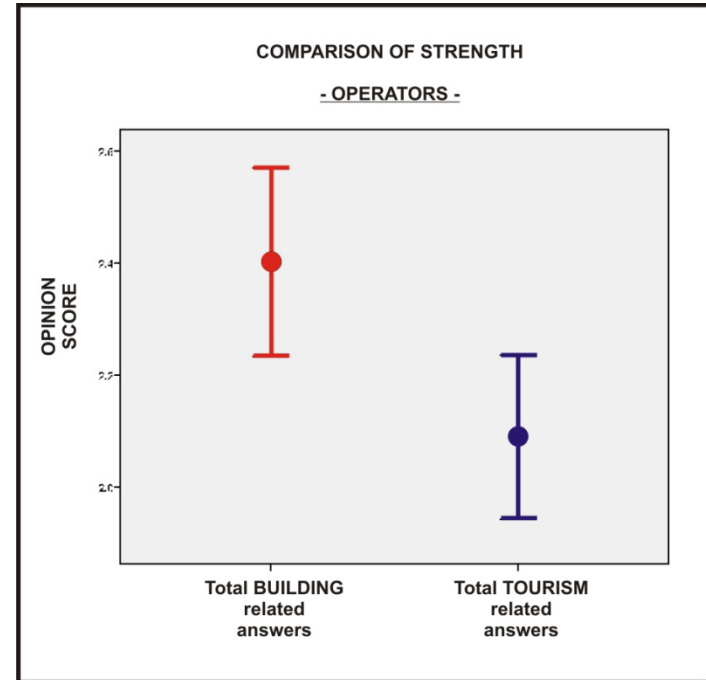
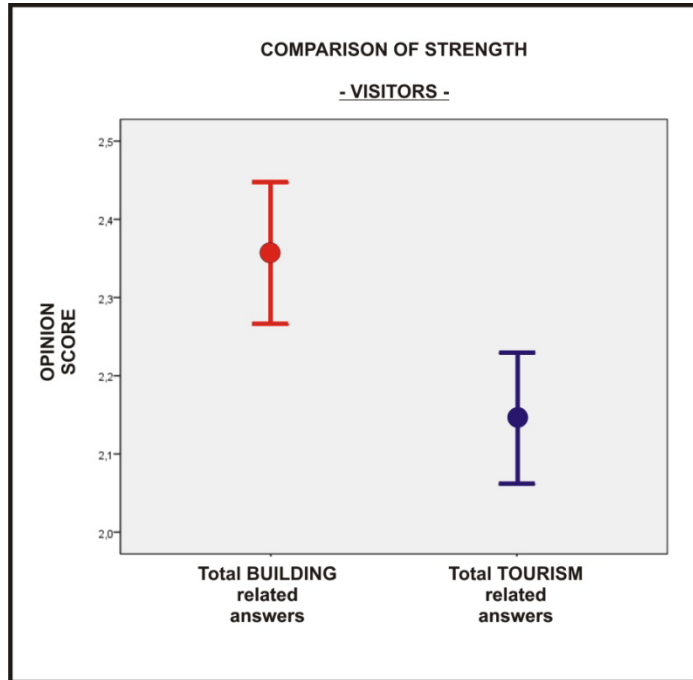
**BUT**

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Except ...

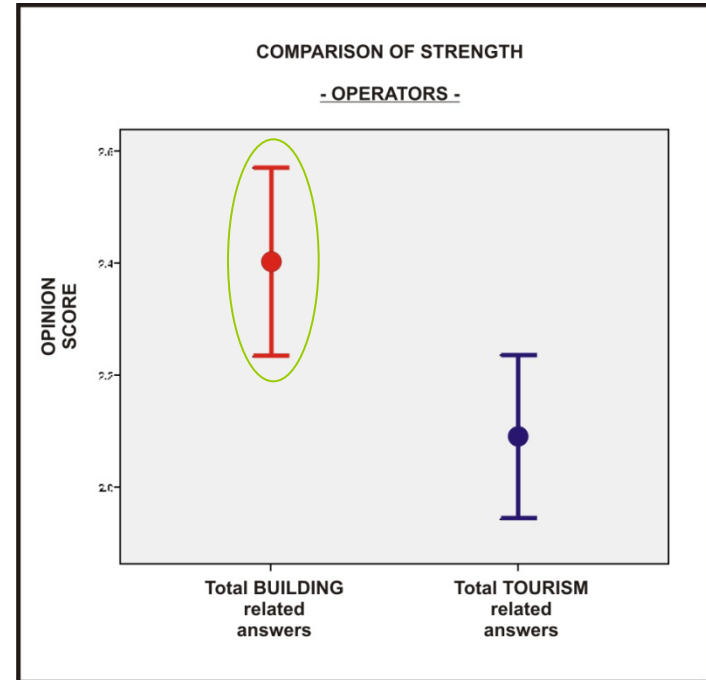
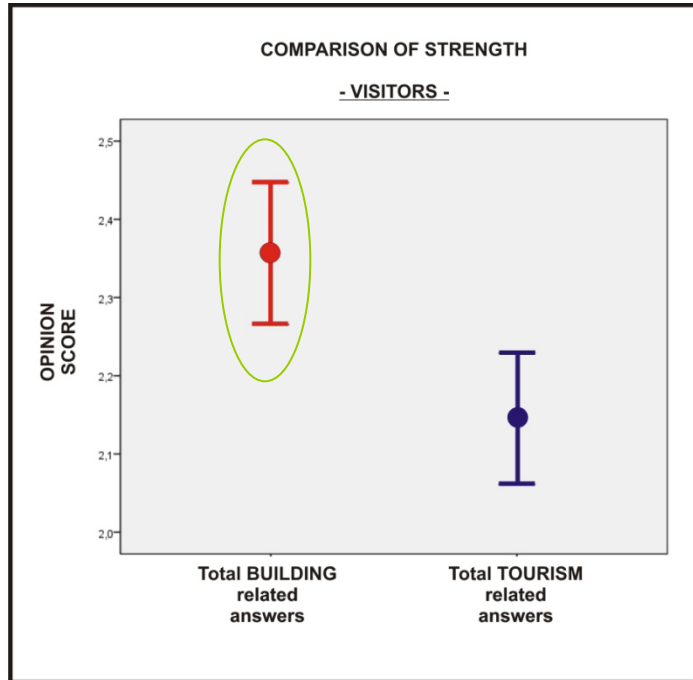
"Funktion" & "Condition"

# Findings: Preliminary Analyses



		Paired Samples t-Test			
		Mean	95% Confidence Interval of the Difference		p-value
	Lower		Upper		
Visitor	BUILDING - TOURISM	,21098	,10709	,31486	,000
Tourist	BUILDING - TOURISM	,31167	,14174	,48159	,001

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# CONCLUSIONS

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1. Nilsson's dichotomy is valid for former agricultural buildings used in RT: operators and visitors conception of constructions/tourism related factors significantly differ in several areas.


# Conclusions

OPERATORS

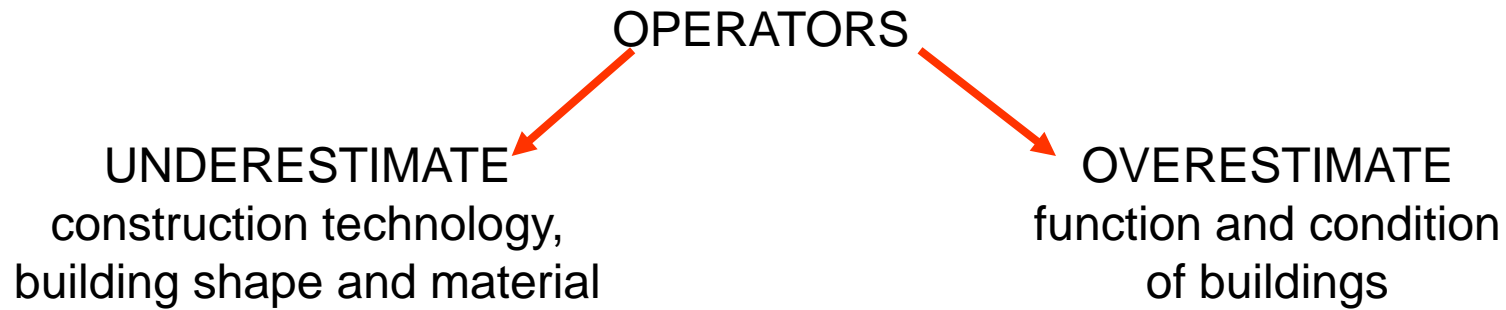
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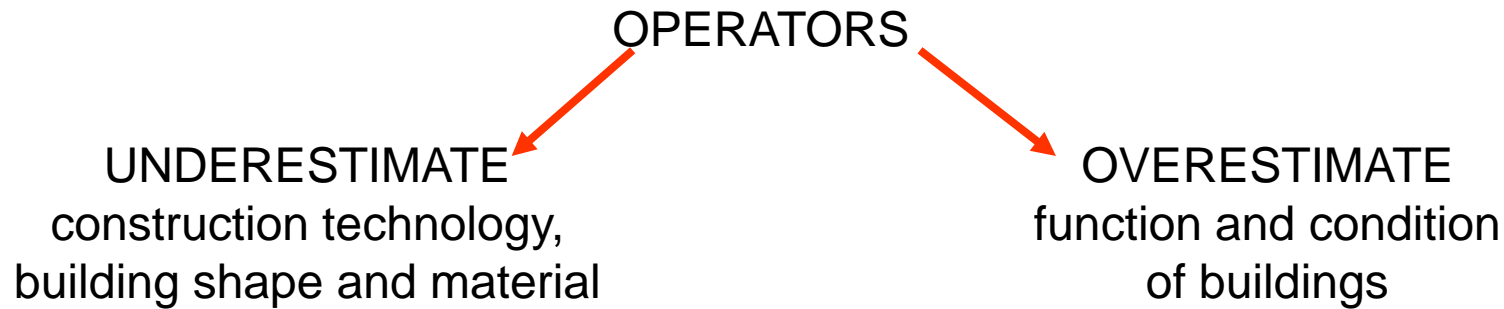
UNDERESTIMATE  
construction technology,  
building shape and material



# Conclusions



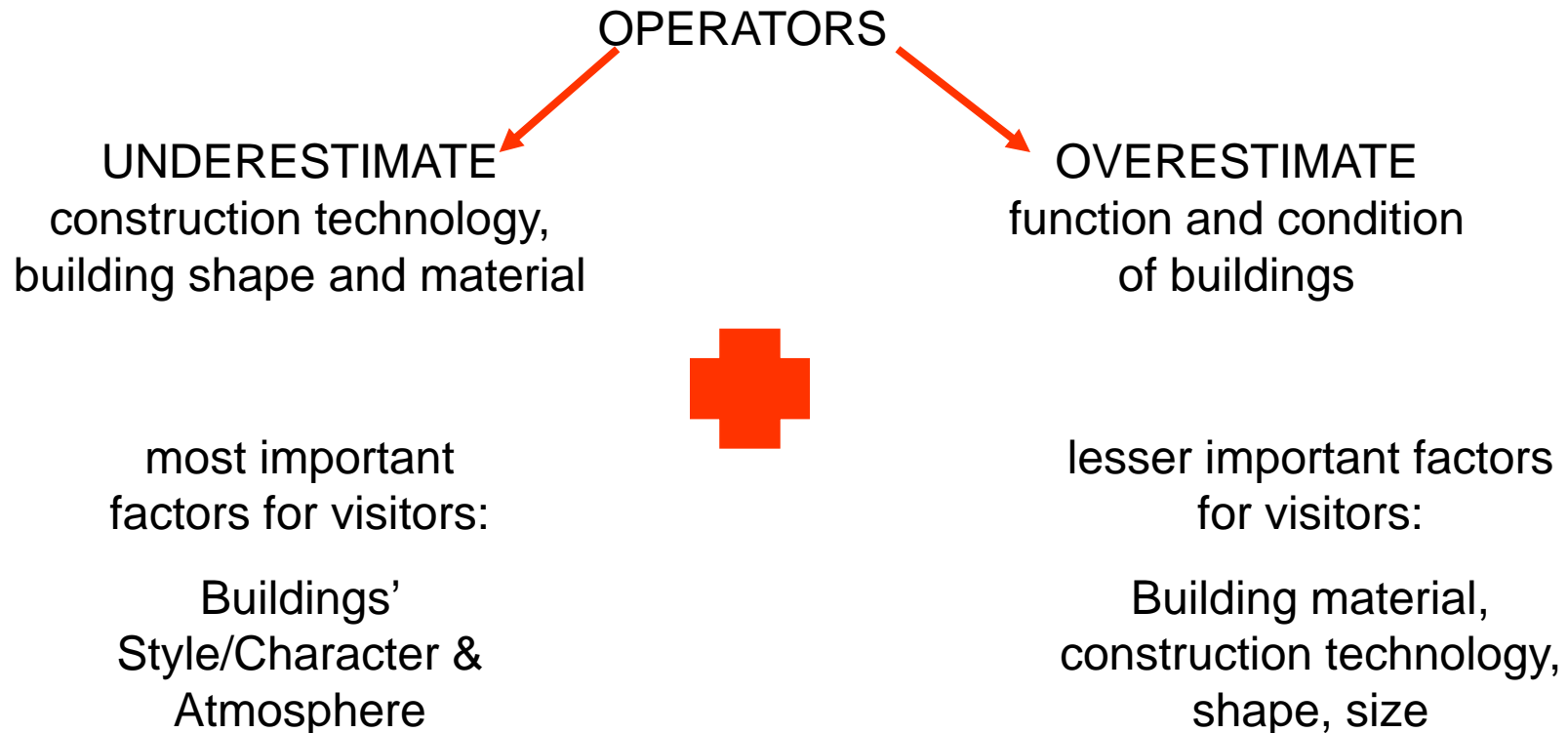
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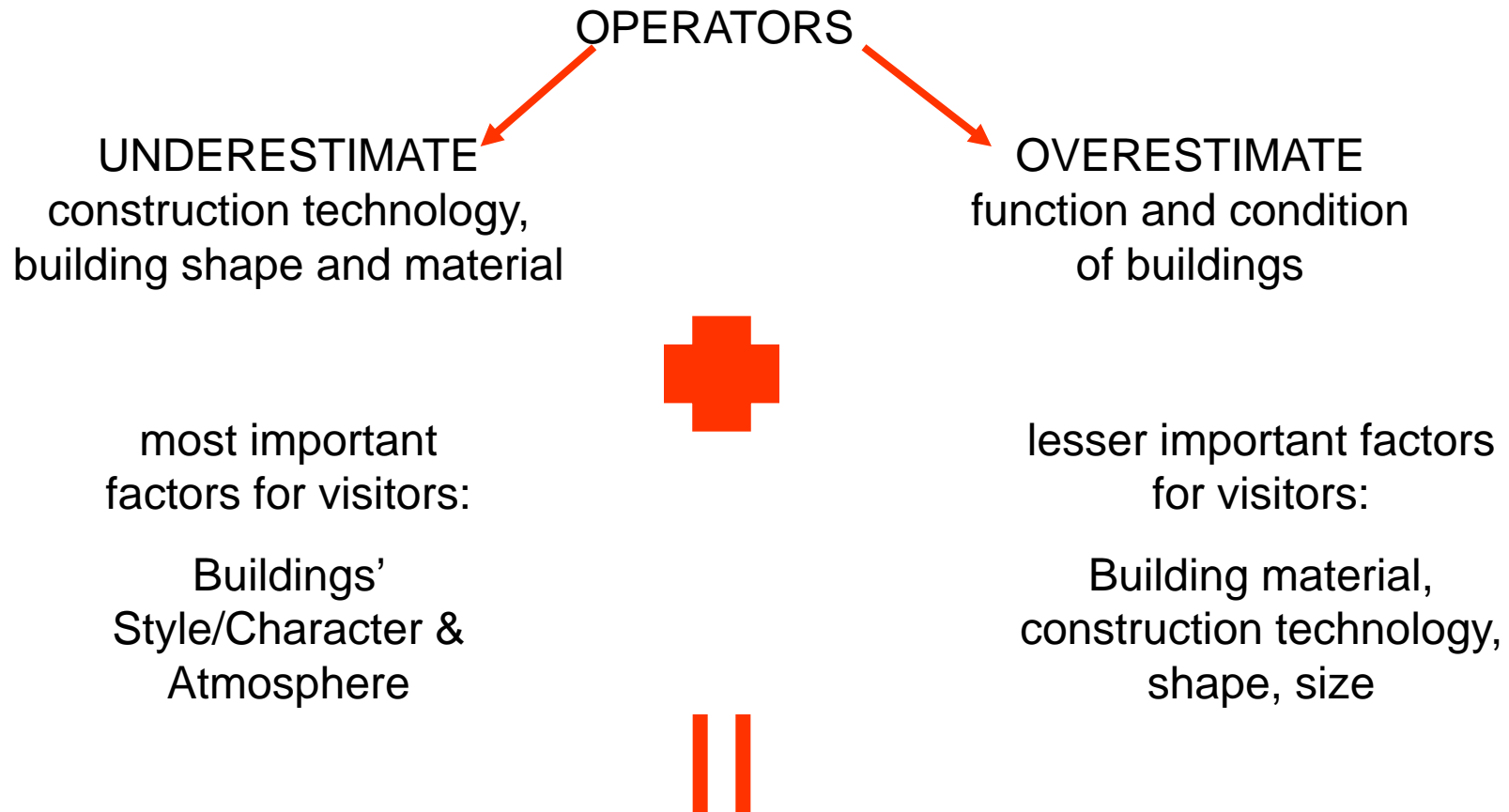
most important  
factors for visitors:

Buildings'  
Style/Character &  
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2. Agricultural buildings in RT can be renovated/reused in e.g high-energy effective way (super-insulation, computer controlled ventilation) as long as the construction's character/style does not change.

# Conclusions

Importance of  
Building related  
factors  
for visitors



Importance of  
Tourism related  
factors  
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# Conclusions

Importance of  
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Importance of  
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**3.** More attention has to be paid to buildings of rural tourism