

QUALITY ASSESSMENT SURVEY – A method to increase sustainable awareness?

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INCREASED GROWTH OF WILDLIFE TOURISM

- **Wildlife tourism is often considered to be a minimum impact activity**
- **However, an increased understanding of tourist – wildlife interactions is necessary for the sustainability**
- **The increase in popularity requires a situation where science and research are complemented by a long term monitoring**

TWO CONTRADICTIONARY GOALS INHERENT

- **To protect wilderness conditions both with regard to preserve natural conditions and to offer opportunities to quality experiences**
- **To meet the right for people to recreational use with as little restriction on access and freedom as possible**

DISCUSSIONS ABOUT THE AWARENESS

- **The right of access to nature for everybody**
- **Models for a sustainable nature**
- **The economy of sustainable tourism**

CODES OF CONDUCT

- **A relatively new phenomenon**
- **English Countryside Commission's Country Code in the 1960's**
- **World Travel and Tourism Council 1997 listed 80 visitor codes**
- **Now there are several hundreds**

TYPES OF CODES OF CONDUCT

For the industry

- **To educate tourists**
- **To prevent conflict between stakeholders**
- **To improve visitor behaviour**
- **As a visitor management tool**

TYPES OF CODES OF CONDUCT

For the tourist

- **Deontological - behaviour according to rules. Deontos = Duty**
- **Teleological – behaviour according to desired impact. Teleos = Goal**

METHODS

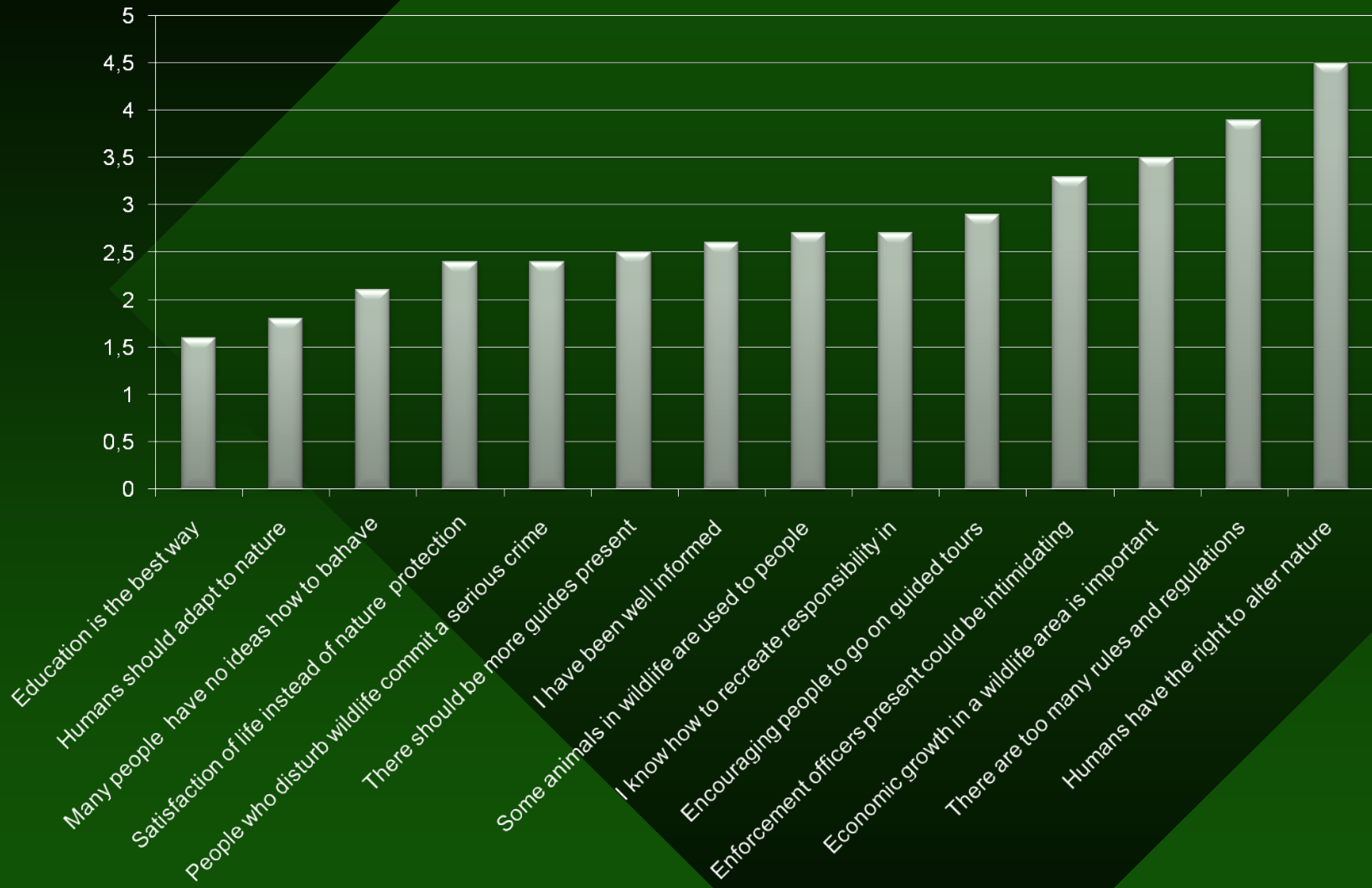
- **Interviews at Illugastöir seal watching site, Vatnsnes peninsula, summer 2010**
- **Interviews at Hvammstangi Seal Centre, summer 2010**

SEAL WATCHING SITE ILLUGASTAÐIR

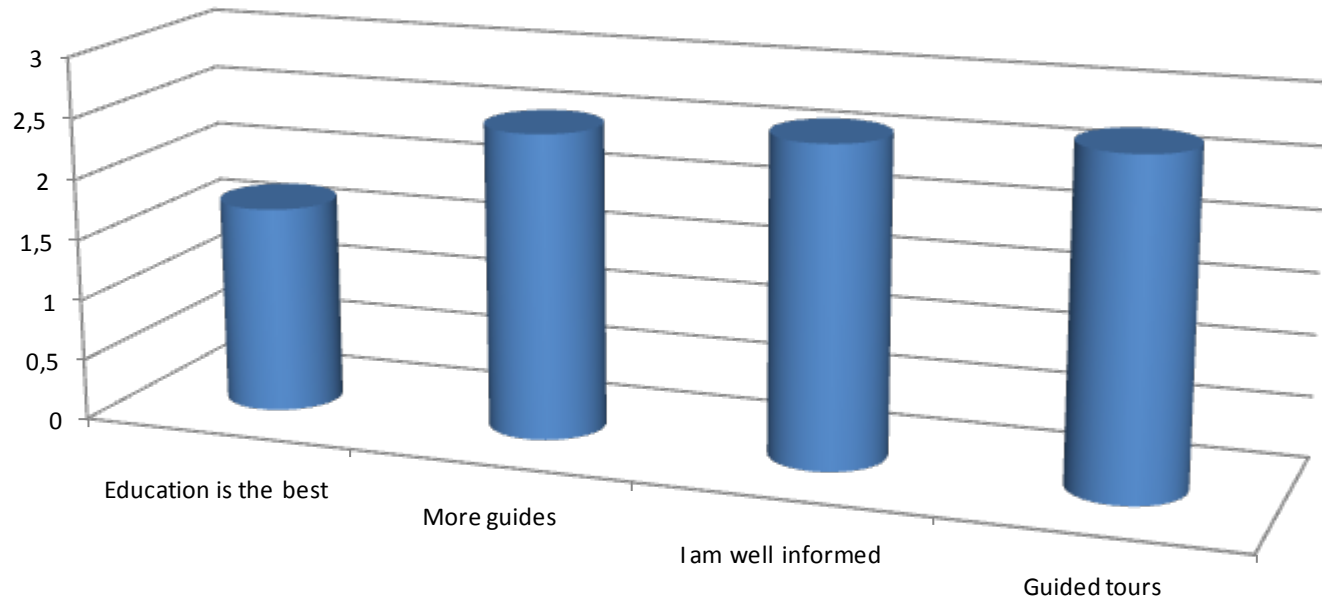


QUALITY ASSESSMENT SURVEY Illugastóir

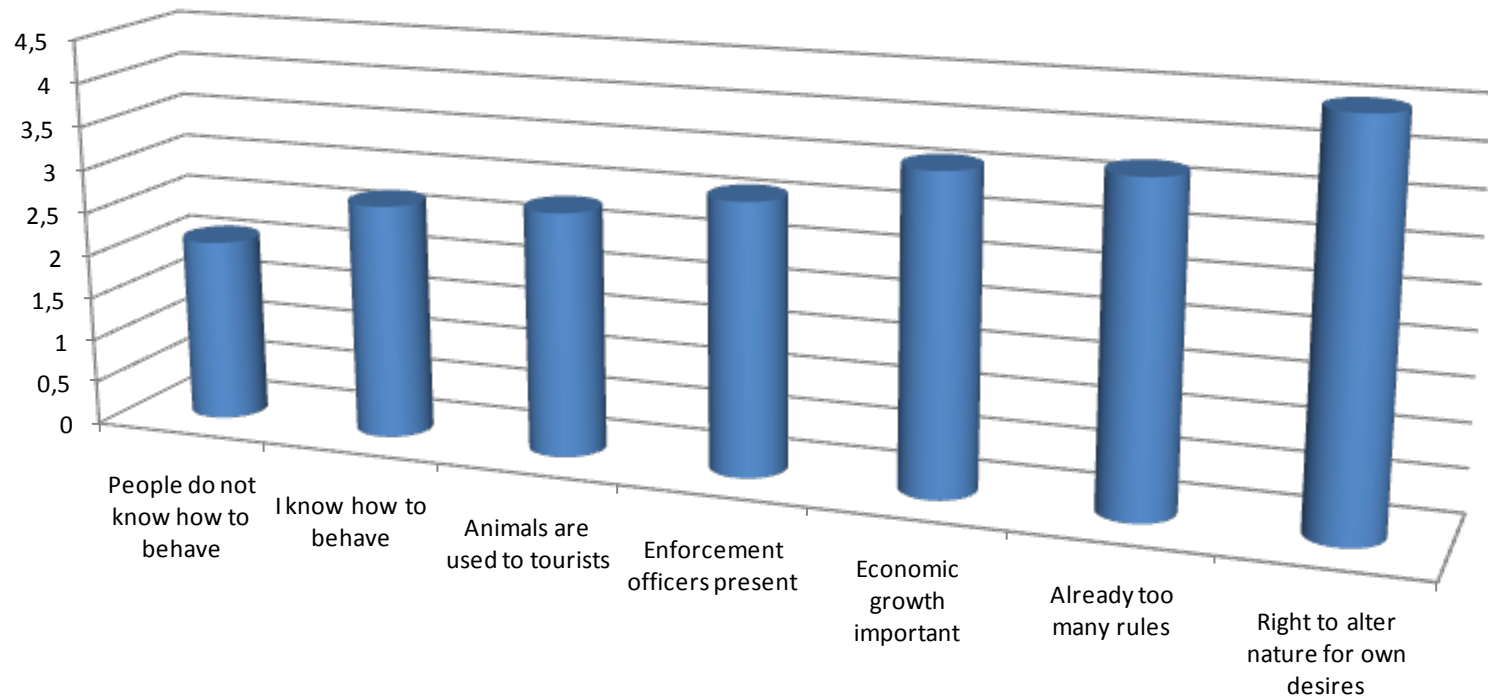
- **14 questions with statements at a Likert scale with 1 is strongly agree and 5 is strongly disagree**
- **Statement 1-4 are on rules**
- **Statements 5 – 11 are on attitudes**
- **Statement 12-14 are teleological**



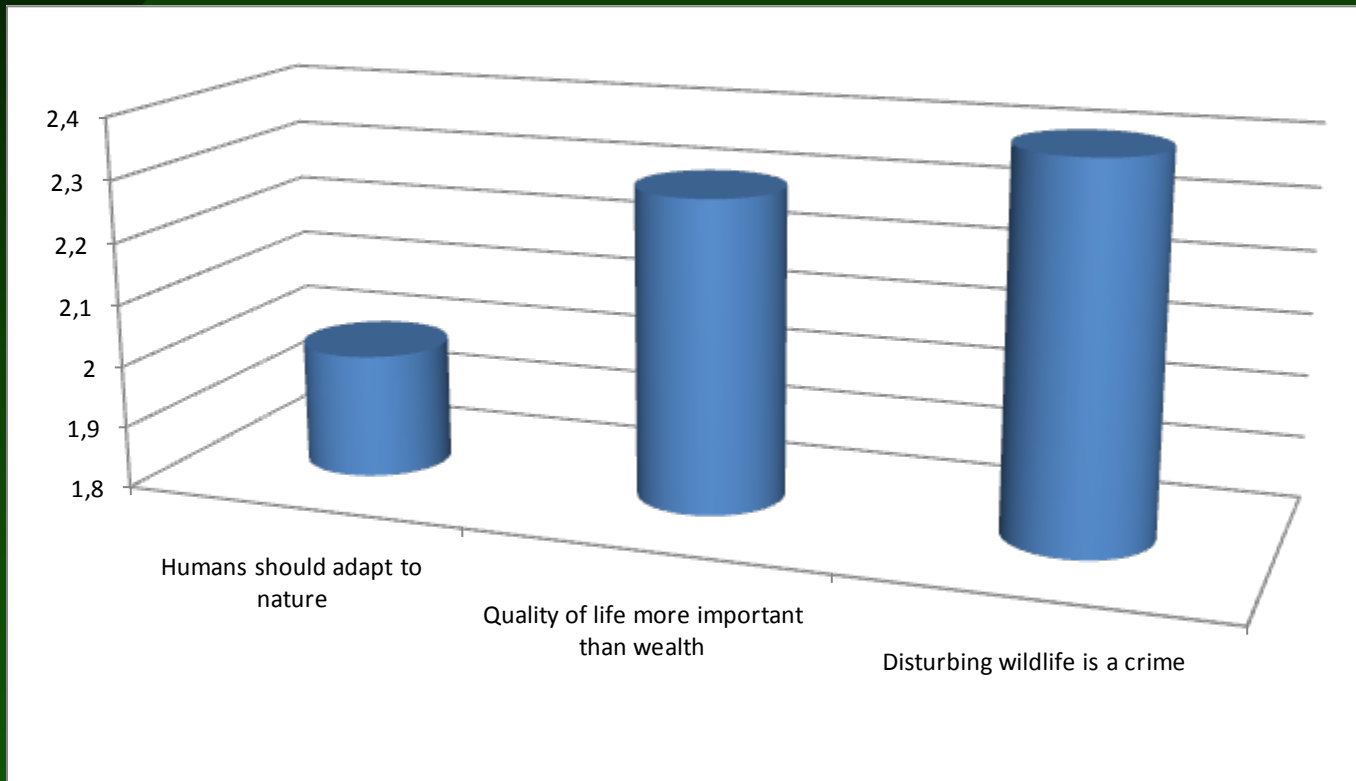
ATTITUDE TO RULES



ATTITUDE TO BEHAVIOUR



TELEOLOGICAL VIEWS



- Correlations

Positive

- "Humans should adapt to nature" (2,0)
- "Maintaining economic growth in a wildlife area is important and should not be held back by further regulating activities" (3,6).

- Correlations

Negative

- "There should be more guides present to educate people taking part in recreational activities in a wildlife area" (2,5)
- "Having enforcement officers present in recreational areas could be intimidating and put people off visiting" (3,1).

Views on others, not themselves

Political correctness

"Humans should adapt to nature"
(2,0)

"Satisfaction and quality of life is more important than wealth and material considerations" (2,3)

"People who disturb wildlife are committing a serious crime". (2,4)

Contradictory attitudes

- Many people who visit a wildlife area have no idea how to behave around wild animals" (2, 1)
- "Encouraging people to go on guided tours would reduce incidents of wildlife disturbance" (2, 5).

The Others

"I have been well informed about the regulations that protect wildlife from human disturbance" (2,6)

"I know how to recreate responsibly in a wildlife area without requiring additional information". (2,8)

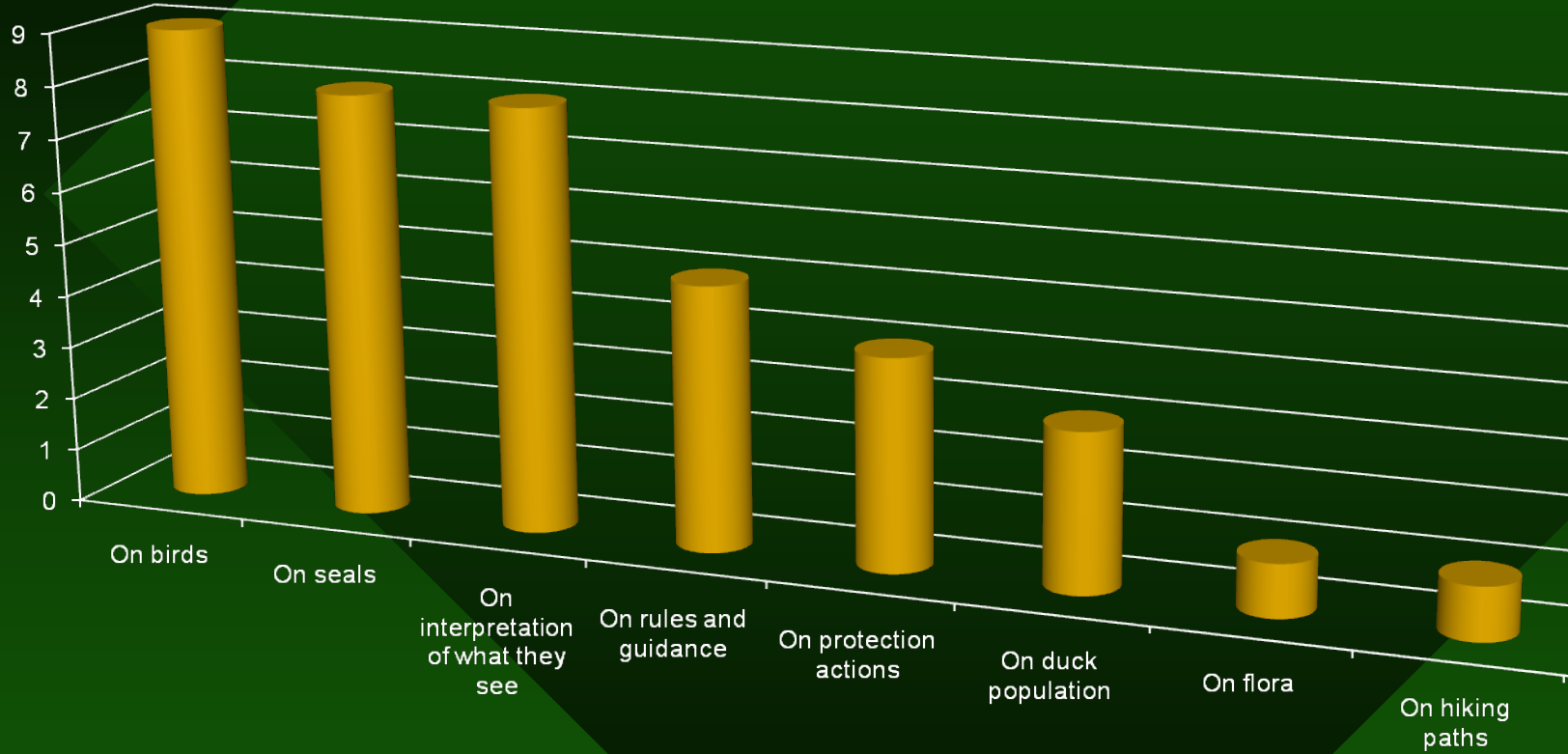
The use/protect conflict

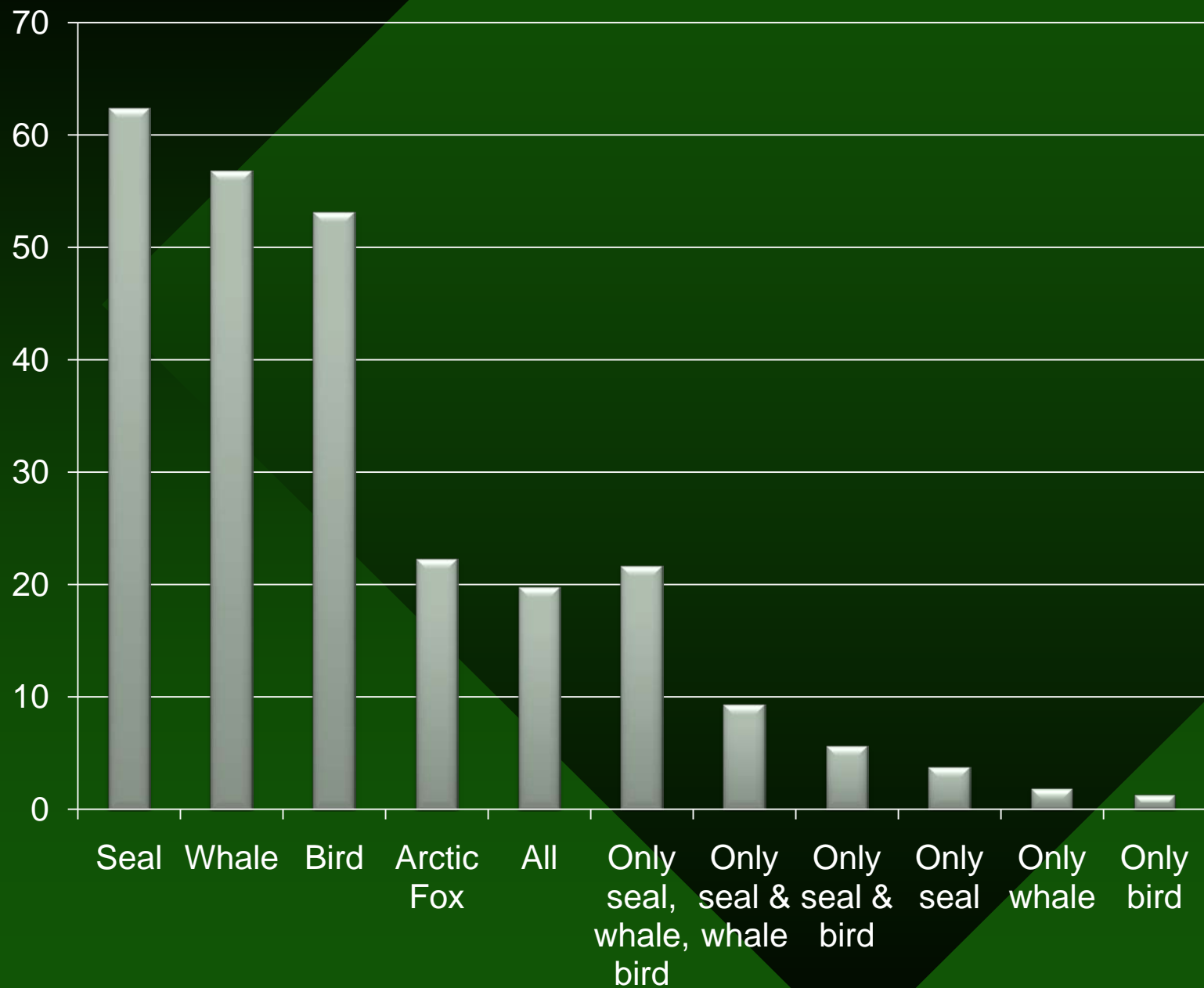
- an acceptance of rules

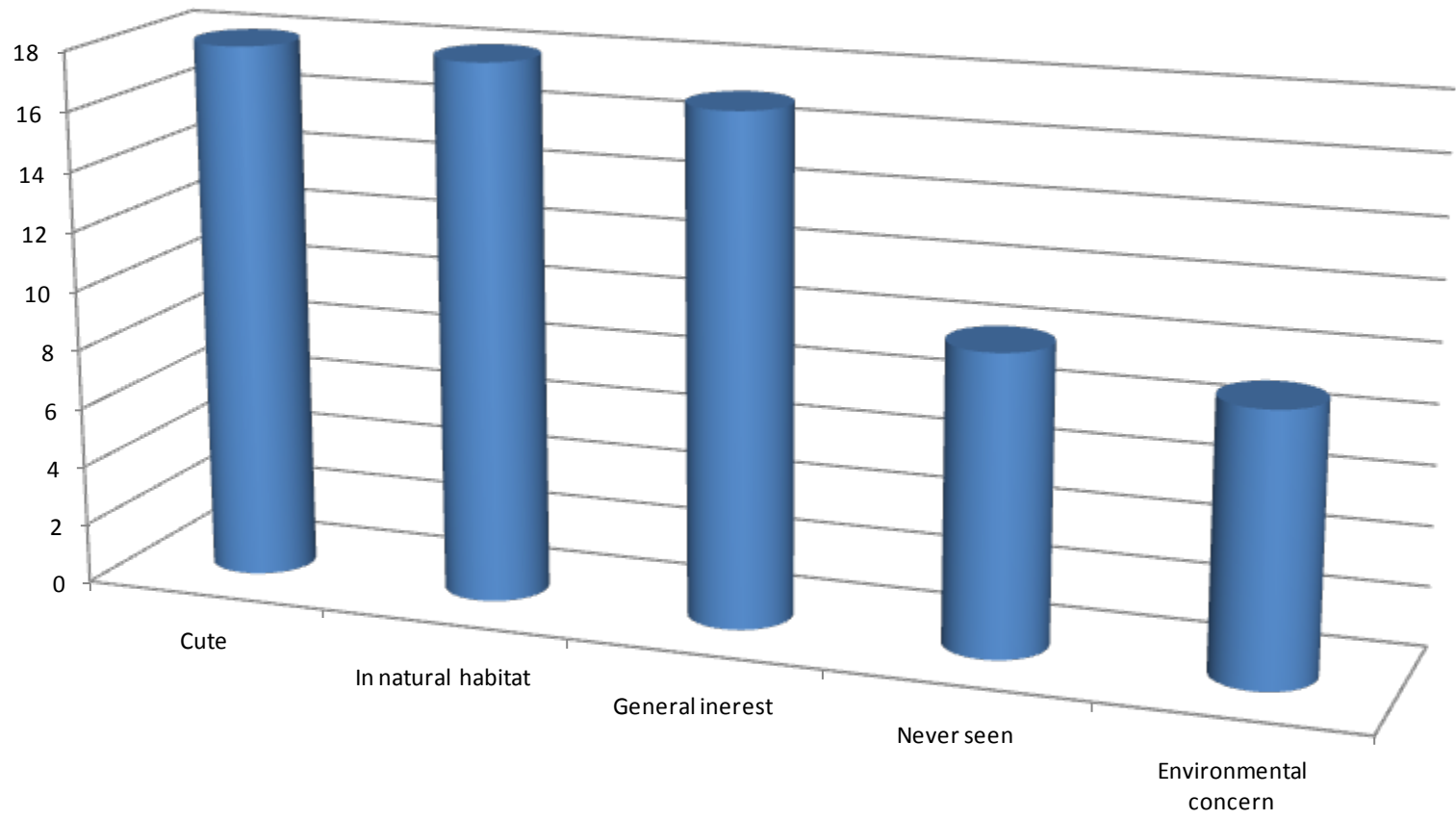
but

- an ambiguity about background problems connected with human intersection with animals.

Lack of information







- Humans find seals very beautiful, specially it's skin and eyes.
- The seal is considered to have many human assets:
 - Curiosity
 - shape of their head
 - their eyes

