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The New National Park Visitor Centre:

Analysis and Options for Future Promotion

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Analysis and Options for Future Promotion

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By

Daniela Baier

Table of Contents

List of Figures and Tables	VI
Abstract.....	VII
Acknowledgments.....	VIII
1 Introduction	9
1.1 Research Problem	9
1.2 Research Scope	9
1.3 Research Strategy	10
1.4 Structure of Thesis.....	10
1.5 Summary and Link to the next Chapter	10
2 Definitions and Initial Position.....	11
2.1 Definitions	11
2.1.1 National Park	11
2.1.2 National Park Visitor Centre	12
2.1.3 National Park Tourism	13
2.2 Swiss National Park.....	13
2.2.1 Facts and Figures	13
2.2.2 Organisation	14
2.2.3 Historical Developments	15
2.3 The New Visitor Centre.....	16
2.3.1 Facts and Figures	16
2.3.2 Architecture.....	17
2.3.3 Concept	18
2.3.4 Historical Developments – The Old Visitor Centre	21
2.4 Summary and Link to the next Chapter	22
3 Literature Review	23
3.1 Influences on National Park Tourism.....	23
3.1.1 Social	23
3.1.2 Technological.....	33
3.1.3 Ecological	35
3.1.4 Economical	37
3.1.5 Politics	38

3.2	Economical Benefits of National Park Tourism.....	39
3.2.1	Significance for Tourism	39
3.2.2	Local Value Creation	41
3.3	Summary and Link to the next Chapter	42
4	Research Design	43
4.1	Statement of the Research Issue	43
4.2	Definition of the Field of Study.....	43
4.3	Methodology	43
4.4	Implementation	44
4.5	Summary and Link to the next Chapter	44
5	Results and Discussions.....	45
5.1	Journey	45
5.1.1	Where do you come from?	45
5.1.2	How did you arrive?.....	46
5.1.3	How did you find the way to the national park visitor centre?.....	47
5.2	Building	47
5.2.1	What bothers you about this centre?	47
5.2.2	How long have you been in this centre?.....	49
5.3	Motivation/Interest of the Visit.....	50
5.3.1	How did you become aware of the national park visitor centre?	50
5.3.2	What motivated you to come to the national park visitor centre?	50
5.3.3	Why do you go to a national park visitor centre?	52
5.4	Impressions	53
5.4.1	What fascinated you the most?	54
5.4.2	What really disappointed you?.....	55
5.4.3	Where did you spend most of the time?	56
5.4.4	Where did you spend the least time?	56
5.4.5	Where in the exhibition can you experience things yourself?.....	57
5.4.6	What do you learn from the exhibition?	57
5.5	Evaluation and Exposition	58
5.5.1	How much did you enjoy the visit in the national park visitor centre on a scale from one to five, whereas one is the worst and five the best mark?.....	59
5.5.2	How do you like the presentation of the exhibition?	60
5.5.3	How do you get along in the exhibition?	60
5.5.4	What should be changed urgently?	61
5.5.5	Who does the exhibition address?.....	61
5.5.6	What do you think of the audio-guide?	62

5.6	Data about the Person.....	63
5.6.1	Gender.....	63
5.6.2	Nationality.....	64
5.6.3	Age.....	65
5.6.4	What do you do professionally?.....	65
5.6.5	What educational qualifications do you have?.....	66
5.6.6	What are your interests?.....	66
5.7	Summary and Link to the next Chapter.....	67
6	Conclusion.....	68
6.1	Implications.....	68
6.2	Limitations.....	71
6.3	Future Recommendations.....	71
6.3.1	Suggestions for Improvement.....	72
6.3.2	Future Promotion.....	73
6.4	Summary.....	75
	Appendices.....	76
	Bibliography.....	82
	Thesis Authors' Attestation.....	87

List of Figures and Tables

Figure 1: Location of the Swiss National Park.....	13
Figure 2: Composition of the FNPC	14
Figure 3: The New National Park Visitor Centre	16
Figure 4: The stairs in the visitor centre	17
Figure 5: Organisation of the Permanent Exhibition.....	18
Figure 6: The Screen-Triangle in Room 1	19
Figure 7: Sinus-Milieus® in Switzerland.....	24
Figure 8: Sinus-Milieus® in Germany.....	26
Figure 9: The Significance of National Park Tourism for the Region	40
Figure 10: Total Expenditures of Guests in %.....	41
Table 1: Characteristics of the Sinus-Milieus in Switzerland.....	25
Table 2: Characteristics of the Sinus-Milieus in Germany.....	27
Table 3: Sinus-Milieus in Germany and Switzerland in Comparison.....	28
Table 4: Meta-Milieus of Germany and Switzerland.....	28
Table 5: Leisure Activities according to Practice Frequency in %.....	30
Table 6: Allocation of the Provenance of Interviewees	45
Table 7: Allocation of the Means of Transport.....	46
Table 8: Duration of the Stay in the Visitor Centre	49
Table 9: Allocation of Peoples' Enjoyment of the Visit	59
Table 10: Gender of the interviewed Visitors	64
Table 11: Nationality of the Visitors.....	64
Table 12: Age-Structure of the interviewed Visitors	65
Table 13: Level of Education of the interviewed Visitors.....	66

Abstract

To stay successful in today's business, customer satisfaction is one of the most important issues. To achieve customer satisfaction and therefore also customer retention, a company has to provide attractions of a high quality level, especially in the tourism industry. However high quality attractions alone are not enough, the firm has to make sure that it offers the right thing to the target group and therefore a company has to find out in what way customers are captured its attractions.

The Swiss National Park opened its new visitor centre in 2008 and up to this point has not gathered any qualitative data about its visitors or the visitors' satisfaction with the offered attractions. Therefore the following thesis will analyse socio-demographic variables of the guests in the new visitor centre as well as their motives for the visit and their satisfaction with the centre itself and its exhibition.

According to the experience during the data analysis, many interviewees in the visitor centre are also guests of the park itself and therefore national park tourists or at least potential national park tourist. Therefore national park tourism plays an important role when analysing the guests in the national park visitor centre, due to the fact that if national park tourism flourishes it also has a positive impact on the amount of guests in the national park visitor centre.

Thus the first part of this thesis analyses the social, technological, ecological, economical and political influences on national park tourism, whereas a special focus is set on social influences, due to the fact that tourism is a people business. Moreover the literature review points out the economical benefits from national park tourism for the region.

In the empirical part of the thesis the results of the 99 guided interviews concerning the above mentioned issues will be analysed and discussed.

Beside socio-demographic data and their motives for the visit in the national park visitor centre, people were not only asked about their satisfaction with the exhibition in general, but also what fascinated them most or where they spent most of their time. Moreover the attitude towards the audio-guide-system as well as the building itself was an issue of the interviews.

Regarding the results it can be said that the visitors in general have a positive attitude towards the national park visitor centre. But nevertheless there are several things mentioned which could be improved to further enhance customers' satisfaction with the attractions in the visitor centre. Furthermore most of the interviewees were Swiss or German due to the fact that it was low season during the period of data acquisition.

In a last part of this thesis the most important implications out of the research will be disclosed as well as future recommendations such as potential for further improvements as well as proposals for future promotion will be illustrated.

A summing up of the outcome of this thesis will provide the principal valuable information to enhance the visitors' satisfaction in the national park visitor centre as well as state an ideal basis for future quantitative research.

Acknowledgments

Within the framework of our bachelor degree in Tourism, each of us students had the assignment to write a bachelor thesis containing a literature review as well as an empirical study in collaboration with an external partner.

Due to the fact that I grew up on a farm and therefore have a strong relationship with nature, I was looking for a partner in the tourism industry who is also related to nature. In the Swiss National Park I found this competent partner who offered me the chance to analyse the guests in the new visitor centre in Zerne. Due to the fact that I am a person who really likes being in contact with other people, it was a pleasure for me to accept this offer. Furthermore I felt very honoured to write my thesis on behalf of the Swiss National Park, a place which embodies the uniqueness of our alpine nature.

Even though writing this thesis was hard work for me, I have learned a lot for my life and in overall it was a very good experience for me. Especially the data acquisition was a pleasure and I had many very good conversations and interesting encounters with various visitors.

Therefore I would at this point like to thank the park administration for their support as well as for the 100 sponsored hiking guide booklets, which I was pleased to deliver to the interviewees. A special thank goes to my co-advisor Hans Lozza for his always energetic assistance and understanding, even in hard times. Furthermore I would like to thank my advisor Prof. Dr. Hans Jürgen Kagelmann for his support in dealing with the interview guidelines as well as in setting up and writing the whole thesis. Further thanks go to Stefan Triebs, who also supported me with helpful information, as well as to the whole team of the national park visitor centre and the tourist information Zerne, which so very kindly included me in their team and were always helpful and supportive.

Landquart in August 2009

Daniela Baier

1 Introduction

Today customer satisfaction is one of the most important issues to stay successful in business. To know the driving factors and motivations of guests' visits as well as their satisfaction with the attractions is therefore a key element of success for a national park visitor centre.

The following thesis has been written to reach the academic degree Bachelor of Science in Tourism at the University of Applied Sciences in Chur. In the individual bachelor thesis the graduate explores a preset research issue for an external partner. In this case the research has been operated in collaboration with the Swiss National Park in Zernez as external partner. The aim of this thesis is to generate useful and helpful information about customer motivation and customer satisfaction concerning the new national park visitor centre in Zernez.

Subsequently the research problem will be described and research scope and strategy will be illustrated. To conclude this introduction the structure of the thesis will be disclosed, the most important issues will be summarised and an outlook of the next chapter will be given.

1.1 Research Problem

The Swiss National Park has a new visitor centre, which opened on the 31st of May 2008. Both the Swiss National Park as well as its visitor centre are described in detail in the next chapter. To this date the park administration has no qualitative information about the visitors in the new national park visitor centre, neither about the guests' motivation for the visit nor about customers' satisfaction regarding the offers of the centre. Therefore the aim of this thesis is to close this gap and find out who comes to the new national park visitor centre and why and if the guests are satisfied with the offers or not. Furthermore the outcome of the research will be a basis for future quantitative analysis regarding the customer satisfaction in the new visitor centre. The research issue will be illustrated in more detail in a following chapter "Research Design".

1.2 Research Scope

The analysis of visitors in a national park visitor centres as well as their motives for the visit is a very wide topic. To make it somehow subsumable the topic had to be contained.

During the data acquisition it became evident that many of the guests in the national park visitor centre in Zernez are also visitors or at least potential visitors of the Swiss National Park itself. Therefore they are either national park tourists or at least potential national park tourists. Due to that fact, the national park tourism is closely related to a guest analysis in the national park visitor centre, because if the national park tourism booms, there are also more visitors in the centre. The outcome of this means, that the influences on national park tourism also influence the number of guests in the national park visitor centre.

According to this assessment, influencing factors on national park tourism as well as the economical benefits of national park tourism for the region, will be analysed in the literature review. In doing so, the social influences on national park tourism will be more closely assessed in the analysis than the other influencing factors, due to the fact that tourism is a people business.

1.3 Research Strategy

In the following the strategy of the research will be shortly summarised.

First of all the given research issue as well as the method to be applied and the defined field of study ordered in the assignment sheet have been analysed.

Subsequently the guidelines for the qualitative interviews with the visitors were designed. After a short pilot study and certain adaptations of the guidelines, 99 qualitative interviews with visitors were done between March and May 2009 in the new national park visitor centre in Zernez. All of the 99 interviews were recorded on audio tape and then transferred onto the prepared answer sheets.

At the same time suitable literature and studies were analysed to provide the thesis with a theoretical background. Once all the information from the literature review and the research were at hand the analysis of the data could be started.

More detailed information about the methodology and the implementation of the research will be disclosed in the fourth chapter "Research Design".

1.4 Structure of Thesis

After this introduction, chapter two "Definitions and Initial Position" will define the most significant terms as well as illustrate the most important background information about the Swiss National Park as well as its visitor centre.

A further literature review will give the necessary theoretical background about the influences on national park tourism as well as the economical benefits of national park tourism.

Chapter four will explain the research design. More precisely the research issue as well as the field of study will be defined and the methodology as well as the implementation of the research will be described.

In a fifth chapter the results of the research will be pointed out and discussed and to complete the thesis, in the last chapter the conclusions, drawn from the information and results at hand, will be disclosed as well as future recommendations will be given.

1.5 Summary and Link to the next Chapter

The aim of this thesis is to make a qualitative analysis of the guests in the new national park visitor centre. To acquire the necessary data, about 99 guided interviews were made between March and May 2009 with guests in the new national park visitor centre.

Moreover national park tourism plays an important role regarding this analysis, due to the fact that many of the guests are national park tourists or at least potential national park tourist. Therefore influences on national park tourism will be analysed in the literature review with special regard to social influences.

After this introduction to the aim of this thesis and its structure, the most significant background information about the Swiss National Park as well as its visitor centre will be disclosed in the following chapter.

2 Definitions and Initial Position

The following chapter discloses the most important terms and analyses the present situation which gives the reader a general overview of the most important backgrounds. Therefore this is the ideal starting point for the exploration of the topic.

The first part of the chapter defines the terms national park, national park visitor centre as well as national park tourism. Subsequently a description of the Swiss National Park itself and the new National Park visitor centre will follow. To conclude the chapter, a short review of this chapter as well as a brief outlook about the next chapter are outlined.

2.1 Definitions

In this subchapter the most important terms of the thesis are defined, in particular “National Park”, “National Park Visitor Centre” and “National Park Tourism”.

2.1.1 National Park

The national park has its origin in the United States, where in 1872 the first national park in the world, the Yellowstone-National Park, was established. The idea of a national park had been present before 1872, because already in 1864 a first protected area existed in today’s Yosemite-National Park, which was integrated into the emerging national park system of the United States in 1906. Countries like Australia, Canada and New Zealand imitated the United States’ national park idea, due to the fact that all of those countries had enough untouched nature which could be conserved in a relatively easy way. The first national park in Europe was created in Sweden in 1910 and in Switzerland in 1914. (Uni-protokolle, 2009)

According to the International Union for Conservation of Nature [IUCN] a protected area is an environment of land and/or sea with the aim to protect and maintain biological diversity and natural or cultural resources, which is managed by legal or other effective instruments. Moreover the IUCN subdivides protected areas into six different categories: Strict protection, ecosystem conservation and recreation, conservation of natural features, conservation through active management, landscape/seascape conservation and recreation and finally sustainable use of natural ecosystems. The categorisation has nothing to do with a ranking. Even though categories IV to VI show a greater intervention and modification by man, all of those six categories are of the same significance for conservation and sustainable development. Because all of the above mentioned categories vary and cover different “niches”, this concept using can be adapted for virtually every country. (International Union for Conservation of Nature [IUCN], 2000)

A national park belongs to category II ecosystem conservation and recreation and is defined by the IUCN as: “Natural area of Land and/or sea designated to (a) protect the ecological integrity of one or more ecosystem for present and future generations, (b) exclude exploitation or occupation inimical to the purposes of designation of the area and (c) provide a foundation for spiritual, scientific, educational, recreational and visitor opportunities, all to which must be environmentally and culturally compatible” (IUCN 2000, p. 24). Under the terms of this definition, a national park is a protection area which has to perpetuate natural habitats and save them from exploitation and any human modification (IUCN 2000).

Even though national parks belong to category II of the IUCN Guidelines, the Swiss National Park belongs to category I instead of category II, due to the missing surrounding zone (Küpfer, 2000).

Furthermore a national park has to fulfil the task of education, another very important management objective. (IUCN 2000)

Therefore the area of a national park is not only a valuable environment for scientists and tourists but also for schools and youngsters, to show them natural scientific scenes in a very virtual and understandable way.

To become a national park, the intended area has to be big enough to contain different ecosystems such as special plants, animal species, habitats or geomorphologic sites, which are of spiritual, scientific, educational or touristic importance. Furthermore in Europe the area of national parks are owned by the highest component authority of the country, which assures compliance with the IUCN guidelines. (IUCN, 2000)

2.1.2 National Park Visitor Centre

Just like the national park, the national park centre also has its origin in North America. The first so called "visitor centre" in Europe were developed in the 50's of the 20th century. (Job, 1994)

A national park visitor centre primarily provides the visitors with broad information about facts of the protected area and introduces them to the regulations pertaining to visitors' behaviour in the national park. Moreover a national park visitor centre has to fulfil a social aim, just as the national park itself does. This means educating people, pointing out target group-appropriate environmental problems and conservation, so that everybody is able to understand them regardless of age. Furthermore emotions play a significant role in this task. The visitor has to be affected by the issues, to be willing to change something in his behaviour, which may further reduce the environmental problem or improve the conservation. (Job, 1994)

Due to their location and their attraction, national park visitor centres are responsible for the guidance of the visitors. They attract visitors like magnets and guide them away from the more sensitive core zone of the protected area. Furthermore national park visitor centres play a very important role in the acceptance of the national park in the local civilisation. It is the interface between the local civilisation and the national park management enabling them to communicate and interact. (Job, 1994)

In addition a national park visitor centre offers bad weather facilities to tourists and locals (Job, 1994). Because tourism in protected areas is largely an outdoors activity and therefore depends heavily on the weather, facilities where the visitors can spend time inside are very important. In the best case these can even help to extend the touristic high-season or make up low-seasons. (Küblböck, 2001)

Due to several presentation elements, national park visitor centres are more than just conventional museums, as additional animation or interactive activities are offered to visitors. Furthermore a national park visitor centre often runs an in-house shop to provide the visitors with local manufactured goods and items pertaining to conservation. (Job, 1994) Therefore a very interesting and well arranged visitor centre could become a new attraction for the whole destination around the protected area and help to keep regular guests or attract new ones (Küblböck, 2001).

2.1.3 National Park Tourism

Regarding national park tourism there is a dilemma between the aim of tourism and the aim of a national park. The interests of conservation and touristic interests clash. Tourism means that people come to a destination and a national park wants to protect an area from human influences. Furthermore tourists often come to a national park to experience untouched nature, but the more people that come to a national park, the more the whole environment is affected. (Küpfer, 2000) Therefore customer guidance and strict regulations are some of the most important challenges for a national park management.

According to Küpfer (2000) tourists are seen as national park tourists if they visit the national park at least once during their stay in a particular destination and the national park is at least one of the decisive issues to come to the particular destination.

2.2 Swiss National Park

This subchapter describes the Swiss National Park. Not only the organisation as a whole and the most important information about the park are presented, but also the historical developments are disclosed.

2.2.1 Facts and Figures

The Swiss National Park is located in the valleys Engadin and Münstertal. This is in the very south-east of Switzerland, more precisely in the canton of Grisons. Zernez, which is the most central point of the Alps, is the main entrance out of 13 possible entrances to the Swiss National Park. In the south the park borders on Italy. Today the Swiss National Park extends over an area of 170.3 km². It contains lateral valleys and mountains on the right side of the river Inn. The altitude of whole park area varies between 1380 and 3173 meters over sea level. The following map section (figure 1) shows the area of the park relating to the communities Zernez, S-chanf, Scuol, Valchava and Lavin. The land of the Swiss National Park is also owned by those five communities. With long-term lease contracts and payments of about CHF 425'000 per year, the usufruct of this area belongs to the Swiss National Park. (Haller, 1999)

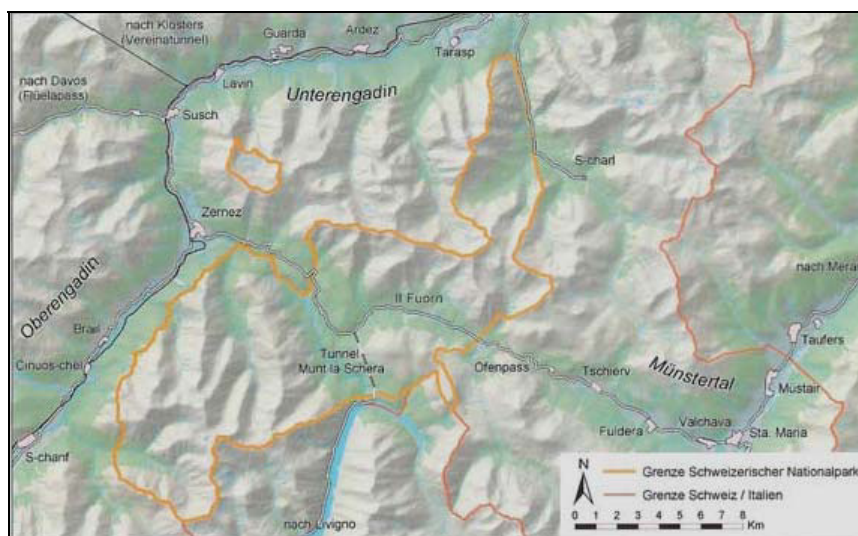


Figure 1: Location of the Swiss National Park

Source: Haller (1999)

About 51% of the park has no vegetation and consists out of boulder, rock and high mountains. A further 28% of the park area are forest, most of it coniferous forest. The so called alpine grass, containing most of the alpine flora, covers the last 21%. Moreover between 1800 to 2000 deer live together with lammergeyers, ibexes and other wild animals in the dry, rough climate, completely sequestered. To guarantee calmness for these animals, dogs are not allowed in the park area, even if they are kept on the leash. (Schweizerischer National Park [SNP], 2009a)

According to the highest protection class, category 1 of the IUCN the SNP is an area of wilderness where hunting, forestry, camping, sports and any other human influences besides observing nature and hiking on the labelled trails, are prohibited. Beside the regulations of the IUCN, the Swiss National Park is also subject to the national law, more precisely the national park law that came into effect in 1980. This law sets the guidelines for the protection of the national park. More precise terms are given by cantonal ordinances. Furthermore eight full-time rangers ensure the compliance of the strict regulations. Due to this rigid handling of those terms, the Swiss National Park provides an untouched natural habitation, which is unique in Switzerland. (SNP, 2009b + c)

The Park is open from the 1st of June to the 31st of October. During this time period about 150'000 visitors come to see the red deer, the lammergeyers and all the other attractions in the park. In winter the park is closed and nature is left to its own devices. (SNP, 2009a)

2.2.2 Organisation

The SNP is a public-law foundation with headquarter in Bern. The highest decision-making body of this foundation is the Federal National Park Commission [FNPC] which is elected by the Swiss government. The FNPC (figure 2) consists of nine members who are representatives of the Swiss Confederation (2 members), Pro Natura - Swiss Society for the Protection of Nature (3 members), Swiss Academy of Science (2 members), the Canton Grisons (1 member) and the park communities (1 member). The task of the FNPC is to administer all rights and responsibilities based on the contract with the park communities in order of the state. Furthermore the FNPC also elects the administrative body of the national park. In total, without counting the FNPC, the Swiss National Park employs 34 people. (SNP, 2009d)



Figure 2: Composition of the FNPC

Source: SNP (2009d)

2.2.3 Historical Developments

In the Middle Ages mining of iron and silver was done in some of the areas of today's national park (Brunies, 1948). A lot of the nowadays protected forests were felled for the production of (wood) charcoal as fuel for the furnaces. The alpine pass still has the name "Il Fuorn", which means "the oven" in Rhaeto-Romanic. It still remains a contemporary witness of those times. To date replicas of the furnaces can be found at the pass summit near the Hotel Il Fuorn. (SNP, 2008a) With the growing industrialisation in Switzerland at the end of the 19th century, more and more landscape was built over. At the same time people started to worry about the natural habitat and thought about solutions to protect it. Fritz and Paul Sarasin, Carl Schröter, Steivan Brunies and other researchers of today's SCNAT (Swiss Academy of Sciences) were the pioneers who founded with the Swiss National Park on the 1st of August 1914 with the help of the government. The foundation of the park was one of the biggest milestones in Switzerland's natural history. It was the first national park in the Alps and until now the only one in Switzerland. (SNP, 2009e) Furthermore from its very beginning the Swiss National Park has had the function of an outdoor-laboratory (Haller, 1999).

In Zernez the conservation of nature goes back more than 300 years. In this time the community already had constitutions that defined all the forests on the right side of the river Inn and towards the Fuorn mountains as avalanche forest. Moreover resident hunters were only allowed to hunt on the community's grounds with an assertive permission. The prize for shot animal, such as lammergeyers and eagles, was already abolished at that time. In 1904 the National Councillor Dr. Bühler came up for the first time with the idea of creating a protected area in the Engadin. In 1909 the Swiss Society for the Protection of Nature¹ was founded. (Brunies, 1948) Originally Pro Natura was created to help establish the Swiss National Park. To date the association numbers more than 100'000 members, offers work to about 40 full-time employees and supports a lot of projects in Switzerland such as the protection of nature, environmental policy, publicity and environmental education. (Pro Natura, 2009) The original aim of this society in 1909 was to lease grounds of the communities, in order to create the protected area. Later in 1909 the first area, Val Cluozza, also known as "the cradle of the Swiss National Park", was declared as protected area due to a lease agreement of the Swiss Society for the Protection of Nature and the community Zernez. Val Cluozza was followed by further areas in 1910, again in collaboration with the community Zernez. Due to another lease agreement of the association with the communities S-chanf, La Punt, Scuol and the alp association Tavrü in 1911, the protected area could be expanded once again. Thus the foundation for the big protected area Swiss National Park was laid. To continue the further extension, the Swiss Society for the Protection of Nature needed help from the federal government. After the parliamentary committee's visit in the designated area and their assertive recommendation to the Federal Council, three years later in 1914 the creation of the Swiss National Park was concluded by the government. (Brunies, 1948) At the date of foundation the park contained nearly 140 km² and more extensions followed in the years 1918, 1920, 1932, 1932. (Haller, 1999) On the other hand in 1936 Val Tavrü, a valley of the size of 10 km², had to be re-outsourced on demand of the park community Scuol. In 1980 the new National Park Law and the cantonal by-law became effective. A further extension of the park area could be put into effect in the year 2000, when the lake plateau Macun (3,6km²) was added to the Swiss National Park. (SNP, 2008a)

¹ Swiss Society for the Protection of Nature since 1997 "Pro Natura" (Staatsachriv Basel-Stadt, 2009)

2.3 The New Visitor Centre

The following subchapter outlines the most important information about the new visitor centre of the Swiss National Park. Moreover its extraordinary architecture as well as the aim of its concept is clarified.

2.3.1 Facts and Figures

The old visitor centre did not convene to international standards anymore. Therefore the offer of the community Zernez in 2001, to build a new visitor centre on the plot of the castle Planta-Wildenberg came very opportunely for the Swiss National Park. After the settlement moot point in October 2001, the project moved beyond the planning phase. Due to the fact that the castle did not completely fulfil certain necessary requirements, such as accessible installations for handicapped visitors, an additional building had to be constructed for the public part. This additional building was planned next to the castle in the grassland. The new building had to include all the public parts such as a permanent exhibition, a temporary exhibition, a souvenir shop, as well as an information desk for tourists. (SNP, 2009h)

Due to a tender 13 projects competed for the assignment, whereas the architect Valerio Olgiatti received the tender on 28th of October 2002. In June 2004 the Swiss committee for the protection of nature and country postponed the project for the time being. The reason for this was the planned location for the new building next to the castle in the grassland. Therefore the committee of the Swiss National Park, had to find an alternatively location. With the agreement of the community Zernez, the visitor centre was to be located between the castle and the schoolhouse. It replaced the old kindergarten building. The kindergarten as well as the local government was moved into the old but renovated visitor centre. This way the park administration could move into the renovated castle Planta-Wildenberg and the visitor centre could be implemented in a new building. (SNP, 2009h)



Figure 3: The New National Park Visitor Centre

Source: © SNP/H.Lozza

After a six year planning and construction period the new national park visitor centre which is illustrated in figure 3, was opened with a big celebration on 31st of May 2008. The new visitor centre provides an exhibition space of about 700 m² with integrated souvenir shop and tourist information. The whole project containing the new visitor centre as well as the renovated castle and auditorium cost about CHF 14 Mio. Half of it was paid by the Swiss government, CHF 3 Mio. by a loan with no interests allocated by the Swiss government, and the rest of it by the main sponsors Swisscom, Coop, Canton of Grison and some local communities as well as other smaller sponsors. (SNP, 2009h)

2.3.2 Architecture

The new visitor centre of the SNP was built by the Swiss architect Valerio Olgiati. Beside the castle Planta-Wildenberg it is a further emblem for Zerne. The visitor centre is a simple, three-storey building and impresses people through its monolithic design and its sense of eternity. It creates interesting contradictions between the architecture of different eras and between architecture and nature. The broad rooms impress through the artful design of floor-, wall- and ceiling-lines. This way they seem like picture frames of the exhibits. The lines also continue throughout the exhibition. This is shown in figure 4: when walking through the exhibition, the identical floor plan of the rooms is always reflected, so that the visitor is supposed to lose his orientation. Therefore the concept of the architect reinforces and supports the exhibition content. (SNP, 2009f)



Figure 4: The stairs in the visitor centre

Source: (SNP, 2009f)

Not only the building is extraordinary, but also the building material used. It is constructed with lightweight concrete, a mixture of gravel, water, cement and special clay pellets. Due to that the walls have two functions, insulation as well as support. Therefore more energy can be saved and maintenance costs are lower compared to other methods of construction. Moreover the building has no air conditioning due to an earth-tube collector, which is able to cool down the air in the ventilation naturally. Furthermore the visitor centre is heated by a wood chip heating installation. (SNP, 2009f)

2.3.3 Concept

The exhibition of the new national park visitor centre is divided into two parts, the permanent exhibition and the temporary exhibition, which changes during the seasons (SNP, 2009g).

As can be seen in figure 5, the permanent exhibition is distributed in four different rooms. Room one “Immersion”, room two “Origins”, room three “Nature and mankind” and room four “Visions” (Flyer National Park Visitor Centre, 2008). Every room contains four to five modules and every module begins with an introduction. The titles of the modules are word plays which somehow hide the content of the mentioned module. The whole permanent exhibition is created with special regard to modern, interactive aspects and real entities top off the concept of the exhibition. (SNP, 2008b)

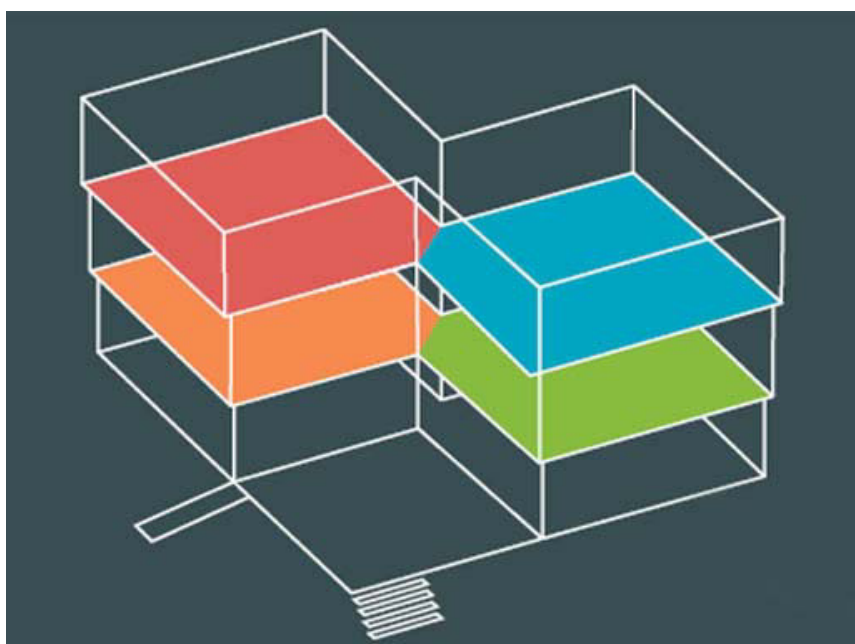


Figure 5: Organisation of the Permanent Exhibition

Source: SNP, 2009g

Targets of the permanent exhibition

The national park visitor centre attracts people for various reasons: preparing or post processing a visit in the park, using it as a bad weather facility or visiting simply because of an interest in nature. Due to the fact that the visitor centre addresses such a wide cross section of the public, national park visitors of all ages, tourists of all ages, schools, locals and pedestrians are included in its target group. (SNP, 2008b)

The main targets of the exhibition are to touch visitors emotionally, to enable them to experience the national park as a holistic, fascinating and dynamic system and to address people of all age independent of their professional qualifications. This means in detail, that the content of the exhibition is precise, that it covers the visitors need for entertainment, recreation, known and unknown things and that it also creates a reference to the visitor's own life. The visitor should find himself as part of nature. Furthermore the modules as well as the exhibition as a whole should create a sensual atmosphere and activate all senses. The exhibition illustrates the national park as something unique and wonderful. Moreover it prepares the visitor by giving information about nature and the national park but it does not

replace an actual visit in the park. However, the exhibition should be thought-provoking, should fascinate the visitor, should make him curious about nature and encourage him to visit the national park. In short: the visitor should be more aware of the sensitivity of nature and behave more environment-friendly. (SNP, 2008b)

In the whole permanent exhibition text boards are renounced purposely. In exchange an audio-guide-system leads the visitor through the exhibition. By typing in the number of the mentioned object the visitor receives information from the audio-guide. The console can be programmed in five different languages (German, Rhaeto-Romanic, French, Italian and English) and offers information for close on three hours. (SNP, 2008b) The use of audio-guides means that the visitor can choose what he wants to hear and at what pace he wants to go through the exhibition. He is therefore independent from the other visitors.

Room 1

The aim of the first room “Immersion”, which is coloured in green in figure 5, is to give the visitor a “National Park Shower”. It should let him forget everyday life and whisk him away into the world of nature. (SNP, 2008b)

Room 1 contains only one module which is called “triMAGINAZIUN”. If the word is taken apart, “tri” stands for three screens and “IMAGINAZIUN” is Rhaeto-Romanic and means imagination. Therefore the title means that in this module people can imagine different living environments on the basis of films on three different screens. The screens are linked in a triangle as can be seen in figure 6. The first screen towards the entrance of the first room, shows the fauna in the national park which is generally known. The habitats above the earth’s surface such as that of the deer. On the second screen around the corner, the underwater world in the rivers and tarns of the national park is illustrated. The third screen shows life under the earth’s surface. All three worlds, which exist in parallel, are acoustically synchronised by a musical background. This way the visitor can feel the atmosphere of the national park and is emotionally touched. (SNP, 2008b)



Figure 6: The Screen-Triangle in Room 1

Source: (SNP, 2008b)

Room 2

The aim of room 2 “Origins”, which is coloured in blue in figure 5, is to illustrate what is seen as characteristic of the national park and how nature develops in natural circumstances without the influence of mankind. This room contains five different modules. The highlight of the first module, the dragon of Macun, welcomes the visitor with noise and a smoke plume to the second room. (SNP, 2008b)

The first module in the second room shows the visitor the first creatures in the national park, long before human beings appeared. Not only the legendary dragon of Macun attracts attention but also the 220 million-year old dinosaur traces, which were found at the Spi da Tantomozza in 2007. Due to those traces people can imagine the dimension of geology and reflect on how human beings have left their mark. (SNP, 2008b)

The development of the Alps and other geological processes can be experienced by visitors through an interactive model in the second module of this room. Moreover the eight typical stones of the national park region are explained. (SNP, 2008b)

The third module shows the situation in the last ice age 20'000 years ago and demonstrates how the same area appears now. On the basis of a model visitors can imagine how it was, when the valley Engadin was covered by the 1400 meter thick ice cap of the Inn glacier. Furthermore an ice cave and a computer station explaining terms like moraines, glacial mills, boulders, etc. and their location in the national park, round off this module. (SNP, 2008b)

A further module discloses survival strategies of animals and plants in the alpine region. In a walk-in tunnel and other interactive exhibits the visitor learns in a playful way how animals like marmots, mountain hares, adders, vermin, etc. or plants such as the larch, adapted in order to survive in the alpine climate. (SNP, 2008b)

The last module in the second room is essential for the basic understanding of the Swiss National Park. The mentioned module picks out some of the dynamic processes in the national park, which have an impact on the habitats of the park and therefore typify the issue of the park. With the help of a game, visitors can make different processes happen to a tree, such as snowslide, lightning stroke, rock flows, etc. If they allocate the right solution, the screen shows a short movie about the process. (SNP, 2008b)

Room 3

Room three, called “Nature and mankind” and coloured red in figure 5, broaches the issue of the human influences on the nature in five different modules. (SNP, 2008b)

In the first module a big aerial photograph shows different areas of the national park, which were named due to human influences. For each locality and its human influence, visitors can call up information on the audio-guide or see short movies on a screen in order to understand the correlation between man and the nature of the mentioned areas. (SNP, 2008b)

The second module discloses not only how deers live and how they change their antlers, but also deals with the relationship between humans and those animals. It explains how the red deer was exterminated in the 17th century and its natural resettlement, due to a new cantonal game law, in the 20th century. This module contains a lot of interactive exhibits, as for example the barrel organ with deer antlers, which illustrates the development of the deer's antlers. (SNP, 2008b)

The third module explains the symbiosis of the nutcracker and the Swiss stone pine. The nutcracker is also the emblem of the Swiss National Park, because it symbolises the

ecological correlations in the mountains. However, like in the second module this one contains interactive exhibits as well as communicates natural science in a playful and easily understandable way. (SNP, 2008b)

A further module focuses on the lammergeyer, which was once accursed and exterminated due to its unfairly reputation. Between 1991 and 2007 the first of those harmless scavengers were resettled effectually. (SNP, 2008b) On a flight simulator in the shape of a lammergeyer visitors can experience how those birds fly through the mountains of the national park.

In the last module a ball path shows the complicated network of nature. It illustrates in an interactive way, how the whole cycle interacts and how the processes depend on each other. (SNP, 2008b)

Room 4

The last room "Visions", coloured orange in figure five, is meant to make the visitor reflect. Four different modules stimulate the visitor to think about the future of the national park and nature in general on one hand and about his own role in the natural system on the other hand. (SNP, 2008b)

The first module of room four points out why the Swiss National Park was founded and how the situation was 100 years ago. A very old black photo camera symbolises the old times and also shows the visitor pictures from times gone by in the Engadin. (SNP, 2008b)

In the second module a labyrinth in the shape of a nutcracker illustrates the time travel from the past to the future. The nutcracker is divided into two parts. One side of its wings is the past and the other side the future. Following the dates, different opinions of supporters and people with negative attitudes towards the Swiss National Park are disclosed in the past side. In the head of the bird, a modern camera tells the visitor how different people, such as celebrities, staff or visitors, see the national park at the moment. In a mirror on the ceiling, the visitor recognises himself in the whole system. Coming to the future part of the bird, the path through this wing is supposed to encourage the visitor to think about the future.

In a further module the visitor becomes a pioneer. On a computer station he can write down or draw his own contribution towards protecting nature. Due to a projection of this contribution to the architrave of the window, he can share his thoughts with other visitors.

The last module of room four and therefore of the permanent exhibition invites the guest to now visit the Swiss National Park in real life. Different park inhabitants, among them a deer, a marmot and a mountain hares level their eyes at the leaving visitors to say goodbye. (SNP, 2008b)

2.3.4 Historical Developments – The Old Visitor Centre

The old visitor centre was opened in 1968 in Zernez with an exhibition area of 170m². At the very beginning the visitor centre also contained beside the exhibition a flat for the park director and his family. Later on the flat was replaced by offices for the park administration. In 1980 the old visitor centre was renovated. Nevertheless, the old visitor centre soon had insufficient space for the whole administrative body of the Swiss National Park. Due to that fact, two office containers were built in the garden to provide more space for the administrative body of the park. However, the old visitor centre did not convene to international standards anymore. Therefore the decision was made, to plan and construct a new visitor centre for the Swiss National Park. (Triebs, 2009)

Between 1968 and 1998 an average of 23'000 visitors per year went to see the exhibition of the old visitor centre. The strongest years were between 1978 and 1989 when on average 25'600 entries were sold. The peak was reached in 1982 when about 29'500 entries were sold. Since 1991 based on the sold entries the number of visitors has decreased sharply. Even though new attractions, such as flight animation through the park, were added to the exhibition, it did not justify the admission anymore. Therefore the entrance fee was abolished for all visitors in 2002. The old exhibition included interactive exhibits, like a walk-in marmot hole, as well as classic showcases and numerous digital systems. (Lozza, 2009a)

2.4 Summary and Link to the next Chapter

To sum up the Swiss National Park has a remarkable history and is due to its uniqueness of great importance for Switzerland as a country. Furthermore it is a welcome and important attraction for the destination Engadin and Müntertal. In addition it can be said that the park and the visitor centre are highly supported by the local communities and reach further a high acceptance in the local population. (Haller, 1999)

The new visitor centre is not only a new and very modern building, but also its exhibition is set up in a new modern way. With a lot of interactive parts, the permanent exhibition imparts partially extensive knowledge in a very playful and easy understandable way to the visitors.

However, with the new visitor centre the Swiss National Park created a perfect platform to inform people about the aim and the beauty of the park as well as to sensibilise them about the human influences on natural processes.

After the most important terms national park, national park visitor centre and national park tourism are defined and the initial position is so far analysed, some more theoretical backgrounds will follow in the next chapter.

3 Literature Review

As already mentioned before, the following literature review introduces the reader to the most important theoretical backgrounds needed to understand the further chapters. The first part of this chapter summarises different influences on national park tourism, such as social, technological, ecological, economical and political impact. Subsequently economical benefits of national park tourism are disclosed and finally a short review of chapter 3 as well as a brief overview of chapter 4 will be outlined.

In addition it has to be noted at this point, that all analysis done in this chapter is based on the Swiss National Park.

3.1 Influences on National Park Tourism

National park tourism highly depends on social as well as, technological, ecological, economical and political influences. The following subchapter analyses those environmental influences on national park tourism. Due to the fact that tourism is a people business, social impacts are a major component of the environmental influences on national park tourism. Thus this subchapter will have a more distinctive regard on social influences.

3.1.1 Social

Social impacts contain not only people's lifestyle but also how they create their leisure time and how they spend their money. According to Publicitas Mosse (2009) sinus-milieus give a deeper insight into people's way of living than lifestyles.

Therefore sinus-milieus are a major component of social influences on national park tourism. Further impacts on national park tourism are created by individuals' recreational activities, travel behaviour, spending behaviour as well as environmental consciousness. Because most of the interviewed visitors in the Swiss National Park Visitor Centre were either Swiss or Germans, the focus in this analysis is on the situation in the two countries Switzerland and Germany.

Sinus-Milieus

The classic segmentation according to socio-demographic attributes like gender, income, education and so on, is limited to the handling of special interest groups and topic-centred communication campaigns. Hence classical segmentation offers insufficient possibility to efficiently characterise the designated target group. The so-called "Sinus-Milieus" are a better instrument to define a target group according to value orientation and daily routine attitudes towards topics like consumption, leisure or family. Sinus-Milieus summarise groups of people, which agree on view and way of life. The social environment of a person is taken into consideration and it puts the individual with his/her living environment in a holistic focus. (Publicitas Mosse, 2009) More precisely: the different sinus-milieus represent social milieus in which people are grouped with cognate daily routine objectivity, which means that they are similar in their view of life, their way of life, their value priorities, their social circumstances and their lifestyle (Sinus Sociovision, 2007). As it can be recognised in figure 7, there are no sharp detachments between the different "Milieus" (Publicitas Mosse, 2009).

According to Sinus Sociovision (2007) sinus-milieus should not be confounded with "lifestyle-types". Lifestyle-types classify surface phenomena, whereas sinus-milieus detect subsurface structures of social differentiation. Lifestyle-types are relatively short-term oriented compared

to sinus-milieus. The model of sinus-milieus changes with societal alteration and is therefore not a fixed system. Furthermore different countries have different sinus-milieus according to their culture. For a cross cultural perspective meta-milieus are used. Meta-milieus are transnational and are able to identify common base orientations, value systems and lifestyles of different countries according to the countries' sinus-milieus. At the moment sinus-milieu models exist for most of the European countries like Great Britain, Spain, France, Germany, Italy, Austria, Switzerland and so on, but also for countries like the United States, Russia or China (Sinus Sociovision, 2005). In the following the sinus-milieus in Switzerland and Germany will be disclosed and compared. The analysis of the two sinus-milieu-models is therefore important, because it tells something about the preferences and attitudes of the target group and hence influences national park tourism. As already mentioned above, the focus is set on the two countries Switzerland and Germany due to the fact that the main part of the interviewees in the Swiss National Park visitor centre, were either Swiss or German.

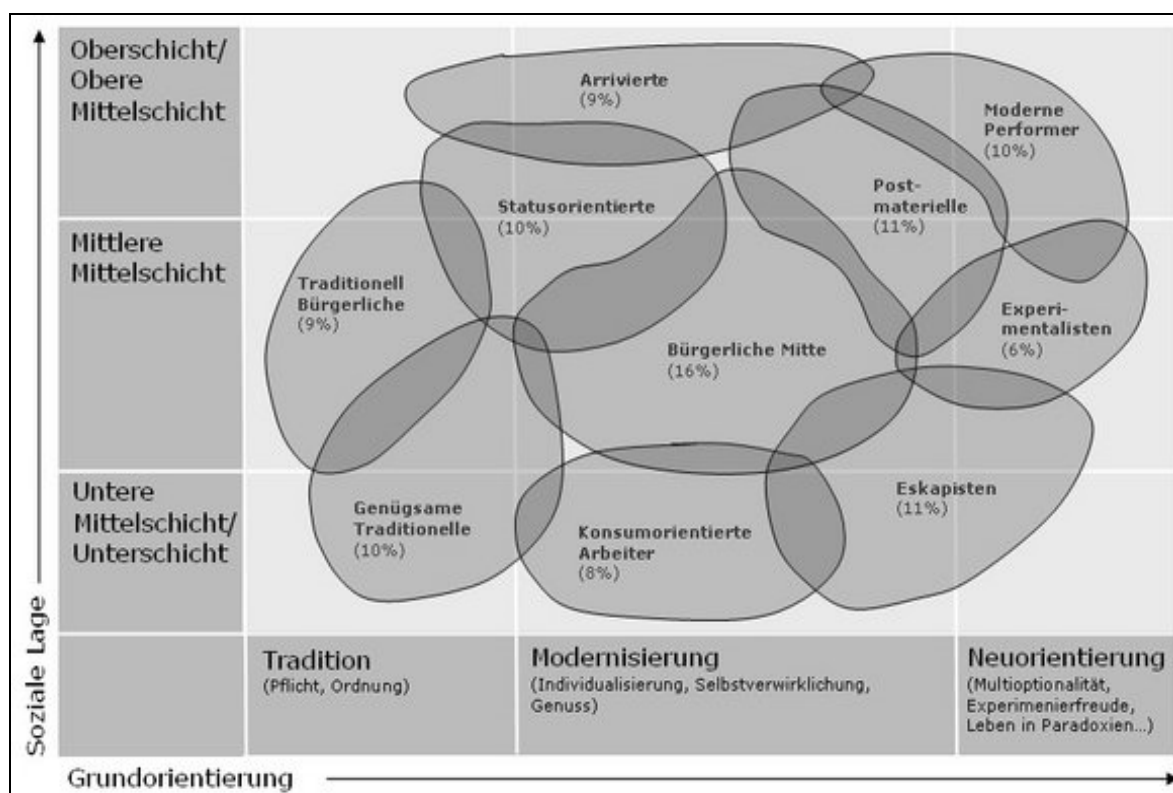


Figure 7: Sinus-Milieus® in Switzerland

Source: (Publicitas Mosse, 2009)

Figure 7 illustrates the sinus-milieus in Switzerland. This model consists of 10 different sinus-milieus and has two dimensions: Social status on the y-axis and base orientation on the x-axis. The social status on the y-axis contains income, education, job and so on and is therefore the passive dimension. Whereas the base orientation on the x-axis of the model, encloses daily routine consciousness, lifestyle or aims of life and is therefore the active dimension. The active dimension (base orientation) is divided into sectors: Sector A (traditional values such as acquittal or order), B (modernisation such as individualisation, self-realisation or enjoyment) and C (new orientation such as multi-optionality or flexibility). Like the active dimension, the passive dimension (social status) is also divided into three different sectors: Sector 1 (upper class/upper middle class), sector 2 (middle class) and sector 3 (lower middle class/lower class). As can be seen in figure 7, a matrix results out of

the two dimensions, wherein the ten sinus-milieus are located. This allows us to conclude that the higher a sinus-milieu is situated in the matrix, the better the education, income and professional category; the more the sinus-milieu is situated on the right side, the more modern the base orientation of the milieu. (Sinus Sociovision, 2005)

Sinus-Milieu	Percentage of Swiss Population	Description
Sinus AB1 "Prosperous"	9%	The self confident social elite: Maintenance of a distinguished lifestyle on highest level; connection of modern cost effectiveness thinking with a pleasure accented lifestyle
Sinus B12 Post-materialists	11%	The critical Intellectuals: Distinctive awareness of social fairness and sustainability; tolerant and cosmopolitan attitude; multifaceted cultural interests
Sinus C12 Modern Performers	10%	The young adventure- and performance oriented: Go for autonomy and self realisation; connection of professional success and intensive life; early adopters for technological developments
Sinus AB12 Status-Oriented	10%	The promotion oriented, status conscious middle class: Intensive professional engagement to reach prestigious social positions; consideration of social conventions
Sinus B2 "Middle Class"	16%	The status-quo-oriented mainstream: Desire for a harmonic family life in secure materialistic circumstances; integration into the social environment
Sinus B3 Consumption-oriented-workers	8%	The materialistic minted modern lower class: Feeling of social outclassing; orientation on the consumption-standards of the middle class
Sinus A2 Traditional-Commoners	9%	The traditional petty bourgeoisie: High significance of Christian values and ethics; desire for security, order and social acceptance
Sinus AB3 Frugal Traditionalists	10%	Partially rural minted traditional worker culture: Family, church and community as frame of orientation; humility and frugality lifestyle; desire for ensuring status-quo
Sinus C2 Experimentalists	6%	The creative, individualistic youth-milieu: New experiences, intensive adventures and spontaneity; desire for unhindered self-fulfilment; openness for various cultural influences
Sinus BC23 "Escapists"	11%	The pleasure-oriented unadjusted: Search for strong adventures and kicks; denial against conventions of the performance society; short-term life planning

Table 1: Characteristics of the Sinus-Milieus in Switzerland

Source: According to Sinus Sociovision (2005)

	Societal Guidance Milieus		Traditional Milieus
	Mainstream-Milieus		Unconventional, Young Milieus

Table 1 explains and characterises the sinus-milieus in Switzerland. Furthermore the allocation of the population into the different sinus-milieus can be distinguished from the table. As can be seen, the biggest percentage of the Swiss population is located in sinus-milieu B2 the (middle class). Followed by sinus-milieu B12 (post-materialistic), BC23 (escapists), C12 (modern performers), AB12 (status-oriented) and AB3 (frugal traditionalist). Statistically less represented are people in sinus-milieu C2 (experimentalists) and B3 (consumption-oriented-workers). (Sinus Sociovision, 2005) However, this allocation reflects the Swiss mentality: Established middle class, idealists and somehow very attached to native location and rooted in traditions on the one hand, yet open minded when confronted with modern influences. Nevertheless careful when reforming and furthermore less poverty due to a very effective social safety net.

Figure 8 shows the sinus-milieus in Germany. As can be observed in this model, the sinus-milieus in Germany are similar to the Swiss ones but they are not completely identical. Compared to Switzerland, Germany has to some extent another composition of sinus-milieus. Especially the milieus in sector A of the base orientation dimension concerning traditional values are composed differently in the two countries. A good example to demonstrate this statement is the German Sinus-Milieu AB2 (DDR-Nostalgias) which results from a historical background that affects only Germany. (Sinus Sociovision, 2005)

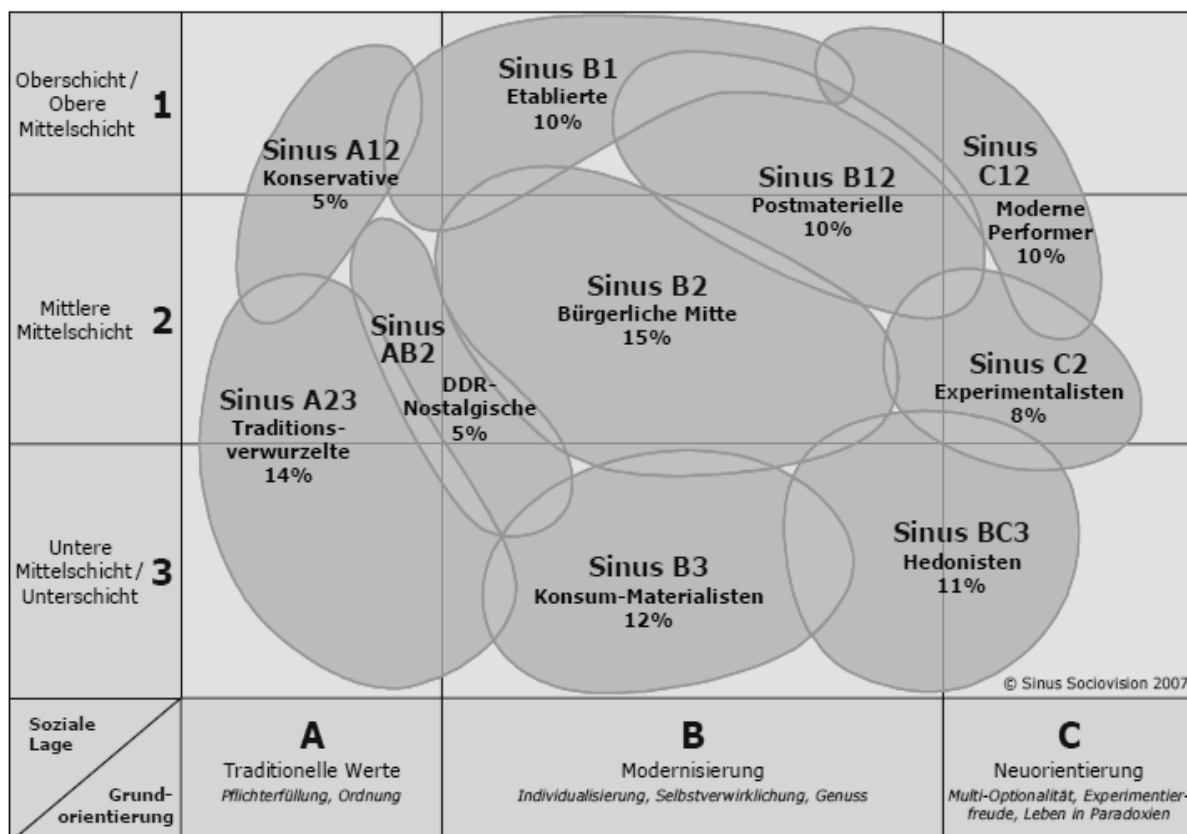


Figure 8: Sinus-Milieus® in Germany

Source: Sinus Sociovision (2005)

In table 2 the characteristics of the German sinus-milieus are summarised. As it can be recognised in figure 8, a relatively high percentage of the German population belongs to the sinus-milieu B2 (middle class) equal to the situation in Switzerland. On the other hand the second most common sinus-milieu in Germany is A23 (rooted in tradition), which is relatively higher compared to the Swiss results. As well the number of consumption-materialists appeared higher in Germany compared to the Swiss consumption-oriented workers. However, in Switzerland there are significantly fewer people who live in social discriminated milieus than in Germany. (Sinus Sociovision, 2005)

Sinus-Milieu	Percentage of German Population	Description
Sinus B1 Establishers	10%	The self confident establishment: Ethics of success; can-do mindset and distinctive exclusiveness demand
Sinus B12 Post-materialists	10%	The enlightened post-68s-milieu: Liberal attitude; post-materialistic values and intellectual interests
Sinus C12 Modern Performer	10%	The young unconventional merit elite: Intensive life – professional and private; multi-optional; flexibility and multimedia-enthusiasm
Sinus A12 Conservatives	5%	The old German education-bourgeoisie: Conservative culture critic; humanistic minted conscientiousness and cultivated manners
Sinus A23 “Rooted in Tradition”	14%	The safety and order loving war-generation: Enrooted with the petty bourgeois world/traditional worker-culture
Sinus AB2 “DDR-Nostalgics”	5%	The resigned turn-losers: Stick to Prussian virtues and old-socialistic beliefs of justice and solidarity
Sinus B2 “Middle Class”	15%	The status-oriented modern mainstream: Go for professional and social establishment; go for secure and harmonic relationships
Sinus B3 Consumption-Materialists	12%	The strong materialistic minted lower class: Keep up with the consumption-standards of the wide middle class as a trying to compensate social discrimination
Sinus C2 Experimentalists	8%	The extreme individualistic new Bohème: Unhindered spontaneity; live in antagonisms; self-comprehension as lifestyle-avant-garde
Sinus BC3 Hedonists	11%	The pleasure-oriented modern lower class/lower middle class: Denial against conventions and behaviour-expectations towards the performance society

Table 2: Characteristics of the Sinus-Milieus in Germany

Source: According to Sinus Sociovision (2005)

	Societal Guidance Milieus		Mainstream-Milieus
	Traditional Milieus		Hedonistic Milieus

Table 3 shortly summarises the common ground of the two sinus-models from Switzerland and Germany. It can be distinguished that beside the above-mentioned differences, there are also several similarities regarding the different sinus-milieus of the two models. According to that fact, it can be said that the German and Swiss cultures have similar values, beliefs and attitudes, even if they are not exactly identical. (Sinus Sociovision, 2005)

Base Orientation	Germany	Switzerland	Sinus-Milieu
Traditionalists	Rooted in Tradition	Traditional Middle-Class Frugal Traditionalists	A23
Establishers	Established-Conservatives	Prosperous Status-oriented	AB1
Intellectuals	Post-Materialists	Post-Materialists	B12
Modern mainstream	Middle Class	Middle Class	B2
Consumption-Materialists	Consumption-Materialists	Consumption-oriented workers	B3
Hedonists	Hedonists Experimentalists	Escapists Experimentalists	BC23
Modern performers	Modern performers	Modern performers	C12

Table 3: Sinus-Milieus in Germany and Switzerland in Comparison

Source: According to Sinus Sociovision (2005)

In table 4 the seven transnational and cross cultural segments (meta-milieus) are shown, resulting from the comparison of the two sinus-models in table 3. Those meta-milieus state more precisely the above mentioned significant parallels between the two countries. (Sinus Sociovision, 2005)

Traditionalists: Safety and status-quo-oriented; stick to traditional customs; varied fears according to fast changing environment	Consumption-Materialists: Social discriminated groups for which one of main aims of life is, to keep up with the mainstream (even if its often very hard)
Establishers: Performance- and status-oriented; pragmatic mindset; distinctive exclusivity-expectations	Hedonists: Live for the moment; in search for fun, diversification and entertainment; denial against performance-standards of the society
Intellectuals: Enlightened, progressive, cosmopolitan but consumption-critical; interested in culture; aware of ecological issues	Modern performers: Young, mobile and flexible; Self-awareness as young-elite; desire for intensive living – professional and private; Connection of performance and fun; multi-media-enthusiastic
Modern mainstream: In search of a comfortable, harmonic life; moderate consumption-hedonism; focus on private- and family life	

Table 4: Meta-Milieus of Germany and Switzerland

Source: According to Sinus Sociovision (2005)

Availability of Leisure Time

It is very important to know how much leisure time people have available and how they manage it, due to the fact that if nobody has any leisure time, they obviously have no time to go to a national park or a visitor centre. Therefore people's availability of leisure time also influences national park tourism.

The recreational behaviour, especially in the cultural segment, depends on various factors like the available offers or the financial and temporal resources of each person. (Bundesamt für Statistik [BFS], 2009) According to Wyss (2006) the classical leisure time activities take place between 18:00h and 22:00h. Due to eating habits there are usually few activities between 18:00h and 19:00h, but more between 19:00h and 22:00h.

According to a survey in the canton of Zurich, about 61% of the respondents have plenty or a lot of leisure time. Only one third has little and a further 8% insufficient leisure time. The available free time depends mainly on the status of income. More than half of all full-time employees have little or insufficient free time available, whereas about 60% of the part-time employees and housewives have plenty or a lot of leisure time. Regarding the retired people, about 90% of the respondents have plenty or a lot of free time. On the whole the business and the position within a company influences the availability of leisure time. Therefore especially self-employed people with employees as well as people in management positions have comparatively less leisure time. A similar situation can be recognised in respect to the level of education showing people with higher education to have comparatively less free time than people with lower education. Beside the grade of employment and education, the availability of leisure time further depends significantly on the family situation. People with children have less free time than people without. Especially in households containing children younger than 6 years or single parents, the percentage of people with little or insufficient leisure time is very high. (Stadt Zürich, 2006) On the other hand an average person in Germany spends three hours per day on education or employment. A further 3.5 hours are spent on unsalaried work such as household, family and so on. About eight hours per day are spent sleeping and 2.75 hours are needed for personal things like dressing, personal hygiene and eating. There are 6 hours left of a 24 hours day for leisure activities like watching tv, doing sports or other hobbies as well as for social life. (Destatis, 2003)

Following a study of Univox (2006/2007) the Swiss population as a whole desires more time to travel, to make excursions as well as for sports and shopping. Furthermore nearly $\frac{1}{4}$ of the respondents would prefer more leisure time to more salary. The development of the salary-time-option between 1987 and 2006 is more or less stable. At the moment leisure time is still more important to Swiss people than work.

Recreational Activities

It is important to know what people like to do in their leisure time. For example if the entire Swiss or German population only liked to go out for dinner in their free time, the demand to visit a national park would also be very low. Hence people's recreational activities influence national park tourism.

Regarding the leisure activities of youngsters, meeting friends, clubbing and going out are at the very top of the preference list. Social contacts and communication are very important to this age group. Also included in the top-activities are listening to music, various internet and cell phone activities, watching television, winter sports, football and shopping. Somewhere in

the middle of the list, activities like hiking, travelling and going to festivals can be found. At the very end of the list are activities like parlour-games or nordic-walking. (Zenhäusern, 2006)

Table 5 shows the 12 most important leisure activities of Swiss households. As can be seen in the table, reading is a very important leisure activity, which is practiced daily by about 75% of the population in Switzerland. Activities like taking a walk or meeting friends follow. These are practiced at least once a week by 75% of the population. On the other hand activities like attending courses or going dancing are relegated to the last ranking place. Wage bracket, level of education and social origin have a big impact on the practice of activities like visiting art- or cultural events. (BFS, 2005) For national park tourism those people who like to take a walk are of special interest.

Leisure Activity	Daily	At least once per week	At least once per month	Less then once per month	Never
Reading	75.1	16.8	3.4	1.9	2.8
Meet friends	11.6	64.6	19.7	2.9	1.2
Do Sports	6.0	55.9	8.4	3.5	26.2
Take a Walk	20.8	51.7	15.9	4.6	6.9
Go to a Bar, Restaurant	4.0	45.2	34.3	9.8	6.8
Doing handicrafts, Needlework, Gardening	14.4	39.5	16.2	7.3	22.6
Go to theatre, opera, art exhibitions	0.1	1.5	20.8	44.3	33.4
Go to cinema	0.0	2.2	25.9	39.5	32.4
Attending courses	0.3	9.3	4.5	0.7	76.1
Play music	7.6	15.7	4.1	3.3	69.2
Go to a Disco	0.1	6.0	11.9	17.0	65.1
Go to sports events	0.0	7.2	17.3	22.2	53.3

Table 5: Leisure Activities according to Practice Frequency in %

Source: According to BFS (2005)

According to Destatis (2006) the most preferred active hobbies of the German population are hiking and going for a walk as well as meeting friends and relatives, doing sports and gardening. The most popular passive leisure activities are watching television, reading newspapers or books as well as using the computer.

Travel Behaviour

If everybody in Switzerland or Germany preferred to go to Spain during summer, there would not be many tourists in the Swiss National Park. Therefore travel behaviour also influences national park tourism.

An average person living in Switzerland made about 2.7 journeys with overnight-stays in 2005. About 2.4 of these were due to private interest and 0.3 relating to business. Of the journeys relating to private interest 50% were short trips and 50% long tours. Furthermore every person made about 10 day-trips on average, of which 10% were related to business. In general about 90% of the day-trips happen within Switzerland and only about 10% take people abroad. In contrast about 70% of all long private journeys and 32% of all short private journeys are abroad. Moreover most journeys abroad head to a destination within Europe. The most visited countries are Germany, Italy, France and Austria for short private journeys and Italy, France and Spain for long private journeys. Only 11% of all journeys abroad are to a destination outside of Europe. Within Switzerland the canton of Grisons is the most popular destination for private journeys with overnight-stays, followed by destinations in the cantons Valais and Ticino. The most mentioned aims of private day-trips are visiting friends and relatives as well as sports, culture or round trips. Beside holidays, visits are also often listed as reasons for travel for short private journeys with overnight-stays, whereas the aims of long private journeys are most frequently holidays. (BFS, 2007) A similar situation can be recognised in respect to Germany. Most of the long journeys take place within Europe or Germany itself. The most popular destination for German travellers is Spain followed by Great Britain, Turkey, Italy and France. However also Austria and Switzerland are highly favoured destinations. (Destatis, 2008)

Spending Behaviour

The spending behaviour is a further important influence on national park tourism. If people are not willing to spend money, there is also less national park tourism or at least less economical benefit from national park tourism.

In 2007 the Swiss population spent the biggest part of their money on living space, water and energy (about CHF 67 billions), the second biggest part on healthcare (about CHF 42 billions), followed by food and soft drinks (about CHF 30 billions). In 4th place is leisure and culture with all in all about CHF 23 billions in 2007. (bfs, 2009) In comparison, German people spent their money in a similar way to the Swiss, most for living, traffic, groceries and leisure (Destatis, 2005). According to a study of the University of Düsseldorf (2007) there is a tendency towards a market polarisation, due to the consumption development. People tend to buy either very cheap products or very expensive high-quality goods. The middle market segment will decrease sharply, whereas the market of cheap articles and high-quality products will increase. According to a study of Univox (2006/2007) Swiss people are willing to lower the expenditures in the sectors of furnishing and purchase of clothes. On the other hand even if their budget were smaller, the Swiss population would rarely save money in the sectors of sports, holiday/travelling, car/motorcycle and further education.

Environmental Consciousness

If people are aware of environmental problems they are mostly also interested in nature and therefore potential national park tourists. Therefore people's environmental consciousness also has an impact on national park tourism.

The awareness of environmental problems in the Swiss population has risen compared to past times. The Swiss expect more involvement of their government in matters of conservation. Saving energy (69%), protection from climate change (64%) and the reduction of toxic exhausts from heating installations, industries and cars (64%) have top priority. Compared to the survey in 2005 a significant rise can be recognised in the sectors of saving energy (+26%), nature conservation and protection of the countryside (+19%) as well as urban sprawl (+17%). On the other hand protection from the risk of genetic engineering declined about 7% compared to 2005. About 51% of the Swiss population endorse a reallocation of public money for the benefit of conservation and about 41% are against such a reallocation. Especially people from the French part of Switzerland, women, people with a low income and education, support saving money in the sectors of national defence, road construction, sports and culture as well as agriculture in favour of conservation. Furthermore the willingness to act by oneself for conservation is also higher in 2008 compared to 2005 and has even reached a peak. About 76% of the respondents aim to buy electronics with low energy consumption, 71% prefer products with less wrapping, 63% care about the methods of production and the origin of food products and for 55% reduced heating is an option to do something for the environment. Nevertheless this declaration of intent can not exactly equate with the real behaviour due to the intention-performance-gap. However it can be assumed that a rising willingness to act also results in a reinforced environmental consciousness. Moreover the rising energy prices contribute to saving more energy and therefore the intention-performance-gap becomes a bit smaller. (Univox, 2008)

Regarding the situation in Germany, conservation has a relatively high political priority. About 22% of respondents think that conservation is one of the most important problems in Germany. Compared to other political issues, 49% of all interviewees see conservation as "very important" and a further 42% think conservation is a "rather important" political issue. Especially women, people with higher income and education as well as those with a post-materialistic lifestyle highlight conservation as a high political priority. About 50% of the German population appreciate an advance in climate protection policy. Furthermore 90% of the respondents think that the preservation of the natural habitats is essential for nature to survive as well as for humans. In addition they agree that it is necessary to preserve the biodiversity for following generations. Moreover about 80% of the interviewees hold the human being accountable for the climate change and about 87% of the Germans blame the industrial countries for being the originator of global warming. 80% of the German population see the enormous expenses needed to eliminate the damages caused by climate change as well as for safety precautions as some of the biggest threats. More than 50% expect negative impact of the climate change on agriculture and economy. The Germans have high hopes for climate protection through energy efficiency and renewable energies. The majority is of the opinion that science and technology can and needs to support climate protection. With special regard to sinus-milieus, in nearly all milieus there is a relatively high demand for technological efficiency. However the strongest occurrence is in the milieus of the middle class, the conservatives and the establishers. Moreover there is a strong claim for political pressure to achieve climate friendly methods of production, even though the economy may

suffer to some extent. In addition $\frac{3}{4}$ of the population consider a high economic growth essential in order to face climate change and other environmental problems. (BMU, 2008)

Social Trends

In order to estimate how national park tourism could develop in the future, it is important to know what social changes or trends can be expected and thus social trends also influence national park tourism. According to Dziemba/Pock (2007) lifestyles like CommuniTeens, Inbetweens, young globalists, latte-macchiato-families, super-daddies, VIB-families, network-families, tiger-ladies, silverpreneurs, super-grannies and greyhoppers will determine society until the year 2020.

CommuniTeens are team players as well as individualists, who seek a community via internet and mobile phones according to common interests and subjects. Inbetweens are characterised by their bumpy and delayed career entries, such as internships / placements. Due to this fact they are always in a status of mobility and reorientation, which also affects their private relationships. The young globalists do not know any frontiers. The world is their workplace and they have an international network of friends. Furthermore money, sports as well as freedom of design are very important for people belonging to this lifestyle. The lifestyle of the latte-macchiato-families is characterised by their urban way of living. The so called super-daddies are pragmatic idealists who try to reconcile professional success, personal success, kids, an intact family-life as well as personal self-fulfilment. A further lifestyle is the VIB-families, the very important baby families, where the family planning starts at 30 years of age, after professional and social establishment. On the other hand the network-families are maintenance and relationship models, which do not only concern family members but also neighbours, friends, ex-family members or grannies. People belonging to the lifestyle of tiger-ladies set a high value on autonomy and self-fulfilment, without wanting to miss out on family and kids. The tiger-ladies therefore invade male territories like policy, upper management or universities. The silverpreneurs do not see retirement as an end of employment, due to the fact that they see their work as part of their self-fulfilment. In addition the super-grannies are self-confident grandmothers, who want to arrange their third period of life in an active and self-determined way. The greyhoppers conclude those 11 future retirement age. Unlike the silverpreneurs the greyhoppers want to begin a new life in the retirement age. (Best-Business-Practice, 2007)

3.1.2 Technological

The main influences on national park tourism from the technological point of view are things like an adequate infrastructure, a good exploitation or accessibility and appealing communication mediums. First of all, the better the access people have to the national park, the higher the possibility that they will come to visit it. Furthermore services and park infrastructure, such as the visitor centre or log huts, have an impact on the attractiveness of the national park and therefore on the national park tourism. Information technology is another important technological influence. To stay competitive it is important to be up to date, to have attractive communication media and therefore meet as many customer needs as possible. Hence this subchapter outlines the infrastructure as well as the accessibility and the exploitation of the national park area and further discloses the significance of information technology.

Infrastructure in the National Park

National park visitors are mostly somewhat enquiring and therefore a national park has to provide the necessary infrastructure to meet those customer needs. Due to that fact the quality of the infrastructure also influences national park tourism. Therefore the new national park visitor centre mentioned in the previous chapter plays an important role. With the construction of this centre, a modern and appealing information platform was created, which might have a beneficial influence on national park tourism. According to Küblböck (2001) a national park visitor centre should be entertaining, informative and show interfaces with everyday life. Furthermore it should guide the visitor through the national park, and constitute an attraction for the whole national park area (Job, 1994). Besides the new visitor centre the Swiss National Park has an info-mobile available to supply interested visitors with information (SNP 2009i). Guests who would like to stay over night in the national park can choose between the log house Cluozza and the hotel Parc Naziunal Il Fuorn (SNP, 2009j).

Accessibility of the National Park Area

Although the Swiss National Park is in between mountains, accessibility is very good, by car as well as by public transport. The Swiss National Park can be reached via five different alpine passes from different directions, namely Ofenpass, Malojapass, Flüelapass, Berninapass and Julier. Since 2001 there is a car rail transport from Klosters to Sarglians through the approximately 22 km long Vereina tunnel. Due to that car rail transport it takes only about 1 hour to reach the gate of the National Park, Zernez from Landquart. Furthermore the Swiss National Park area is also highly accessible by public transport. From Landquart to Zernez via Vereina the Rhaetian Railway [RhB] operates a train every hour and there is also one every hour from St. Moritz to Zernez. In addition there is a very extensive bus network, which approaches nearly all starting points of the 21 hiking trails through the Swiss National Park. (SNP, 2009k) The accessibility influences the national park tourism in the following way: if the national park is easily accessible, people get to the destination in an easier and cheaper way and this increases the attractiveness of the national park and therefore influences national park tourism.

Furthermore the law about infrastructure [IFG] which the federal council implemented as of 1st of January 2008 indicates that during the coming 20 years about CHF 20.8 billions from the specialist financing road traffic [SFSV] are to be allocated to an efficient and environmentally-friendly mobility. This could mean the elimination of bottlenecks on national roads as an example. (Schweizerische Eidgenossenschaft, 2009) One result of this law are the local bypasses of Küblis and Saas im Prättigau. With those two local bypasses, the last two main through-roads will be eliminated between Landquart and Sarglians, the gate to the Vereina tunnel. (Umverkehr, 2009) Due to that people will get to the national park from Landquart faster and more easily.

Thus the development of the national road network could have a positive impact on national park tourism.

Information Technology

Today's society is an information society wherein new information technologies play a fundamental role. The use of digital mediums became an indispensable resource for the professional and private lives of many people. However easy access to information with today's information technology could result in an information overflow and therefore also be a threat to society. (MAW, 2009) Moreover in environmental education digital media can be applied in various sectors from kindergarten to the academic studies or adult education. Multifaceted designs of digital media can be used, like simple scriptures and pictures or even media such as videos, music, 2D or 3D animations, etc. Even though nowadays a lot is still illustrated in text-form, most of this will probably be replaced by other forms like multimedia applications. The new media not only have the advantage of sustainable learning effect due to the interaction, but it is also much easier to update digital data. Therefore a visitor in the national park can always be presented with the most current situation. There are multiple new possibilities nowadays using services based on the internet, especially in the sectors of communication or data acquisition. (Jelitto, 2000) Information technology such as the interactive hike-guide WEBPARKSNP, the SMS-service or even animations in the exhibition of the visitor centre can certainly add to the attractiveness of the national park and its infrastructure and therefore the national park tourism. Furthermore the information technology also supports publicity due to the fact that the internet is a very popular information platform.

3.1.3 Ecological

Due to the fact that a national park represents conservation and the national park visitor centres disclose the sensitivity and complexity of the ecosystems as well as the interaction of human beings and nature, there are also ecological factors that influence the attractiveness of a national park or a national park visitor centre. Environmental problems or natural disasters in particular make people reflect and encourage them to experience nature more. Therefore issues like pollution and climate change as well as natural hazards have a distinctive influence on national park tourism.

Pollution and Climate Change

In Switzerland an average inhabitant produces about 6 tonnes of carbon dioxide per year, whereas the average of all the OECD countries measured is about 11 tonnes of CO₂ per capita and year. The relatively low CO₂ emission of Switzerland results from the nearly CO₂ free energy production and the very small industry sector compared to other countries. The OECD measure-method is limited. It only concerns itself with the greenhouse gas produced inside a country but not the so-called grey greenhouse gases, which result from the imports and exports of a country. If we look at the greenhouse gas emission of Switzerland including the grey greenhouse gas, the per capita emissions are about 10.7 tonnes CO₂ per year. (BFS, 2007)

It is definitely getting warmer. Since the late 19th century the global average surface temperature has risen about 0.8°C. From the time when experts started measuring temperature systematically in 1864 in Switzerland, the average annual temperature in the northern part of Switzerland has risen between 1.2°C and 1.5°C and in the south part about 0.9°C. (PLANAT, 2009b) Regarding the future, the experts in Switzerland estimate on average about 2°C more in spring, autumn and winter and on average about 3°C more in

summer up to the year 2050, due to global warming caused by the emission of greenhouse gas. Furthermore the global warming will cause a reduction of precipitation of about 10% during winter time and 20% in summer. Although there will be less precipitation, the amount of extreme rainfall may increase and therefore also flooding and mud flows. The amount of heat-waves and droughts during summer will rise. Due to those facts the water supply during summer and autumn will also lessen. Moreover the amount of cold waves in winter will decrease. The precipitation in winter will be more often in form of rain than snow. To sum up the facts: the snowline will rise, glaciers will melt and the permafrost will partly thaw. More precisely the small glaciers in the Alps will completely disappear until 2050. All this will modify the characteristic of the landscape of the affected destinations and thus make them less attractive for tourists. Furthermore the lower-situated ski resorts will not be “snow safe” anymore, consequently those destinations can not be operated profitably anymore. Due to the thawing permafrost the rock mass becomes instable and hence is a big danger to all mountain sportsmen as well as threatening the entire mountain tourism industry. On the other hand due to the rising temperatures in summer, the alpine summer resorts will become more popular for tourists to escape the blistering heat in the cities. But even the increasing summer tourism will not be able to make up the immense losses from the winter seasons due to snow scarcities. (OcCC/ProClim, 2007) The rising snow line will not directly affect national park tourism, because the Swiss National Park is open only during summer. The rising temperatures may influence national park tourism positively, because people could seek the attraction in alpine freshness to escape the heat. However on the other hand global warming will also affect national park tourism negatively as will be disclosed in the next part.

Natural Hazards

Natural hazards include all processes and impacts of nature which are dangerous for humans or material assets. All natural hazards are divided into three different groups according to their cause: Hydrological/meteorological natural hazards (floods, storms, avalanches, cold waves, heat waves, droughts, forest fires), geological natural hazards (landslides, rock falls, rock slides, mud flows, earthquake, volcanism, tsunamis) and biological natural hazards (vermin). The most common natural hazards in Switzerland are floods, storms, land slides and avalanches. Droughts, heat or cold waves occur infrequently and strong earthquakes are very rare. (PLANAT, 2009a) All of those natural hazards can influence national park tourism in a negative way due to the fact that they illustrate a high risk for the visitors. Therefore a permanent and professional risk management as well as a close collaboration with the responsible specialist departments to decree the necessary preventive measures are very important in order to provide the visitors with a safe national park area.

As already mentioned above, extreme incidents and therefore also natural disasters such as floods, land slides, rock falls or mud flows will become more frequent with the ongoing climate change (OcCC/ProClim, 2007). The energy- and water ratio in the atmosphere is increasing due to the greenhouse effect, which creates an enhanced potential for storms. Furthermore, as already mentioned, the generally higher temperatures cause less precipitation but of a higher intensity and thus enhance hazards like floods, mud flows or landslides. The melting of the glaciers and the thawing of the permafrost makes the rock mass instable and increases the risk of mass movements such as rock falls and so on. Moreover cold waves and frost periods will become rarer and heat waves and droughts more frequent. (PLANAT, 2009b)

3.1.4 Economical

The economic situation has a further influence on national park tourism. If the economic situation is good, people generally have more money available and therefore they may also travel more or spend more money during a trip. However on the other hand it may be cheaper to stay close to home instead of travelling far away, so a bad economic situation could also be an advantage for national park tourism. Subsequently the economic situation in Switzerland and Germany as well as the world economic situation will be shortly summarised.

World Economic Situation

The world is in the middle of a deep recession, which has worsened in the first quarter of this year and will continue in this way throughout the whole year 2009. A lot of international economic forecasts had to be corrected downwards, especially those for Japan and some countries of the EU such as Germany. Following the latest forecasting the world economic performance will shrink sharply in 2009 with a negative growth rate of historical significance. The first indications of a recovery appeared at the beginning of May. These do not yet show the end of the crisis but are a sign for a decrease of the recession. That means more precisely, that a further shrinking of the global economy is not as probable as it was in spring. The stimulus of the worldwide monetary policy and financial policy is now starting to take effect and the expectations of a stabilisation of the economic situation seem justified. However the aftermath of the financial crisis and the debt reduction will derogate the upward tendency in the coming year. (Seco, 2009a)

Economic Situation in Switzerland

The Swiss economic is recession-plagued as much as the world economy. In the first quarter of this year, the economic crisis has been concentrated as expected, whereas the decrease of the GDP was not as distinctive as it was in other countries. Apart from the very hard-hit financial sector and the export industry, now also the domestic economic sectors such as the retail business as well as private consumption have been affected by the crisis. Therefore a further decline of the economic performance has to be expected for the coming quarters of this year, more precisely about -2.7% of the Swiss Gross Domestic Product [GDP]. But if the global economy and the financial markets stabilise, the decrease of the Swiss GDP will slow down at the end of 2009 too and the economic situation in Switzerland will smoothly recover in 2010. Therefore experts predict a GDP decrease of about 0.4% for 2010. Exports will recover in 2010 and even smoothly rise. On the other hand private consumption demand will further decline until the end of 2010 due to the falling employment. Furthermore until the end of 2010 the experts estimate an increase in cyclical unemployment in Switzerland of about 1.7% from 3.8% in 2009 to 5.5% in 2010. (Seco, 2009a)

Economic Situation in Germany

The German economy is also affected by the world economic crisis. Even though the strongest retracement happened in the winter 2008/2009, the economy in Germany had to experience a further decline of the national economic performance in the second quarter of this year. The decline was not as strong as it was in the two previous quarters but regarding the whole 2009 a decline of the national economic performance of about -6% has to be expected. Following the improving mood indicators, at least in the third quarter of this year a slight reduction of the decline of the GDP could be possible. Although the economic cycle will

recover smoothly, the aftermath of the recession will strain the national economy in the further quarters. Examples for those aftermaths are lower investment activities, low demand for labour force and therefore a higher rate of unemployment. Moreover the national debt may increase by about 15% compared to 2008, more precisely at the amount of about 80% of the German GDP. Less public spending or tax increase could be possible consequences of this national debt. However tax increases in particular would put an additional strain on the economic growth in Germany. Finally, the level which the German GDP achieved before the crisis will not be reached again before the end of 2015. (Bankenverband deutscher Banken, 2009)

3.1.5 Politics

The way in which Switzerland deals with environmental issues does not only shape the Swiss National Park but also has an effect on people who visit the Swiss National Park. Furthermore Swiss tourism policy influences the whole Swiss tourism industry and therefore also the national park tourism. A further important political criterion is political stability. Thus several political issues such as environmental policy, tourism policy and political stability are important influences on national park tourism in Switzerland.

Environmental Policy

The most important legal foundation of the environmental policy in Switzerland is positioned in article 2 of the federal constitution. The environmental law is put on record in nine federal laws. (Eidgenössisches Departement für Umwelt, Verkehr, Energie und Kommunikation [UVEK], 2009) Furthermore there exists a specific national park law based on article 24 paragraph 3 and 4 of the federal constitution that regulates the legal circumstances of the Swiss National Park (Nationalparkgesetz, 1980).

The aim of the environmental policy in Switzerland is to protect people within the country from excessive contamination of noise, organisms, substances and non-ionising radiation as well as natural hazards. Furthermore through this environmental policy, the Swiss federal council is obligated to preserve sustainable resources like land, water, air, forest, climate as well as biological and agricultural diversity. Furthermore the government has to prevent those resources from grave damage, if necessary, under the execution of the precautionary principle. The federal office for environment, forest and agriculture [BUWAL] is responsible for the execution of the environmental policy in Switzerland. The federal department for environment, traffic, energy and communication [UVEK], the federal office for spatial development [ARE] and the federal office for energy [BFE] are concerned with more strategic aspects. (UVEK, 2009)

The fundamentals of environmental policy have been realigned in the last few years, with the main objective to increase the efficiency in the environmental political act. Therefore economical benefits for environmental friendly behaviour came to the fore. Some of the main requests of the environmental policy in Switzerland are: To create more personal responsibility for environmental issues, to tax after polluter-pays-principle, to take preventive measures, to provide an effective information flow, to aim for global thinking and action. (UVEK, 2009) Due to the fact that the federal government shall be responsible for the conservation and maintenance of the National Park, environmental policy strongly influences national park tourism. Thus the existence of the national park could be endangered if the environmental policy in Switzerland changes dramatically.

Tourism Policy

In May 1996 the federal council put together a complete report about the tourism policy in Switzerland, especially about the creation of optimal basic conditions for Swiss tourism. Since then the aim of the federal council in regard to tourism political aspects, is to implement the findings of this report focusing on environmentally friendly land use planning in the tourism industry due to the Swiss tourism concept of March 1981. (Seco, 2009b)

Moreover the tourism policy is an integrated approach. A lot of political sectors, like land use planning, regional policy, traffic policy, currency policy, etc. have direct influence on tourism. Article 103 of the federal constitution allows the federal council to take measures for the promotion of several branches of industries or professions. Until now Switzerland has had no real tourism policy, nor a specific tourism law. This important subarea of the Swiss national economy is regulated through several laws and regulations concerning numerous individual areas. For example Schweiz Tourismus which is an organisation founded in order to promote the marketing of the destination Switzerland. Further examples are InnoTour an organisation to support the modernisation of tourism in Switzerland, as well as measures to support the lodging economy or to encourage the international competitiveness through a special VAT rate and so on. (SAB, 2006) The more the tourism industry is supported by the federal government, the more this also benefits national park tourism.

Political stability

Switzerland has a high degree of political stability due to the fact that it is a federal state with a direct democratic system. Furthermore its neutral position makes Switzerland an important mediator for conflict parties of cross-national affairs. The high degree of political stability may also be the reason why several international organisations such as the International Committee of the Red Cross [ICRC], the United Nations [UN] or the World Trade Organisation [WTO] are located in Switzerland. Moreover political stability and a solid economy guarantee a high living standard in respect to security, lifestyle and employment for the population of the country. (Universität St. Gallen, 2006) Therefore political stability also influences national park tourism. Due to its high degree of political stability, Switzerland is able to focus on other problems such as environmental ones or to support domestic industries like tourism. Moreover a destination is more attractive if it is political stable and people feel secure.

3.2 Economical Benefits of National Park Tourism

The national park tourism in Switzerland brings numerous benefits for the national tourism industry as well as for the whole national park region. Due to the vast extent of those benefits, only the most important ones are summarised in this subchapter. First of all the significance of the Swiss National Park and its visitor centre for the tourism industry will be discussed and subsequently the value creation of national park tourism for the national park region.

3.2.1 Significance for Tourism

With about 150'000 visitors per year, the Swiss National Park is one of the main summer attractions of the tourist destination Engadin. Following a survey which was carried out in the national park, 73% of the consulted visitors indicated the national park as an important reason for their choice of destination. Most of the guests in the national park are Swiss, followed by Germans and Italians. More than 50% of all guests do not come alone to see the

national park, but together with a partner, family or a group. They are mainly interested in hiking, fauna, untouched nature or flora. In respect to age, it can be recognised that younger women and men between 40 and 70 years form the main segment of those guests. (Lafranchi/Lozza/Filli, 2006)

Most of the visitors in the national park arrive by car or public transport. The Vereina tunnel, which opened in 1999 is a very popular way to reach the national park region, either by train or by car. Nearly 80% of the national park visitors are tourists, who stay predominantly in hotels and rental apartments in Zernez, Scuol, S-charl, Zuoz and other communities in the Engadin. (Lafranchi/Lozza/Filli, 2006)

According to K pfer (2000) 42% of all overnight stays in the summer season of 1998 resulted from national park tourists. Figure 9 gives an overview of the percentage of national park tourists compared to other tourists in the different communities of the national park region. The highest percentage of overnight stays generated by natural park tourists are found in the communities Zernez, Zuoz, L , Valchava, Fuldera and M stair.

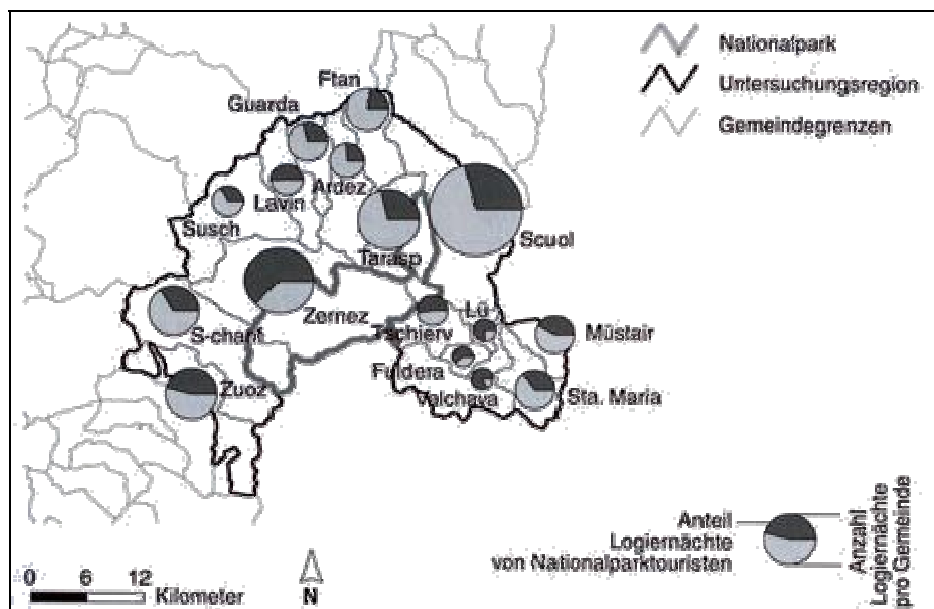


Figure 9: The Significance of National Park Tourism for the Region

Source: K pfer 2000

20% of all guests use the national park visitor centre to obtain information about the park during their holidays. This relatively low percentage can be explained by the fact that a lot of the visitors already know the national park and do not need additional information. (Lafranchi/Lozza/Filli, 2006) Nevertheless the new visitor centre sold about 30'000 entries between the 1st of June 2008 and the end of September 2008. Not included in those 30'000 are free entries due to a bank account at Raiffeisen, hiring contract of Rekka apartments, museum pass or other free tickets. (Lozza, 2008) Due to the collaboration with the destination Engadin-St.Moritz, the visitor centre is also open during winter, when the park is closed. This is possible because the tourist information desk is in the visitor centre and therefore synergies can be used. Hence the new visitor centre is also a bad weather facility and tourist attraction during wintertime. (SNP, 2009h)

Thus it can be inferred from the above-mentioned facts that the national park as well as the national park visitor centre, are essential as attractions for the tourism industry in the destination Engadin. Furthermore the Swiss National Park and the visitor centre also belong

to the most popular attractions in the entire destination Graubünden. (Graubünden, 2009). Due to its uniqueness the Swiss National Park is even a figure head for the whole Swiss tourism industry. (Schweiz Tourismus, 2009).

3.2.2 Local Value Creation

This subchapter highlights, that not only the tourism industry benefits from the unique national park in Switzerland but also the whole region around the park area. According to Weissen (2009) the Swiss National Park generates an annual value creation of about CHF 10 to 17 millions. Moreover the Swiss National Park provides employment for 34 employees (SNP, 2009d). Due to the fact that between 120 to 204 fulltime jobs result from the national park tourism, the national park is of very high commercial relevance for the region (Küpfer, 2000).

According to Küpfer (2000) a guest spends on average CHF 88.- per day during his stay in the national park region. 72% of those expenses flow into the hotel and restaurant industry and 16% into retail business. 6% are used for transport and other expenses. Following another study, hikers spend on average about CHF 43.- per hike for transport, food and accommodation. If we regard only Swiss hikers, this generates a turnover of CHF 2 billions projected per year. (Schweizer Wanderwege, 2009)

Closer scrutiny of the guests' accommodation categories shows a wide difference in expenditure. While guests in hotels or pensions spend about CHF 129.- per day, those in rental apartments spend only CHF 67.- per day. Guests who are hosted in camping grounds (CHF 44.- per day) or people who own an apartment (CHF 39.-) spend much less than the guests in hotels or pensions. The average expenses of guests of non-hotel accommodation are therefore about CHF 59.- per day. (Küpfer, 2000)

Figure 10 illustrates the spending behaviour of the hotel guests and those hosted in non-hotel accommodation. The biggest difference can be recognised in the retail business, transport and accommodation. Guest from non-hotel accommodation spent comparatively much more in retail business and for transport, but less for accommodation than hotel guests. (Küpfer, 2000)

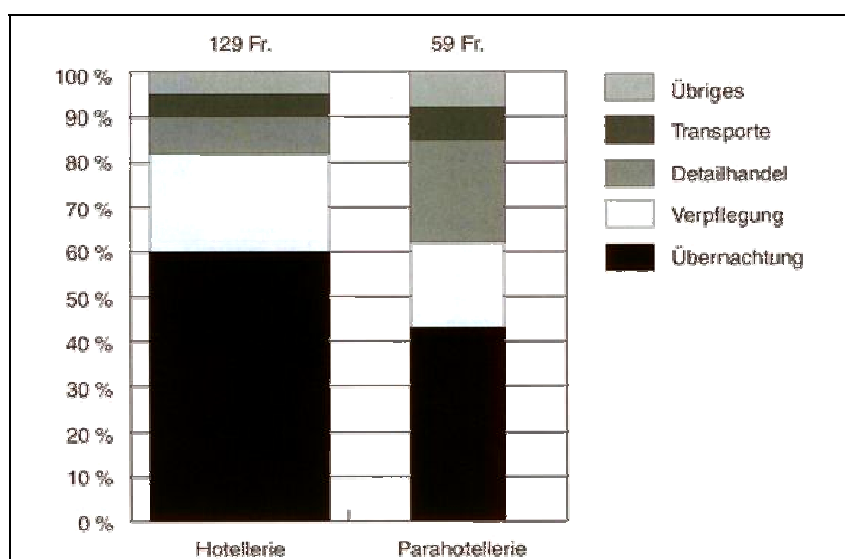


Figure 10: Total Expenditures of Guests in %

Source: Küpfer (2000)

According to the study of Küpfer (2000), in summer 1998 34% of all overnight stays in hotels resulted from national park tourists. Hence this results in a total of about CHF 10.9 million, based on national park tourists with an average spending behaviour of CHF 129.- per day. Out of these 10.9 millions, about CHF 2 millions result from guests who came only because of the Swiss National Park. Therefore those 2 millions would be completely missing without the national park.

3.3 Summary and Link to the next Chapter

As it has been discussed in this chapter there are various influences on national park tourism concerning social, technological, ecological, economical and political issues. Because tourism is a human business, people's attitudes, values and behaviour are very important factors in analysing national park tourism. However not only the consciousness of consumer behaviour and lifestyle, but also the availability of technology and its adequate application are important when successfully operating in the national park touristic sector. Furthermore the awareness of environmental problems and threats are as important as the information about the current economical situation when adapting the attractions to the current circumstances in order to stay competitive. The political situation of the mentioned country has further important impact on national park tourism, specifically the environmental and tourism policy as well as the countries political stability. In addition, due to its uniqueness the Swiss National Park is an important figure head for the tourism industry in Switzerland. Summer tourism in the Engadin in particular can hardly be imagined without the attractions of the national park. Moreover the national park tourism contributes a remarkable part to the local value creation.

The most important theoretical issues concerning national park tourism have been discussed in this literature review. Therefore the necessary information is now at hand to discuss the empirical study following later on. The next chapter will offer an introduction into the methodical approach used and give a short summary of the acquired data.

4 Research Design

After now having all the necessary theoretical background information at hand from the previous literature review, this chapter illustrates the research design. First of all the statement of the research issue will be outlined. Furthermore the field of study will be defined and subsequently the used methodology will be explained. Moreover the implementation of the research will be described and to conclude this chapter the most important information will be summarised. Finally an outlook of the subsequent chapter “Results and Discussions” will be given.

4.1 Statement of the Research Issue

The aim of this research is to analyse the guests of the national park visitor centre in respect to their motives for the visit but also their life style and socio-demographic variables. More precisely the guest’s satisfaction with the permanent exhibition as well as the temporary exhibition should be outlined. Furthermore reasons for disappointment with the exhibition or the centre as a whole as well as the most liked parts should be analysed. In addition guests’ suggestions for improvement of the centre’s attractions should be figured out. To conclude the research, there should be several options suggested for future promotion, such as attracting more target groups, as well as for further improvement.

4.2 Definition of the Field of Study

In this research the field of study are the visitors of the new national park visitor centre in Zerne. This is not restricted by age nor by the nationality or gender of the guests. In brief each visitor who speaks either German, English, Spanish or French is a potential interviewee. Furthermore it does not matter for which reason the potential respondent came to the national park visitor centre or if she or he is also a park visitor or not. The only criteria are the language skills due to the fact that the interviewer speaks only those four languages.

Moreover attention will be paid to ensure that the gender distribution among the visitors as well as the age-structure is more or less balanced, due to the fact that the outcome of the research represents the opinions of all types of visitors, if possible.

Altogether at least 80 visitors will be interviewed between the end of March until the middle of May, as will be illustrated in more detail in a following subchapter.

4.3 Methodology

There would be various methods available to acquire data to analyse the above-mentioned research issues in the intended field of study. Due to the fact that the assignment sheet of this thesis already defines the method which has to be applied in the research, this subchapter only explains the used methodology which is the focused interview, also called semi-structured interview.

According to Flick (2009) the focused interview belongs to the type of guided interviews. In the focused interview a certain stimulus is purported, in this case the visit in the new national park visitor centre, and according to a guideline (questionnaire) the effect of the stimulus on the respondent can be analysed. More precisely the interviewee discloses his or her opinion about the stimulus in a conversation, which the interviewer guides in a certain direction with the aid of the guidelines. The guidelines are open questions depending on what the

researcher wants to analyse. Due to that fact the interviewer decides the direction of the conversation and therefore has a certain key-position. Nevertheless the respondent outlines his opinion in a subjective matter without influencing answer inputs from the interviewer or as is done in quantitative questionnaires. The focused interview in its pure form is only rarely adopted, but it is often inspiration for other guided interviews.

In this research the method of the focused interview has also been adapted and is not applied in its pure form. For example not all questions in the guidelines are open questions, especially those for acquiring the socio-demographic data. Moreover the questions in the guidelines had to be answered completely, so that the data could be evaluated afterwards. This means that the conversation was not completely independent due to the fact that the interviewer had to pay attention that all mentioned questions were outlined in each interview. Nevertheless the respondent outlined his subjective opinion about the asked questions.

4.4 Implementation

After having defined the field of study and memorised the methodology, at the end of February the concept of the guidelines for the interviews was designed with the aim of acquiring data for the analysis of the research issue. At the beginning of March the pilot study with the first test interviews was done. The test interviews were done with some employees of the centre as well as with some visitors.

According to the outcome of this pilot study the questionnaire was improved and shortened. At the end of March the definitive survey started with the new guidelines. After a few tens of interviews the questionnaire was improved one last time, even though this meant only a small adaptation and change in layout. From the beginning of April until the middle of May the main part of the interviews were done with the latest guidelines. Altogether there were 99 interviews done with guests of all ages and gender, who visited the new national park visitor centre.

To sum up the period of data acquisition was very time consuming due to the fact that it was low season and therefore there were only few visitors in the centre. However all in all it was a very positive experience during which a lot of interesting and useful information could be generated. The guests were mostly very helpful and willing to take their time for an interview of approximately 10 to 15 minutes. There were only few people who refused the request for an interview and most of them had a feasible reason for their refusal, such as the bus/train that was leaving.

4.5 Summary and Link to the next Chapter

To shortly summarise this chapter the aim of this research is to generate information about people's attitude and opinion about the attractions of the new national park visitor centre as well as their motivation for the visit. The necessary data for the analysis of the research issue will be generated through focused interviews with at least 80 visitors of all age and gender.

After a short pilot study, 99 interviews in total with guests of the national park visitor centre were done between the end of March and the middle of May. Furthermore most of the guests had a positive attitude towards the interviews and were willing to take 10 to 15 minutes of their time for a conversation.

After now having introduced the research design of this thesis, the subsequent chapter will discuss the results of the 99 interviews.

5 Results and Discussions

In this chapter the results of the survey mentioned in the previous chapter will be discussed. The outcome of the 99 interviews is structured into six different subchapters according to the question categories of the questionnaire: Journey, building, motivation and interest of the visit, impressions, evaluation and exposition as well as socio-demographic data about the person. Each subchapter will follow the same pattern. First of all a general overview about the outcome of the mentioned question category will be given and in a further step, the different questions within the question category will be analysed in more detail. To conclude this chapter the most significant findings will be summarised and an outlook of the subsequent conclusions will be given. In addition it has to be mentioned at this point, that the questionnaire was originally in German, but the questions as well as the answers have been translated into English for this analysis.

5.1 Journey

The question category “Journey” contains questions about the arrival, the means of transport and how easily people found the way to the national park visitor centre.

As already mentioned in some previous chapters most of the interviewees were either Swiss or German. Some of them arrived directly from their habitation, others were on holiday in the national park region and some were on a journey through and made a stop in the national park visitor centre. Most of the respondents came either by train or by car and the majority of them found the way to visitor centre easily, even though some had trouble finding the parking lot.

Subsequently the individual questions will be analysed in more detail.

5.1.1 Where do you come from?

To simplify the illustration of the provenance of the interviewees, the results have been grouped into five different sectors: Engadin, Grisons without Engadin, remaining Switzerland, EU and other foreign countries, as can be recognised in table 6.

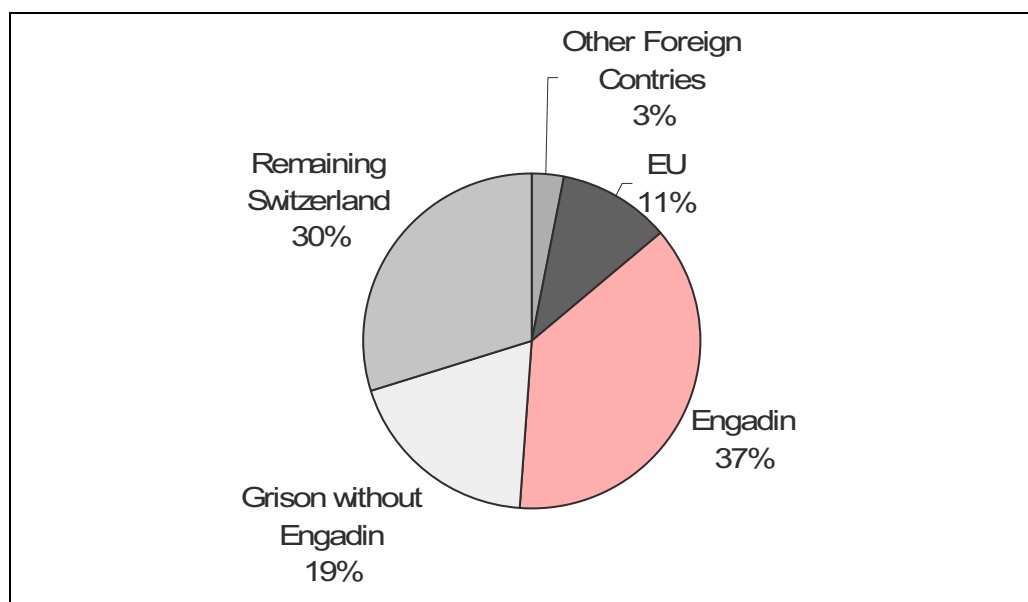


Table 6: Allocation of the Provenance of Interviewees

As it is shown in table 6, the largest sector Engadin, where more than one third of all interviewed visitors come from, contains all people coming from a location in the Engadin. This means more precisely not only locals, who really live in the Engadin, but also tourists who are there on holidays at the moment. A similar situation affects the second largest provenance sector “Grisons without the Engadin”. This sector contains all people coming from a location in the Grisons excepting the Engadin. Even if the main part of this category are day-trippers who live somewhere in the canton of Grisons, there are still some tourists included who are on holidays somewhere in the Grisons. The third category “Remaining Switzerland” includes all respondents coming from somewhere in Switzerland excepting the canton of Grisons. All people belonging to this sector are either day-trippers or on their way to their holidays or just arrived for holidays in the Engadin. Those visitors who either live somewhere in the EU, mainly Germany or Netherlands, or are journey through-tourists who came from Vinschgau or South Tirol and made a stop in the national park visitor centre belong to the category “EU”. The smallest sector “Other Foreign Countries” are tourists from the USA and the Oman.

According to those results the national park visitor centre is not only an attraction for tourists in the Engadin, but also for day-trippers and transients.

5.1.2 How did you arrive?

By which means of transport the respondents arrived in the national park visitor centre is shown in table 7. As can be recognised most of them came by car and some by public transports. To analyse the allocation of the means of transport, the grouping into the five categories has been left identical to the previous question.

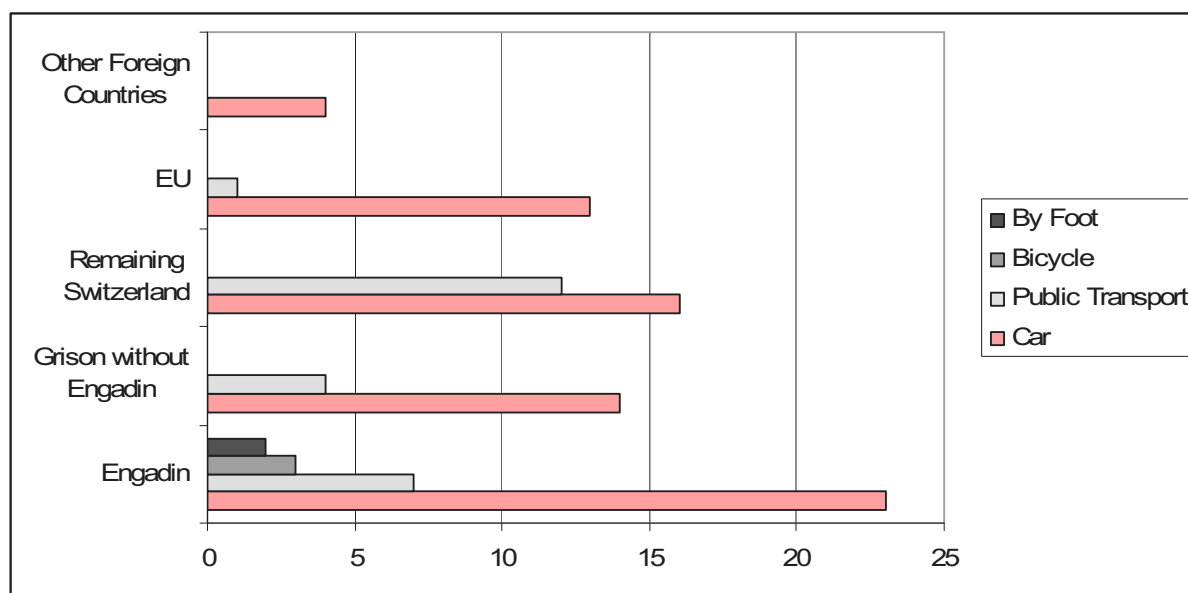


Table 7: Allocation of the Means of Transport

Due to that categorisation something surprising can be detected. For example people prefer to take the car to come to the visitor centre instead of taking the train, bus or bicycle, even if they come from somewhere in the Engadin. Moreover only people from Zernez came on foot. One reason that taking the car is so popular could be because of the weather conditions. On most of the interview-days weather was bad or at least cloudy. A reason for not taking the

train could be that the RhB only runs trains every hour to Zernez. Furthermore a lot of the interviewees were tourists, so a further reason to take the car instead of the train or bicycle, could be more flexibility. People want to take their time in an exhibition and therefore they may favour the car over the train with its rigid schedule. However the percentage of users of public transport should be higher considering the fact that a national park visitor centre stands for environmental friendliness and conservation.

5.1.3 How did you find the way to the national park visitor centre?

Approximately 88 interviewees did find the way to the national park visitor centre easily. Some stated that the way is clearly signposted and therefore easy to find. Others already knew the way or had friends with them who knew the way. Moreover some people recognized the distinctive building and therefore found the way to the visitor centre.

Nevertheless four of all the interviewed visitors had trouble find the parking lot even though they found the national park visitor centre without problems. Some of them requested clearer or more noticeable signposting for the car park of the national park visitor centre. A further two arrived at the old centre first, where they received help in finding the new one.

In addition five out of 99 had really problems finding the national park visitor centre. All of those five stated that there was either no or only bad signposting to the national park visitor centre. Furthermore one of them mentioned that there is no address published of the visitor centre, therefore he could not find it with the route guidance system. According to all of those five people who had problems finding the visitor centre, the signposting should be improved.

In summary most people found the way to the national park visitor centre easily and only few had trouble finding it. However, the situation could probably be improved if the signs to the centre as well as to the parking space were made more noticeable.

5.2 Building

In the question category “Building” details concerning people’s opinion about the building and the duration of their stay are disclosed.

In general people either really like or dislike the architecture of the building, but there is also something in between. Regarding the inside of the building most of the interviewed visitors were fascinated, either by the architecture, by the exhibition or by both. Furthermore it was often mentioned by the interviewees that a coffee shop is missing in the national park visitor centre.

Regarding the duration of the visit, people spent on average between one and two hours in the national park visitor centre.

Subsequently more details about the results of the individual questions will be outlined.

5.2.1 What bothers you about this centre?

Regarding this question, different keywords came up in the interviews. First of all there is the architecture. Some people really love Olgiatti’s building and others really dislike it. Furthermore there are different opinions about the functionality of the building, some people are bothered by parts of the exhibition and others would like to have a coffee shop inside the visitor centre. Additionally, there were certain other things mentioned which people did not like in or about the centre.

Architecture

Concerning the architecture, as already mentioned, the opinions differ widely. Some people really like the construction of the building, and even came to the national park visitor centre just because of the architecture. However, not only people who are interested in architecture like this simple concrete construction, but also visitors who came because of the exhibition. The building presents the ideal framework to present the exhibition due to the fact that the construction does not detract the visitors from the exhibits. Moreover the visitors mostly see the exhibition itself as something modern, and therefore it matches the modern architecture. On the other hand there are people who really dislike this concrete construction. They would rather have a building in the Engadin-Style instead of a concrete block spoiling the landscape. The nude concrete which fascinates some people disgusts others. They would prefer something warmer, cosier, with more wood and closer resemblance to the Engadin-architectural-style.

In addition there exists also a middle, people who either did not care about the building or whose dislike of the architecture was not so strong. Some people indeed think that the building needs getting used to or they even find it unattractive, but this is not trouble them. Furthermore there are some people who think that the exhibition makes up for the negative aspects of the building.

Functionality

Some interviewees stated that the functionality of the building is partially insufficient or dissatisfying. For example the long steep stairs are very hard to manage for elderly and handicapped people and the elevator can hardly be found behind the corner. Furthermore it has been mentioned that the whole centre is very small for a national park visitor centre and a larger exhibition would be appreciated.

Moreover some respondents voiced the desire for more seating-accommodations as well as rubbish bins. Additionally some people mentioned that the centre is confusing and unpractical for prams. There was also mention that the toilets are very peripheral.

Exhibition

People were mostly fascinated by the exhibition, yet some of the interviewees found something that was missing for them or bothering them.

There are some respondents who would like to have more written information in the exhibition and not only the audio-guide. This concerns the names of the animals in particular and several visitors would appreciate a plaque in front of each animal.

Moreover people would be pleased to have something emotional or something alive, especially in the entrance area. Additionally some people mentioned that they found the exhibition too strongly computer-based or they had trouble handling the modern technology.

In respect to the temporary exhibition, some people perceived it as too tumultuous and overloaded. Moreover some would have liked to have the birds on the ceiling more clearly visible.

Coffee Shop

Approximately 12% of all interviewees would like to have a coffee shop or a little snack bar inside the visitor centre. Nearly all of those 12% do not criticise anything else about the national park visitor centre apart from the missing coffee shop. It has to be mentioned at this point, that the desire for a coffee shop or a snack bar was more distinctive at the beginning of the survey-phase. The warmer it got outside the less the desire came up for a coffee shop.

Further things

There were several other things mentioned which bother people about the national park visitor centre. Mostly those things are related to the building. For example the walls could have more wallpaper or colourful paintworks and that the railing inside should be constructed from the same material as the outside one (brass). Furthermore some interviewees would appreciate a childcare facility and others would appreciate a ranger who lectures about his daily work in the national park.

5.2.2 How long have you been in this centre?

In general people stayed about one and two hours in the visitor centre. The following table 8 shows the duration of the stay more precisely.

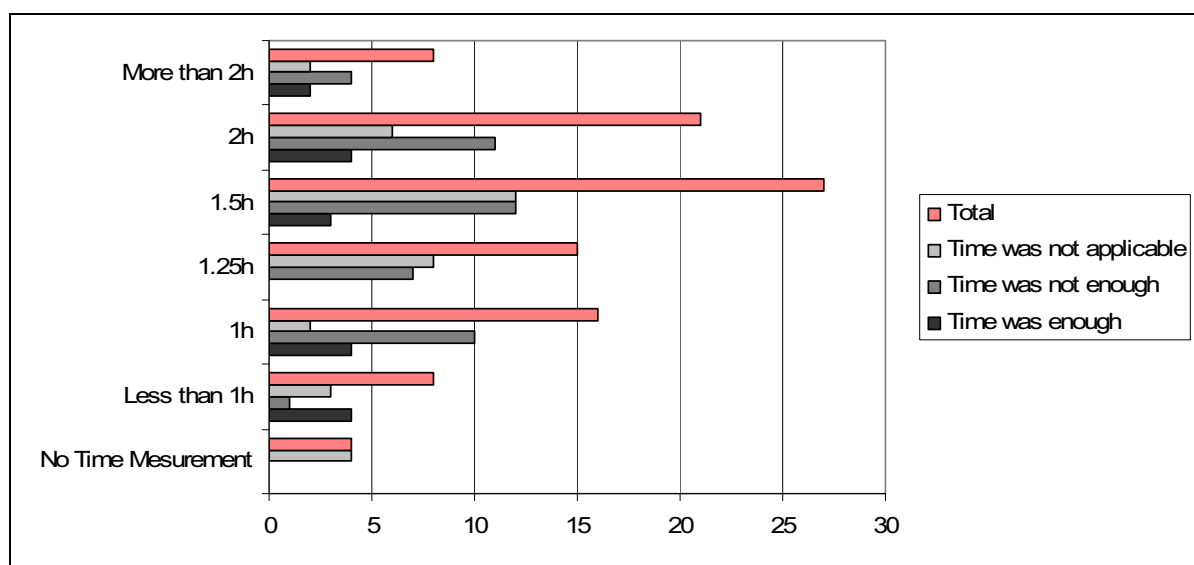


Table 8: Duration of the Stay in the Visitor Centre

As can be seen in table 8 most visitors stayed about 1.5 to 2 hours in the visitor centre. Some only passed by for about 30 minutes and others stayed up to 3.5 hours. Those who were in the centre for very short time mostly thought that the time they had spent there was enough. On the other hand, people who stayed one hour and more predominantly thought that the time they had spent there was not enough. Therefore the potential for a return is very high in those visitors who thought that they could not spend enough time in the visitor centre. In addition, there were also some visitors who completely forgot the time inside the centre, and were not able to tell for how long they had been there. Furthermore some people could clearly state how much time they had spent in the visitor centre but throughout the conversation they did not mention if the time they had spent there was long enough or not.

5.3 Motivation/Interest of the Visit

The question category “Motivation/Interest of the Visit” discloses how people are informed about the national park visitor centre, why they came to the new national park visitor centre in Zernez and why they go to a national park visitor centre in general.

Generally people who did not already know the visitor centre, were alerted to the new visitor centre by the media, friends, architecture or flyers and brochures. The reason why they came is often curiosity, general interest or organised trips.

In addition people basically go to a national park visitor centre to get information about the park or the national park region, as well as sometimes for entertainment reasons.

Below the individual questions of this category will be analysed more precisely.

5.3.1 How did you become aware of the national park visitor centre?

There were various reasons mentioned when people were asked about how they became aware of the national park visitor centre for the first time.

Approximately 30% of all interviewees initially heard about the new national park visitor centre in the media. Either through contributions during the opening in 2008 or by reading other published articles about the park or the visitor centre.

A further 26% just knew that there was a new visitor centre in the national park due to a close relationship to the national park itself or the national park region. These were people who live in the region as well as regular guests or people who passed through on the way to or from the Ofenpass.

An additional 23% became aware of the visitor centre through word of mouth, like recommendations of relatives, friends, colleagues or other people such as hoteliers or locals. Less important but still notable reasons that made people aware of the national park visitor centre are the architecture as well as advertising material such as the internet, flyers or brochures. Therefore there were also some people who knew the national park visitor centre due to its prominent architecture and others read about it on the website of the Swiss National Park, as well as in brochures and flyers in hotels, holiday flats or the tourist information.

Moreover some people could not remember at all where they had heard about the new national park visitor centre for the first time. Either because it had been a long time since or because they had heard it from different sources and thus were not sure which was the first one.

5.3.2 What motivated you to come to the national park visitor centre?

There was a wide variety in the answers to this question. Some stated curiosity as their motivation for the visits, others the national park itself or general interests in nature and animals. Furthermore motivations like the architecture, general information, people-related motives, organised trips or just suitable circumstances were reasons for people to come to the national park visitor centre. In the following those issues are described in more detail.

Curiosity

The motivation of many of the interviewees was curiosity; they just wanted to see what the new national park visitor centre and its exhibition was like. They heard about it or knew that it was new, passed by or had even seen how the building was shaped and now wanted to see

it and to visualise it themselves. The number of those guests, who merely came to satisfy their curiosity about something brand-new, may decline in time, because the centre is not brand-new anymore. They will only reappear if the visitor centre gives them a new attraction to be curious about and therefore a new reason to visit the centre again, like for example an attractive temporary exhibition.

National Park

Another very important motivational factor was the national park itself. Various visitors came to prepare themselves for the visit in the park later on. Additionally, some people also just wanted to receive information about the national park in general, but nevertheless the national park was the purpose of the visit. Therefore national park tourism is also very important in operating the national park visitor centre, due to the fact that a many people come because of the national park.

General Interest in Nature and Animals

Additionally, some interviewees declared a general interest in nature and animals as their motivation for the visit. They wanted to come to see the flora, fauna and to understand natural processes in the national park area. Furthermore some people came because they used the opportunity to really see the animals of the national park in the exhibition, due to the fact that not all hikers in the national park see live animals on their tours. Therefore that occasion to see the living fauna in the national park was an additional motivational factor for some visitors.

Suitable Circumstances

Some people were on the journey through and used the national park centre as a break in their journey or just used it as an opportunity to see the new visitor centre.

Moreover some people mentioned other opportune circumstances like bad weather or desire for entertainment as a reason for the visit in the centre.

Organised Trips

Several interviewees particularly planned a day trip to the national park visitor centre. They either wanted to make a day trip with their family or they came to the national park centre while on a business excursion. In addition there were also people who made an excursion with a club and therefore this excursion was their motivation for the visit.

Architecture

Moreover some respondents mentioned the architecture of the building as their motivation for the visit. To see the building on the one hand and what it holds inside on the other. Therefore Olgiatti's prominent building brings additional visitors to the national park visitor centre, even though some people are bothered by this modern architecture.

Teachers

Furthermore there were also some teachers among the interviewees, who stated the reconnaissance for a future camp or school excursion as their motive for the visit. More precisely they were planning to come to the national park visitor centre with their classes and therefore they came first to look at the centre and its exhibition.

People-related Motives

Nevertheless not only the interest in nature, animals or architecture, the job, curiosity or suitable circumstances were driving factors for the visit to the national park visitor centre, but sometimes certain people also motivated others to accompany them. For example a father would like to inform himself about the attractions in the national park, so he encourages his wife and his kids to come with him and vice versa. Therefore there were sometimes also people-related reasons as motivating factors for the visit in the national park visitor centre.

In addition some people mentioned that they were letting holiday flats in the national park area and thus they wanted to get an idea about the visitor centre to further recommend it to their guests.

5.3.3 Why do you go to a national park visitor centre?

There were several reasons people mentioned about why they go to a national park visitor centre. However, on the whole people mentioned causes either related to education/information or entertainment, such as information about the national park, information about nature in general, entertainment or curiosity.

Subsequently these aspects are analysed more precisely and it is disclosed if people come more for education or entertainment reason to the national park visitor centre.

Information about the National Park

A lot of the interviewed visitors go to a national park visitor centre to receive information about the national park itself or the national park region. They are curious about what the national park contains, how it has been developed, what kind of flora and fauna can be found in the national park, as well as information about hikes and other attractions, opening hours or guidelines. In brief there were many visitors who go to a national park visitor centre to get detailed information about the national park for future hikes in the park.

On the other hand, there were also some people who go to a national park visitor centre because of general interest in the national park or nature, without the direct intention of going on a hike in the park. They only want to inform themselves or their children about the park or even visualise the national park, without having really been there. Generally that kind of visitor goes to a national park visitor centre to acquire more knowledge about the national park region or about geological and biological processes within the national park.

Furthermore there were also people who came to the visitor centre to get stimulus for hikes in the national park for themselves or others, such as their children.

To sum up some visitors also go to a national park visitor centre in addition to a visit in the national park, to reprocess or to perfect this visit.

Interests in Nature/Flora and Fauna

Various visitors mentioned an interest in nature in general as their reason to go to a national park visitor centre. To learn more about natural processes, flora, fauna as well as natural phenomena or environmental problems.

Other interviewees mentioned their interest in animals as reason to go to a national park visitor centre. Moreover some people go to a national park visitor centre to really see the animals living in the park because they probably are not able to go on a hike in the park or never see any animals during a hike.

Entertainment

A very small part of the interviewees but still worth mentioning, where people who go to a national park visitor centre because of the amusement and entertainment value. Some said they go to such a visitor centre because it is nice to see and it is a pleasant opportunity to learn something new. Moreover there were also people who see a national park visitor centre as bad weather attraction.

Curiosity

Several persons also go to a national park visitor centre because of their curiosity. Either because they are curious about what a national park visitor centre contains, what can be learned there, how the centre looks like (architecture) or even the interest of how the knowledge is put across to the visitors. However not only curiosity about the centre itself is a driving factor for people to go to a national park visitor centre, but also the inquisitiveness about what there is in the park and in the area around it. Therefore curiosity is mostly connected to the interest in nature and the national park.

Education vs. Entertainment

The majority of the interviewees go to a national park visitor centre to learn more about natural processes or the national park. Only few people mentioned going just for amusement and entertainment purposes. Therefore the educational factor prevails over the entertainment factor, according to this survey.

Nevertheless the concept of the national park visitor centre still has to be appealing and the knowledge has to be put across in an attractive way. Otherwise people will not be attracted anymore and the quantity of visitors may decline. Hence the entertainment factor is also important for a national park visitor centre, even though people mostly go because of educational reasons. Furthermore some people even mentioned that for them education as well as entertainment are important in a national park visitor centre, which underlines the previous statement.

5.4 Impressions

In this question category several impressions of the visitors will be analysed and outlined. Things such as what are people fascinated by or disappointed in, where they spend most and least time, where interactive parts can be found in the exhibition as well as the learning effect of the exhibition are discussed below.

In general there are various exhibits that fascinate people apart from the whole exhibition. Only few found something that disappointed them. Moreover people generally spent more time at the beginning of the exhibition and less towards the end. Furthermore all interviewees found some interactive exhibits and mostly they appreciated those interactive elements.

Subsequently all questions belonging to this question category will be analysed in more detail.

5.4.1 What fascinated you the most?

People mentioned a lot of things which they really liked in the exhibition. However the movies in the first room, all animals and the interactive exhibits fascinated the visitors the most.

Movies

On one hand the movies were very impressive for some interviewees because they show an insight into fauna that is partially not visible to the naked eye. On the other hand the movies are seen by some visitors as an ideal introduction into the exhibition. The mixture of music and impressive pictures fascinates most of the visitors, although some mentioned that the big screen and the loud sound overexcited them.

Wildlife

The wildlife also fascinated the respondents significantly. Apart from the lammergeyer which impresses through its largeness, the marmot with its two different holes and the accessible marmot hole, the red deer which once was extinct, the nutcracker, the ibex and all the other animals shown in the exhibition captivated many visitors too.

Interactive

The interactive exhibits are also a very favoured part of the exhibition for many respondents. Especially exhibits like the flight simulator with the lammergeyer, the barrel organ with the deer antlers and the ball path, as well the audio-guide and the table with the partnerships (round table) fascinated the visitors.

Exhibition as a whole

Many people could not decide what interested them most, because they liked the exhibition as a whole. In particular the modern and interactive design of the exhibition and its educational value, but also the variety, complexity and the attention to details inspired many interviewees.

Room 2 and 3

A further often mentioned highlight was the second room with the dragon, the dinosaur traces, the geology, glaciology and the forces of nature, where especially geology, glaciology as well as the trees suffering different forces of nature were very popular. However the third room with the exhibits concerning the nutcracker was also mentioned several times as one of the most fascinating things in the exhibition.

Human Impacts

The human impact on nature also fascinated a lot of the interviewees. Not only what kind of hazard human beings can be for nature, but also the history of the Swiss National Park was favoured by the visitors.

In addition some people also mentioned the architecture of the building as the object that fascinated them the most.

5.4.2 What really disappointed you?

The outcome of this question is very satisfying. More than 50% were exalted by the exhibition and found nothing to be disappointed about. The other nearly 50% mentioned several trivial details that disappointed them. The points which dissatisfied some interviewees are shortly summarised here.

Some people were very disappointed that there is no coffee shop in the visitor centre. They would have very much appreciated finding an opportunity inside the centre to get something to drink or a bite to eat.

Moreover some respondents did not like the fact that there is no written information in the exhibition. Referring to this, there were several interviewees, who do not like the audio-guide, because they could not handle it. These people would rather read than listen or they perceive the dialogue on the audio-guide as annoying.

Furthermore some people are very dissatisfied with the architecture of the building and others do not like the dragon in the second room.

A further aspect that disappointed some respondents was the temporary exhibition. Some people thought that it was a bit disorganised and overloaded. Some interviewees even perceived the whole exhibition as overloaded and not in balance with the architecture.

In addition there were some interviewees who were disappointed that there are no living animals in the national park visitor centre, such as for example an aquarium with fish.

A further issue that was criticised several times are the movie screens. Some perceived them as too big so that they felt overstimulated. Others thought that the view was unclear or changed too fast.

Furthermore some were not satisfied with the order of the exhibits. For example some would prefer to have the stuffed animals or the labyrinth at the beginning. Actually some people did not understand the aim of the labyrinth. Beside those items, some respondents were disappointed that the pelt of the mountain hare was partly torn.

Additionally some thought that the whole exhibition was too inoffensive or even romantic and did not show enough of the harsh reality of the environmental problems. In those people's opinion the exhibition ought to be much more critical concerning environmental problems. Furthermore there were things mentioned like: not enough about flora, too many monitors in room 3, too little about history or the whole exhibition is too small.

To sum up all those points mentioned that visitors were disappointed about are negligible and mostly a matter of taste. Apart from one exception, none of the listed criticism had so much significance that the person, who mentioned it, did not like the exhibition anymore because of that. The exception was a man who really did not like the exhibition due to the fact that it was not critical enough in respect to the environmental problems.

Nevertheless in the majority the people were by satisfied with the exhibition, apart from the above mentioned points where there would certainly be room for improvement.

5.4.3 Where did you spend most of the time?

The most popular place where people spent most of their time is definitely room 2. Many people lingered there looking either at geology, glaciology or the dragon, but the lichens and the marmot hole were further places where people spent a lot of time. Some people mentioned that this was the room with the most interactive parts and therefore they spent a lot of time there. Others were just fascinated by the walk-in tunnel, the history of the erratic or the effect of natural forces on trees.

A further popular part of the exhibition was room one with the movies. Many interviewees declared this room the place where they had spent most time. They took their time to watch all of the tree movies and what often fascinated those people most was the underwater world or the part with the subterranean habitats.

Room one and two are followed by the lammergeyer flight simulator and the nutcracker game in room three in the hit list of the places where people spent most time. Furthermore some visitors also remained the longest in the sector on wildlife, the labyrinth and the history of the national park.

In addition places like the round table, the flight simulator in the temporary exhibition as well as the temporary exhibition itself were mentioned by some interviewees as the point where they spent the most time.

As it can be recognised most of those places where people spent the most time are interactive exhibits apart from room one with the movies. Thus it appears that people take their time to do interactive things and appreciate it. On the other hand, they are also fascinated by the impressions of the movies and let themselves be carried away into the world of nature. Some respondents were even so much preoccupied with the exhibition that they could not say or remember where they spent the most time.

5.4.4 Where did you spend the least time?

Nearly one third of all interviewees could not say where they had spent the least time. They could either not remember where they had spent the least time or they spent an equal amount of time everywhere.

On the other hand there are several parts of the exhibition which were mentioned several times as places where people spent little time. For example many people mentioned the part past/future or rather the labyrinth. Mostly due to the fact that they did not really understand the aim of the labyrinth. Furthermore some respondents declared the temporary exhibition as the position where they stayed for the least amount of time.

In addition many people stated that they spent the least time at the end of the exhibition, either because of time scarcity or because they were tired and not able to take in more information anymore. On the other hand there were also some visitors who stayed the least time in the first room with the movies, because they wanted to make progress through the exhibition or because they did not like it and would rather watch television at home.

Very few people declare individual exhibits such as the dragon, the ice cave, the stones, the lichens or the lammergeyer project as places where they spent the least time.

According to the outcome of this question, most people spent the least time at the end of the exhibition, because nearly all mentioned places that are located towards the end of the exposition. This has mainly three reasons: either they ran out of time, they became tired and could not concentrate anymore or they were quite simply not interested in a specific part of the exhibition.

5.4.5 Where in the exhibition can you experience things yourself?

The majority of the visitors found some exhibits which they could either touch, smell or experience somehow and they really welcomed this playful way of learning.

Many interviewees found something interactive in room three where they could experience things themselves. The most mentioned interactive exhibits were the lammergeyer flight simulator, the barrel organ with deer antlers, the nutcracker game and the ball path.

But also the computer to send a text message or the labyrinth in room four as well as several exhibits in room two, like the trees which were victims of natural forces, the marmot hole or the ice cave, were mentioned repeatedly as interactive items.

Moreover also the round table, the flood and the flight simulator of the temporary exhibition remained in people's minds as interactive parts of the exhibition.

In addition many respondents further appreciated the audio-guide as something interactive, due to the fact that they could hear what they wanted and therefore discover things themselves and independently.

To sum up, people really look for those interactive parts in the exhibition and appreciate them. There were only few who were indifferent to interactive exhibits or did not like them. Some even mentioned that this part of the exhibition could be extended.

5.4.6 What do you learn from the exhibition?

The exhibition contains plenty of information, some people even considered it an information overflow. However, according to the outcome of this question people learned a lot from visiting the exhibition in the national park visitor centre. Thus many visitors will take along valuable knowledge into their everyday life, especially about topics like natural science in general, the Swiss National Park or natural consciousness.

Natural Science

Many interviewees mentioned that they learned a lot about various topics like geology, glaciology, biology, geography as well as history. For some it was something really new and for others old knowledge which was refreshed. Furthermore some respondents were fascinated by the largeness of the lammergeyer or the dimension of the flood in the temporary exposition. Further the fauna in the national park remained in people's minds and many of them mentioned that they would recognise a wild animal in nature after they had now seen in the exhibition.

National Park

According to the outcome of the survey, people learned a lot about the Swiss National Park in general, and were amazed about the biodiversity within the park. They now know where to find what in the park and furthermore many people developed a deeper understanding for the Swiss National Park as protected area. They have become more aware especially of its uniqueness and therefore the significance of the national park for Switzerland as a country. Furthermore some respondents mentioned that the exhibition recalls memories and also animates people to go out into the park. Therefore they also see the national park visitor centre as an ideal starting point for hikes in the park. In addition people further mentioned that they had learned plenty about the region Engadin, such as the history of the naming of the various lateral valleys.

Natural Consciousness

Most of the interviewees think that the exhibition gave them a broad insight into nature, natural processes and interaction of human beings and nature. Various respondents were amazed by the dimension of the human impact on nature. Furthermore many people were fascinated by the complexity of nature and how clever all creatures adapt to natural circumstances. Moreover they mentioned that they are now more aware about the impacts of nature as well as the sensitivity of the whole natural system and therefore recognise that it is worth taking care of. For many interviewees it has become clearer how long nature needs to develop something and how fast humans can destroy it.

In general people stated that they will go through the nature with more awareness after having now seen the exhibition. They will keep their eyes open for things which they did not perceive before, and try to discover the beauty and variety of nature on their hikes. More precisely they will try to implement their knowledge from the exhibition outside in nature.

On the other hand there were also some respondents who thought, that one visit to the exhibition was not enough to entirely change attitudes towards nature, but still help strengthen views of certain things.

However, people who are no experts in nature did definitely take along some new awareness from the exhibition.

5.5 Evaluation and Exposition

This question category outlines the interviewees' opinion about the exhibition, their attitude towards the audio-guide, what they would change urgently in the national park visitor centre as well as their opinion about the target group of this centre.

Generally people really like the exhibition and the way that all the exhibits are presented. Moreover most respondents got along quite easily in the exhibition, even though some had trouble finding the beginning due to the curtain into the first room. There is some trivia that several interviewed visitors would like to change, such as setting up a coffee shop. Furthermore most people think that in general the exhibition addresses everybody who is interested in nature.

In the following the outcome of the individual questions are disclosed more precisely.

5.5.1 How much did you enjoy the visit in the national park visitor centre on a scale from one to five, whereas one is the worst and five the best mark?

As can be seen in table 9 people were exalted by the exhibition. There were only few persons who were a bit less enthusiastic and just one who was disappointed about the visit in the national park visitor centre.

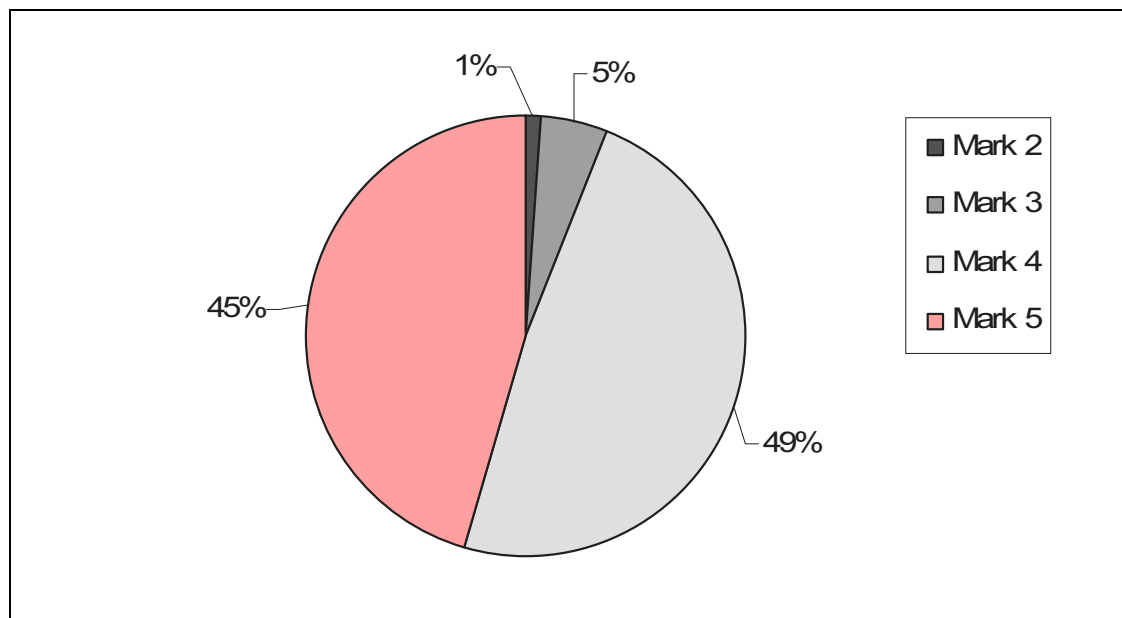


Table 9: Allocation of Peoples' Enjoyment of the Visit

About 45% of the interviewees gave the best mark possible for the overall impression. Approximately 49% of them gave a 4 which means "good". At this point it has to be mentioned that a lot of those people who gave a 4 would have given a 5 for the exhibition, however because of the architecture of the building or the missing coffee shop they gave only a 4.

A further 5% were not entirely convinced by the exhibition, mostly because they did not like the audio-guide or the architecture. In this case the negative impacts predominated somewhat. Nevertheless, they gave only a 3 which means "sufficient" and not a 1 which would mean "very disappointing". Nobody of the 99 interviewed visitors disliked the visit in the national park visitor centre so much that he or she gave the mark 1. The only person who was disappointed by the exhibition and gave the visit an overall impression mark 2, was a professor from Germany, who perceived the exhibition as not thought-provoking enough. In his opinion the exhibition illustrates an ideal world and does not advise the visitor of the huge environmental problems.

To sum up the majority of the interviewed visitors were stimulated by the exhibition. With small adjustments the result could even be better in the future. More precisely those who now gave a 4 might give a 5 if some trivial details were improved.

5.5.2 How do you like the presentation of the exhibition?

The majority of the interviewed visitors really like the exhibition. A lot of people mentioned that it was very nicely designed, very clear, exciting and diversified. Moreover, most interviewees perceived it as pleasant, very informative without an excess of information. Many respondents were further fascinated by the didactical preparation and the audio-visual media. The knowledge is put across in a very attractive and playful way and the visitor does not only learn facts but cross-links and therefore the natural processes become more understandable. Furthermore, plenty of people were very pleased with and stimulated by the interactive exhibits, where all senses are activated, either by touching or smelling, hearing or just experiencing things. In addition, many visitors really like the audio-guide-system. They appreciate being able to hear the information they want and therefore discovering the exhibition on their own and independently. Even though for some people the audio-visual media and the interactive exhibits are unfamiliar, they really like to experience the modern form of the exhibitions.

On the other hand, there were also some people who would appreciate more written information in the exhibition because they either do not like the audio-guide-system or would be pleased about a change from one media (auditive) to another one (visual). Furthermore, there were also people who did not like the computer-based and interactive exhibits. Mostly due to the fact that they either could not handle them, prefer a more conventional type of exhibition or because they thought that there was an excess of such interactive and audio-visual exhibits.

A further critical point was the temporary exhibition. Some respondents mentioned that they perceived it as too unorganised and crowded. Furthermore, there were also some people who thought that the whole exhibition was overloaded and less would be more. But on the other hand, some interviewees also mentioned that they would appreciate having more information about further topics as well as more details in the existing material.

Although there are some critical points mentioned which could be adapted, the general feedback about the exhibition was extremely positive and people were really enthusiastic.

5.5.3 How do you get along in the exhibition?

The majority of the interviewed visitors had no problems with the orientation in the exhibition. Some mentioned that it was very easy to find their way through the rooms and that there was no possibility to go wrong. Others stated that the little arrows were very helpful and therefore it was easy for them to follow the right way. Moreover, there were also some interviewees who said that the audio-guide-system was very helpful in order to get along in the exhibition. In addition, there were some people who found the way through the exhibition easily, but they had trouble finding the toilets. It was further mentioned that there could be more arrows to signal the right way through the exhibition and the entrance and exit could be better signposted. Moreover, for some respondents, it was a bit difficult to find their way from room one into room two. Nevertheless, there were only a few people who really had trouble getting along in the exhibition. Mostly, they were irritated by the curtain into the first room or they could not differ between entrance and exit.

To sum up generally, people got along very easily in the exhibition. To simplify it even more, there could be better signage for the entrance and exit as well as some kind of indication that the curtain leads into the first room.

5.5.4 What should be changed urgently?

One third of all interviewees like the centre as it is and would not change anything. However there are still some people who would appreciate some changes.

One mentioned issue was the audio-guide-system. Many people would appreciate having more written information or a change of media, because they mostly get tired of listening or do not like the audio-guide. Some people recommend writing the names on a sign beside the exhibit especially for exhibits like wildlife and stones. In addition many people would like to have a short form of the audio-guide, without the long dialogues.

Furthermore many interviewees stated that they miss an opportunity to get something to drink or to eat. They would warmly welcome a coffee shop, even a very small one, integrated into the souvenir shop.

Another mentioned point that could be changed is the order of some exhibits. For example a few respondents would like to have the films either at the end or in the middle, because it would be a possibility to relax if they get tired from the exhibition. Moreover many interviewees mentioned that it would be much more comfortable if the screen of the movies were smaller but clearer.

In addition a few people would change the design of the part future/past of the exhibition, especially to include more elements of concern into this exhibit. Some would even make the whole exhibition more dramatic and focus on environmental problems.

Furthermore it has been stated that some material could be more detailed, for example the flora, but also the cultural development of the region, as the bear or the wolf are not really mentioned in the exhibition. Moreover a ranger who presents his daily work or guided tours would be also be appreciated by some visitors. In addition some people would welcome having more interactive exhibits, something alive such as an aquarium with fish, as well as more seating-accommodation. On the other hand some respondents perceived the temporary exhibition as overloaded and would recommend a better balance. Moreover it was mentioned that the opening hours ought to be communicated in a better way and also to extend these during the winter season. Regarding the building itself, many people would recommend a better signposting of the entrance and exit of the exhibition as well as the toilets.

According to the outcome of this question people are very positive about the visitor centre and its exhibition, but still there are some things that could be improved or adapted. On the other hand there were also several trivial items mentioned, which mostly depend on individual matters of taste.

5.5.5 Who does the exhibition address?

Beside “everybody” the most mentioned target groups were: people interested in nature, tourists, schools, families as well as children and adolescent. Furthermore people who have the intention to go hiking in the park were mentioned as a target group, as well as everybody who likes the Engadin.

Everybody

Most people think that everybody is targeted as a visitor to the exhibition, due to the fact that it contains interactive parts which are very attractive to children, but also complex knowledge for adults and therefore everybody finds something that interests him or her. Furthermore some people see it as an interesting attraction for locals, just to see what their region has to offer.

People interested in Nature

People interested in nature were defined differently. Some people interpret this term to mean nature freaks and greens and others simply think it includes everybody who is somehow interested in nature. Those people who mentioned this target group think that potential visitors of the national park visitor centre have a certain interest or relation to nature. Otherwise they would not come to a national park visitor centre.

Tourists

Moreover many interviewees think that the national park visitor centre is very attractive for tourists. Not only as bad weather facility but also as an opportunity to get information about the national park region. Due to this high information content about the region, some people have the opinion that persons who are mainly interested in the Engadin are potential visitors.

Schools

A further target group that has been mentioned several times are schools. Due to the very informative character and clever didactic design of the exhibition the national park visitor centre is in many respondents' opinion a stimulating and interesting place for school excursions.

Families

Furthermore families have also been mentioned several times as a target group. This seems evident because the exhibition contains a lot of information which parents can refer to their children in a playful way and therefore enlarge their and their children's general education.

Children and Adolescents

Regarding the target group "children" as well as "adolescents" opinions differ. Some people think that this exhibition is ideal for kids and adolescents, because of the various interactive exhibits. On the other hand there are respondents who have the opinion that there is too much to listen to and too few interactive and entertaining items to have children as a target group. Furthermore there were some interviewees who thought that there was too little action in the exhibition and therefore in their opinion not adequate for adolescents.

However, according to those results the exhibition attracts a broad target group. To only shortly summarise it, potential visitors are people of all ages with a certain interest in nature or willingness to learn something new.

5.5.6 What do you think of the audio-guide?

Approximately 75% of all interviewed visitors were happy with the audio-guide. They appreciated the flexible and independent way of discovering the exhibition. Most people liked to be able to define their own tempo to go through the exhibition as well as to pick out what they were interested in. Furthermore the multilingualism of the audio-guide was esteemed very much by a lot of the respondents as well as the part in the ice cave, where the audio-guide runs automatically. The interviewees mentioned further that the audio-guide is very informative and the dialogues were partially very much appreciated. In addition many visitors were glad that they could listen and did not have to read. On the other hand there were also several people who would appreciate a change of media from time to time, because they get tired of listening. For them there is too much information to listen to. Most people recommend occasional written information to have some change during the exhibition. In addition certain

interviewees mentioned that there was too much information on the audio-guide or the dialogues where perceived as too long. Therefore many of the interviewed visitors would be happy with a short version of the audio-guide where the information is much more compact. Further interviewees partly had problems with the audio-guide, either because they could not type the numbers, the automatism in the ice cave did not work or other trouble which disappeared in time. There were only five people who really disliked the audio-guide-system, due to several reasons. For example some did not like the system because they prefer reading or guided tours and others could not handle the console.

In general it can be said that people really like the audio-guide, even though some would occasionally appreciate some written core information or more compact information on the console. According to this outcome it is very important that the visitors gets clearly instructed at the entrance on how to handle the audio-guide in order to eliminate small technical troubles.

5.6 Data about the Person

In this question category socio-demographic data about the interviewed visitors are analysed, namely gender, nationality, age-structure, profession, graduation as well as personal interests.

The gender distribution of the interviewees was more or less balanced. There were nearly as many male persons interviewed as female. Regarding the origin of the respondents, the majority was Swiss, followed by about 12% Germans as well as few people from the Netherlands, USA and the Oman. Furthermore there were people of all ages interviewed, whereas comparatively the greatest part of the interviewees was between 36 and 45 years old. In addition the interviewed visitors belonged to various professional categories. The teaching sector was relatively strongly represented, whereas there were no interviewees for example from to the agricultural professional sector. Moreover the visitors of the national park visitor centre are according to this survey relatively well educated and have broad interests and hobbies, such as different kinds of sports, nature, hiking, reading and so on.

Subsequently more detailed information about the findings of this question category are outlined.

5.6.1 Gender

Table 10 points out the gender of the interviewees. As can be seen, the gender distribution of the interviewed visitors is more or less balanced. Slightly more than 50% were female and slightly less than 50% were male.

Nevertheless, this figure does not directly indicate that there were nearly as many male than female visitors in the national park visitor centre. This is due to the fact that during the data acquisition, attention was paid to make sure that the gender distribution in the survey was more or less balanced, so that the result would contain female as well as male visitors' opinions.

However, during the period of data acquisition it was observed that there was approximately the same number of female and male visitors in the national park visitor centre. According to that it can be said that the gender distribution of the visitors in the national park visitor centre, is in fact more ore less equal and the centre attracts female as well as male visitors.

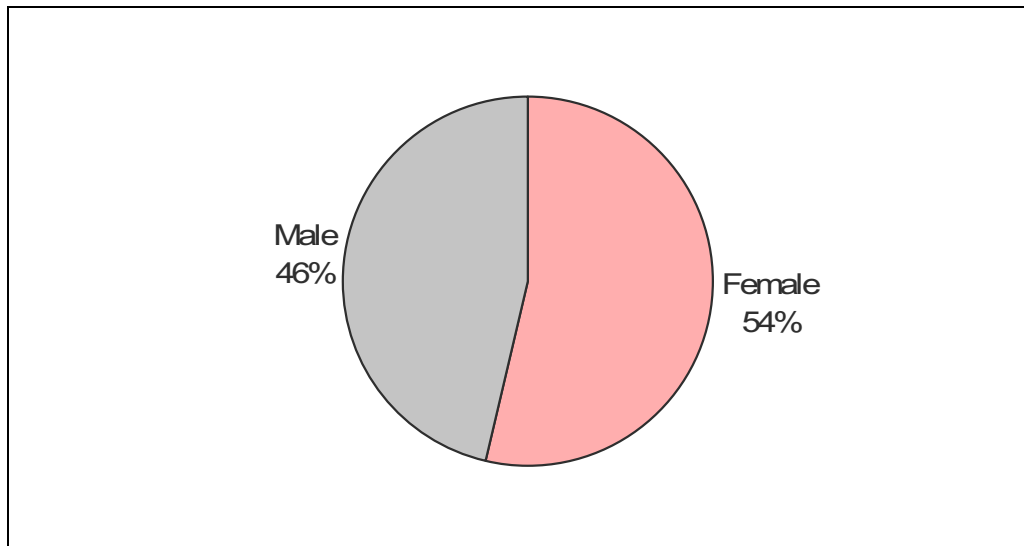


Table 10: Gender of the interviewed Visitors

5.6.2 Nationality

As it has been mentioned several times in this thesis, most of the visitors were either Swiss or German. Table 11 shows the country of origin of the interviewed visitors more precisely. It can be clearly recognised that the majority of the interviewees were Swiss, about 12% German and the rest from the Netherlands, the USA and the Oman.

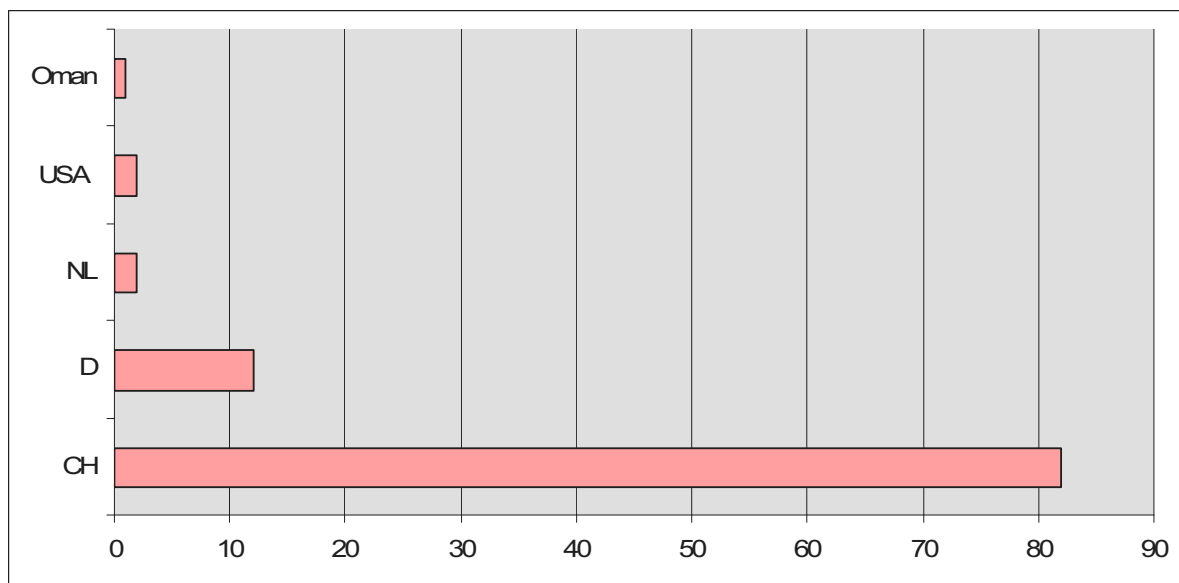


Table 11: Nationality of the Visitors

A reason for the fact that there were many Swiss people in the national park visitor centre may be that it was low season in the time period when the data was acquired. Due to that fact, there were only few tourists, but many day-trippers in the national park visitor centre. Those day-trippers came from places which are not far away from Zernez and thus mostly from somewhere in Switzerland. Therefore the result may appear different if it had been taken in peak season, because during this time there are a lot of tourists in the national park region and hence there could also be a broader variety of nationalities among the guests in the national park visitor centre.

5.6.3 Age

In table 12 the age-structure of interviewed visitors is illustrated. As can be seen, all age groups are represented but most of the respondents were between 36 and 45 years old.

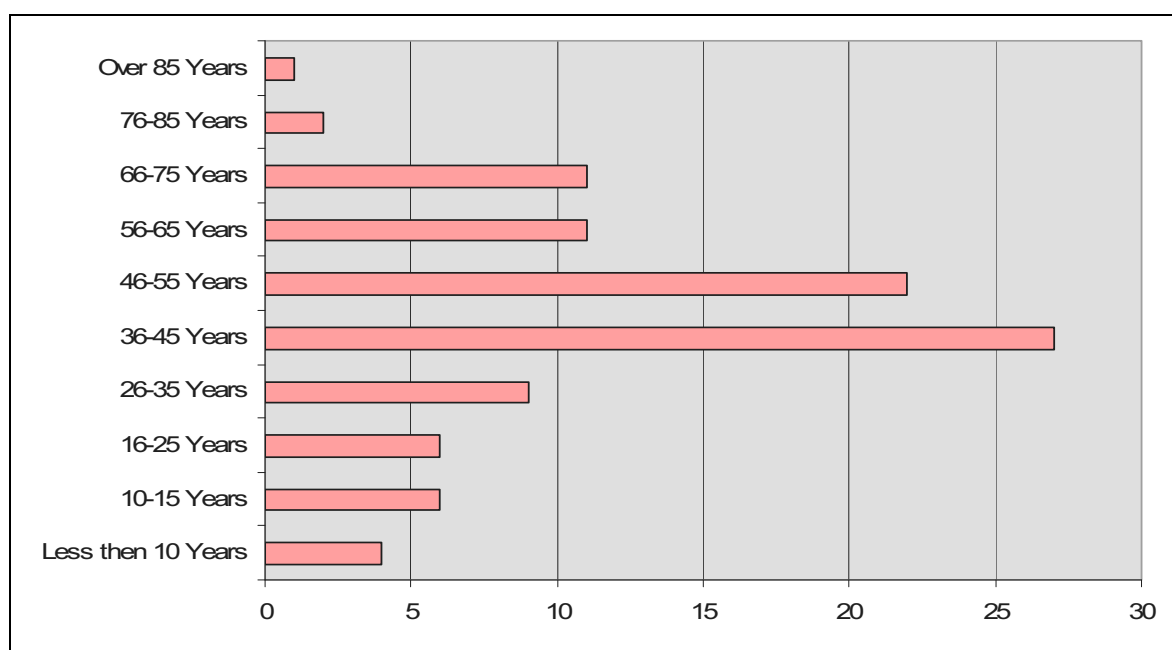


Table 12: Age-Structure of the interviewed Visitors

A reason for the predominance of this age group could be that a lot of those people are parents who accompanied their children to the national park visitor centre. On the other hand at this age people are in the middle of their career and therefore job-related issues could also have been a reason for the visit in the national park visitor centre and therefore this age group preponderates compared to the others. Comparatively the fewest represented were people older than 85 years. This could be because they are not motivated enough anymore to visit an exhibition.

Even though by acquiring the data attention had to be paid in order that people of all ages were represented, this outcome signifies the age-structure of the guests in the national park visitor centre. Due to the fact that it was low season and therefore there were only few visitors in the centre, nearly everybody had to be interviewed.

Anyway, it can be stated that according to these results the national park visitor centre attracts a broad target group of all ages.

5.6.4 What do you do professionally?

The interviewed visitors belong to various professional categories. Very strongly represented were people from educational professions such as teachers as well as people working at universities. This could be because many teachers came to reconnoitre the visitor centre for future excursions with their classes.

Furthermore there were many students and housewives as well as retired people among the interviewees. Moreover professions like computer scientist as well as lawyer were mentioned several times, but other professional categories were also represented.

On the other hand professions from the agricultural sector such as farmers, veterinaries, foresters and so on were not represented among the interviewees. A reason for that could be

that they are more interested in farming the land than in declaring it to be protected areas. Moreover people from the agricultural sector mostly have a deep relation to nature and therefore they may rather be outside and learn by doing instead of walking through an exhibition in a national park visitor centre.

Nevertheless, in general there were various professions represented in this survey, but in an overall impression the academic professions dominated. This could be due to the fact that academic people may have a broader awareness of environmental issues than others and therefore also be more interested in learning something about natural processes and conservation as well as passing on this knowledge to their children.

5.6.5 What educational qualifications do you have?

Table 13 shows the educational level of the interviewed visitors. As can be recognised the highest qualification of most of the interviewed persons is an academic degree. About one third of the respondents have a university degree and approximately a further quarter studied at a university of applied sciences. About 24 out of 99 are people with a professional qualification, 8 have completed upper professional school and a further five have A-Levels. Regarding the outcome of this question it can be said that people who visit the national park visitor centre are well or very well educated. As already mentioned before, this result may point out that people with higher education are more aware of environmental issues and thus they are more interested in learning something about natural processes and conservation.

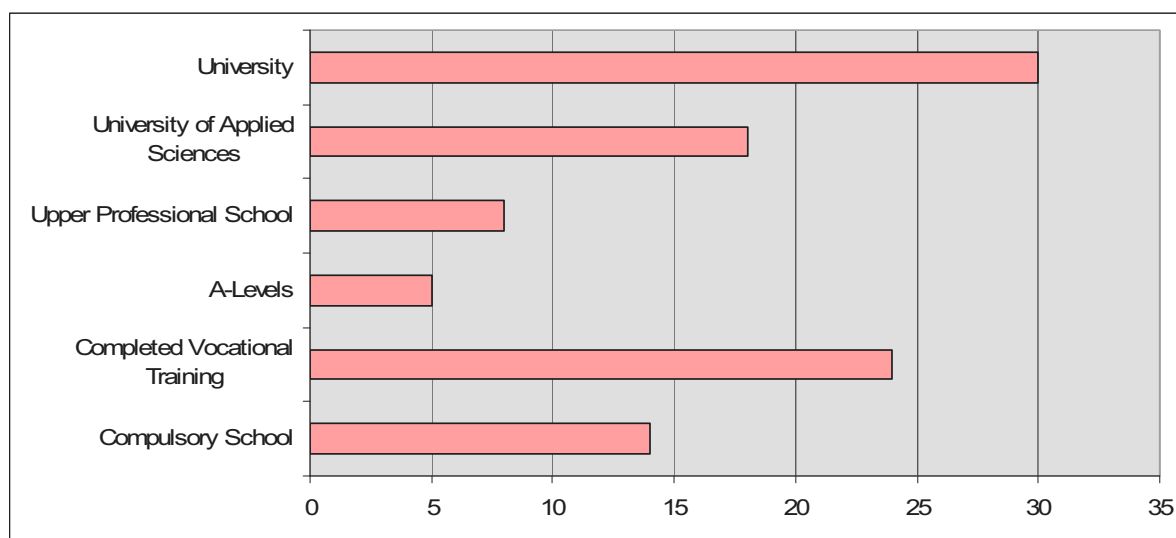


Table 13: Level of Education of the interviewed Visitors

5.6.6 What are your interests?

There were various hobbies and interests listed by the interviewees. Primarily alpine sports and sports in general, nature, reading as well as hiking were mentioned most. This points out that most people who visit the national park visitor centre are very active and they mostly have some kind of a relation to nature. Moreover people who mentioned hiking as their hobby may go for hikes in the national park.

Furthermore also music, culture, bike-riding, travelling, taking photographs, as well as dancing were noted several times as favoured hobbies. This emphasises the fact that the national park visitor centre also attracts cultural interested people.

A further hobby which was mentioned a few times was architecture. This also means that people interested in architecture are attracted by the national park visitor centre.

On the other hand interests in cars, aviation or other material things like shopping, fashion and so on were not mentioned at all by the interviewed visitors. This could disclose that the kind of people who are less interested in nature, but more in material or technical things are less attracted by the national park visitor centre.

However, in general the interviewed visitors appear to have broad interests, but mostly they are somehow connected to nature or culture.

5.7 Summary and Link to the next Chapter

According to the results of these 99 interviews, people visiting the national park visitor centre mostly come from somewhere in Switzerland either directly from their domicile, from their holiday home or they are transients, who break their journey at the visitor centre. Most of the interviewees came by car or by train and found their way to visitor centre easily, even though some of them had trouble finding the parking lot.

Regarding the national park visitor centre as a building, it can be said, that there were people who were really enthusiastic about the architecture, but others who really disliked it and would prefer to have a building in the Engadin-style. The visitors stayed on average between one and two hours in the centre and several respondents mentioned that they missed a coffee shop inside of the building.

Furthermore most of the visitors were alerted to the new national park visitor centre through the media and word-of-mouth but also through architecture-related items as well as flyers and brochures. For many interviewees the reason to come to the visitor centre in Zernez was curiosity about the centre, general interest or organised trips, whereas in general the respondents go to a national park visitor centre primarily to get information about the park and the park region, but also for pleasure and entertainment.

Even though there are some trivial items of criticism, such as the lack of coffee shop or certain written information, which could be adapted, the visitors were generally fascinated by the exhibition and only few people found something that was disappointing for them.

Moreover most of the interviewees found their way very easily in the exhibition and evidently spent more time at the beginning than at the end. In addition the interactive characteristics were mostly appreciated and many respondents mentioned having learned a lot through this visit.

Due the exhibition's informative and sustentative character, interested people of all ages were mentioned as the target group.

A close look at the socio-demographic data of the interviewees shows that there were people of all ages interviewed and the gender distribution was more or less balanced. Furthermore most of the respondents were Swiss due to the fact that the data acquisition took place during low season, where only few tourists were in the national park region. The interviewed visitors belong to various professional categories, but they mostly have an academic degree and are therefore generally well-educated. Moreover the interviewees have broad interests which are mostly related to nature or culture.

After having discussed the most important theoretical background in the literature review and the results of the 99 interviews in this chapter, the necessary information is now at hand to disclose the conclusions of the thesis in the subsequent chapter.

6 Conclusion

This last chapter concludes this thesis. It discloses the implications and recommendations from the gathered information of the previous chapters and can therefore be seen as an important part of this thesis.

In a first part of the chapter, as already mentioned, the implications of this thesis will be disclosed. Additionally the limitations concerning this research will be outlined. Subsequently future recommendations, such as suggestions for future improvement and future promotion, will be given and finally a short summary will sum up this chapter and therefore also conclude the thesis.

6.1 Implications

The following subchapter illustrates the most significant implications gained from the gathered information in the literature review and empirical study.

According to the literature review of this thesis it can be stated that various factors influence national park tourism. Due to the fact that many of the visitors are national park tourists or at least potential national park tourists, the influencing factors on national park tourism also have an impact on the national park visitor centre or rather on its amount of visitors. According to the outcome of the empirical research, many people who go to the national park go to the national park visitor centre either before or after the visit in the park. This because they either want to get information about the attractions of the park and therefore prepare themselves for the visit in the park or on the other hand they want to reprocess their visit in the park and get detailed information about something they saw during their stay in the park. Therefore if national park tourism flourishes, this also has a positive impact on the amount of visitors in the national park visitor centre.

On the other hand it can also be the case that a specific factor influences national park tourism negatively but has a positive effect on the national park visitor centre. For example if there is a growing risk of natural hazards due to global warming, some people may be scared to go into the park and therefore they might prefer to go to the safe visitor centre to visualise the Swiss National Park.

However, national park tourism or rather the environmental influences on national park tourism also has an impact on the national park visitor centre in some way. Moreover the Swiss National Park as a figure head for Swiss tourism, created a perfect information and communication platform with the new national park visitor centre. With the concept of the new visitor centre the entries were doubled, compared to the last statistic of the old visitor centre (Lozza, 2009a).

According to the empirical research, as already mentioned several times, most of the visitors were Swiss and a major part of those Swiss visitors were day-trippers due to the fact that it was low season during the data acquisition. However some German, Dutch and American tourists as well as one person from the Oman found their way to the national park visitor centre despite low season. Hence the national park visitor centre is not only an interesting attraction for locals and Swiss people, but also for tourists from all over the world, who are interested to learn something about flora and fauna, natural processes as well as attractions in the national park area.

Moreover it has been determined that all age groups as well as both genders can be found in the national park visitor centre. This shows that the centre offers something for everyone who

is somehow interested in nature irrespective of his or her age. Furthermore all of those visitors had something in common: all of them were either interested in nature, hiking, reading or sports. Due to that it can be said that the national park visitor centre attracts a public which is somehow active either in sports, walking or other activities and wants to further extend their horizon of knowledge or satisfy their curiosity.

Even though a broad range of professional categories was represented among the interviewees, most of them were well-educated and even had an academic degree. Especially people from the educational sector were strongly represented. Furthermore, due to the mainly positive feedback concerning the modern exhibition, it must be taken note that many of interviewees are open-minded and flexible.

Due to all those facts it is obvious that the visitors of the national park visitor centre are situated in the upper-right sector of the sinus-milieus. Which means, by trend high social status and well-educated, but also modern and open-minded in the base orientation.

Regarding the motives of the guests, gathering information about the park and the region predominates. Moreover many people also come to satisfy their curiosity, because they knew that the centre had recently been opened. On the other hand entertainment was not one of the main reasons for people to come to the national park visitor centre. However, the attractions in the centre have to be appealing, otherwise people will not come anymore or bad publicity would follow. In fact word of mouth has a large significance for the amount of visitors in the centre, due to the fact that a lot of interviewees mentioned that they came on the recommendation of friends or relatives. In addition organised trips, general interest in the national park or nature as well as the architecture brought some people to the national park visitor centre. Therefore offering special conditions for groups and firms is important in order to promote the significant architecture of the building.

Even though the RhB runs a train to Zernez from both directions every hour and the community provides an intact bus system, few people came by public transport to the national park visitor centre. A major part of the interviewees arrived by car. On the one hand this could be due to the good connections like for example the Vereina tunnel and on the other hand the greater flexibility when coming by car instead of train. When people go to an exhibition they want take their time and are probably not willing to care about the timetable of public transport. This situation could probably be improved with a more effective collaboration with the RhB. Regarding the aim of a national park or also a national park visitor centre, people coming by public transport and therefore by an environmentally friendly means of transport should clearly dominate.

A closer look at the guests' approval of the national park visitor centre as a building show widely differing opinions. In general people are satisfied with the building, but many interviewees are bothered by the architecture. They do not like the bare concrete and would rather have a building in the Engadin-style instead. On the other hand there are also many people who are either not bothered by the style of the building or are enthusiastic about the architecture, whereas some actually came just because of it.

In addition a coffee shop would be much appreciated in the centre, where people have the opportunity to sit down for a moment and get something to drink or a bite to eat. It has been recognised that at the beginning of the survey people expressed a stronger need for a coffee shop than towards the end when it got warmer outside. Furthermore clearer signposting would be appreciated, such as to the parking lot of the centre as well to the entrance and exit

of the exhibition and to the toilets. Additionally more seating possibilities as well as rubbish bins would be welcomed inside the centre.

Regarding people's satisfaction with the permanent exhibition it can be said, that they were generally enthusiastic. Especially the modern concept with all the interactive parts was much appreciated by most of the interviewees. People were fascinated by the didactical preparation and the degree of playfulness in which sophisticated knowledge is imparted to a broad target group. The best-liked parts in the exhibition were various interactive exhibits like the lammergeyer flight simulator, the barrel organ with the deer antlers, the nutcracker game, the trees which suffered natural forces or the second room in general. On the other hand the films were very popular too, here the respondents were particularly fascinated about the things which are usually not visible to the naked eye.

Sometimes people were disappointed about trivia, such as the bare walls of the building, the missing coffee shop or exhibits which were partially broken. Only some mentioned things which concerned the exhibition itself, like for example some would have preferred the films in the middle or at the end of the exhibition to have a possibility for relaxation and others would change the design of the future/past exhibit (labyrinth). However the people disappointed about something concerning the exhibition were a minority group.

The visitors spent approximately between one and two hours in the centre, whereas they tended to take more time at the beginning than at the end of the exhibition. Moreover most of the interviewees stated that they had insufficient time and therefore they are planning to return sometime.

Concerning the audio-guide, most respondents really appreciated this system, due to the fact that they were able to discover the exhibition independently without disturbing anybody and were able to listen and not read. On the other hand this predominance of auditive media did bother some people. They mentioned getting tired from listening and would therefore have welcomed a change in media, such as some written information occasionally. Nevertheless, there were few interviewees who really did not like the audio-guide-system, the majority was inspired by it, even if some of them would occasionally appreciate written synopsis or a change in media.

Furthermore people's orientation in the exhibition is quite good. The majority found their way through quite easily with the help of the discreet arrows. Only some had trouble with the entrance/exit or the first room and would therefore appreciate better signage. This means that a proper introduction at the reception is essential. This way, simple confusion about entrance and exit as well as the curtain into the first room can be eliminated easily.

Additionally it can be mentioned at this point that the targets of the national park visitor centre according to the concept of the exhibition, are mostly achieved. Following the outcome of this research the exhibition fascinates the visitors and gives them the opportunity to experience nature. Moreover most of the respondents mentioned that they will now see the nature from another point of view, like to keep their eyes open for small things or recognise outside things they have learned in the exhibition. In addition the exhibition makes many of the interviewees reflective about the complexity of the nature as well as human impacts on the whole environment.

Regarding the temporary exhibition "lutra lutra" the opinions vary. Some really liked it, also because there was so much written information and others perceived it as crowded and overloaded.

Generally a trend can be perceived of more people from the upper and modern sinus milieus coming to the national park visitor centre, who are mostly satisfied with the exhibition. Nevertheless, as mentioned several times, some suggestions for little adaptations definitely exist.

To sum up, a lot of valuable information regarding influences of national park tourism for the visitor centre as well as the guests' motives for the visit and their satisfaction with the attractions of the centre, can be taken out of this research.

6.2 Limitations

Even though this research was very positive in general, some limitations have to be mentioned at this point.

As has already been mentioned several times, due to the ordered time frame of the individual bachelor thesis, the data acquisition had to be done in low season. Therefore the representativeness of this research is somehow limited. Due to the fact that there were only very few tourists in the national park region the results, especially some socio-demographic variables like nationality, would have appeared differently if they had been acquired in peak season.

Accordingly it was much more time consuming due to the fact that only few visitors could be interviewed in one interview-day and therefore many more interview-days were needed. What could have been done in about 5 days during peak season, had to be completed in approximately 15 days during low season. Furthermore while interviewing one respondent, three others left the centre without having been interviewed. To combat this fact, sometimes a couple of respondents were interviewed at the same time. While interviewing two to four people together, careful attention was paid that every question was answered individually by each interviewee so that no opinions were lost.

Moreover not only the fact that there were few people in the visitor centre was very time consuming, the empirical method itself took a lot of time. First of all a lot of time passed until all of the 99 interviews were done. Furthermore all interviews were recorded on audiotape and had to be transferred onto the prepared individual answer-sheets. In addition all the answer-sheets had to be analysed and elaborated, which again took a lot of time due to the fact that these interviews consisted of qualitative answers.

Beside lack of time and the unlucky circumstances of low season another limitation has to be mentioned. The interviews could only be held in German and English and if need be in French or Spanish, but not in Italian. Therefore a lot of Italian-speaking visitors could not be interviewed due to the fact that they did not speak any of the above-mentioned languages.

Nevertheless, beside those mentioned limitations it can be taken a positive stock of this research, but still it could have been even better if some given circumstances would have been differently.

6.3 Future Recommendations

In this subchapter future recommendations according to the outcome of this research are disclosed. First of all suggestions for further improvements to even enhance visitors' satisfaction with the new national park visitor centre will be outlined. Subsequently to top off the recommendations options for future promotion are suggested according to the information at hand.

6.3.1 Suggestions for Improvement

According to the outcome of the research people are very satisfied with the attractions of the new national park visitor centre. The visitors were favourably impressed by the modern concept of the exhibition as well as its educational value, but also the audio-guide-system was appreciated by the majority. Nevertheless, there are several trivial details that could be improved to further enhance customer satisfaction with the new national park visitor centre.

Regarding the national park visitor centre as a building there would be several things that could be adapted. For instance the signage to the parking lot as well as to the centre itself could be more notable, bigger in size or designed as poster of the Swiss National Park.

Furthermore inside the building there could be some additional arrows, for example from the first room into the second as well as from the third room into the fourth. In addition a proper instruction of the visitors at the reception concerning the entrance/exit as well as the curtain into the first room is highly recommended. In particular the curtain into the first room confused many people and with proper instruction this problem could easily be eliminated.

Additionally exploring an exhibition makes people extremely tired. This is further aggravated with the steep stairs in the building, so especially children and elderly people would be happy to have a possibility to sit down for a moment and have a rest. Therefore it would be advisable to increase seating-accommodation at the reception area as well as in the permanent and temporary exhibition. Moreover there are very few rubbish bins inside the centre. However it is very often the case that somebody has a tissue or other litter which he or she would like to get rid of and therefore it would be very recommendable to place occasional litter bins throughout the exhibition.

As already mentioned in previous chapters, several visitors stated that they missed a coffee shop in the centre, where they were able to get a drink or a bite to eat and have a rest or wait for their companions. Due to that fact it would be recommended that the park administration thinks about the idea of setting up a coffee shop in the visitor centre. Another possibility instead of a full coffee shop would be that the reception sells some drinks and sandwiches. Furthermore the reception area would be big enough for at least a vending machine with a small picnic corner. In any case a coffee shop or at the least the possibility to get something to drink and a place to have a rest for a while, would further enhance the customers' satisfaction with the national park visitor centre.

Regarding the permanent exhibition people are really satisfied with the attractions. However it is essential to take care that everything is always in the best condition and fully functional. Moreover it would be advisable to occasionally place some written information, such as the names of animals or other exhibits. This would enable the use of another media from than just the auditive audio-guide from time to time, as there are really some people who tire from listening or prefer reading and therefore they appreciate some written information. Moreover a short version of the audio-guide could probably be produced without the long dialogues and containing short core information. To make this simpler a short booklet with the most important information could be designed to hand out to those people who do not like the audio-guide. The long version of the audio-guide already exists in written form, therefore it is highly recommended to point this out to the visitors at the reception. Furthermore a nice little booklet for children exists, the so-called "discoverer path", which should really also be distributed to all the visiting children, even if it has not been specifically requested.

To sum up, the national park visitor centre offers attractions of a high quality level, whereof the visitors are mostly exalted, but nevertheless, the mentioned proposals would even enhance customers' satisfaction, due to the fact that a certain upgrading is always possible.

6.3.2 Future Promotion

According to the outcome of this thesis as well as regarding the existing partnerships and promotion tools, there would be several other possibilities for future promotion of the new national park visitor centre.

A first proposition would be to extend the existing partnerships. For example the partner Coop, which is a sponsor of the new national park visitor centre, has a very popular customer-card-system. With the so called Coop-Supercard Coop-customers can collect Coop-superpoints with each purchase they make in any Coop branch as well as other retail businesses belonging to the Coop-chain. With the collected points, the card holder can benefit from various offers and attractions. Due to the fact that this system is so popular among Coop-customers and some people avidly collect Coop-superpoints, the national park visitor centre could also be connected with this system, due to the partnership with Coop. The possibility to collect Coop-Superpoints with a visit in the national park visitor centre may on the one hand generate new visitors for the centre, because some people may come due to the superpoints and on the other hand very likely benefit Coop as well. If every visitor were asked for the Coop-Supercard at the reception, Coop could acquire new Supercard-customers and furthermore it would enhance the image of the company, due to the fact that it would become more obvious that Coop supports the Swiss National Park and therefore conservation.

Moreover, even though a special offer of the RhB exists, which contains arrival by public transport as well as entrance to the national park visitor centre on cheaper conditions for the customer, many visitors arrive by car as became evident in the results of the research. According to the aim of the national park and its visitor centre, it would make sense to encourage the visitors to come by public transport instead of their private car. Therefore it would be highly recommendable to communicate the cooperation with the RhB more clearly and the thereof resulting benefits for the visitors. In addition to the existing offer additional weekend packages could be created. Such a possible package could for example contain a return ticket by public transport to Zernez, the entrance into the national park visitor centre on one day, an overnight-stay and a guided tour through the park on the second day would top off the package.

At any rate the cooperation with the existing partners should be extended and probably communicated more effectively.

A further proposal would be to acquire new partners, such as a health insurance, public transport, hotels and restaurants or sports retail businesses that have products for hiking in their range of products, etc. In the following the mentioned propositions will be disclosed more precisely.

Health Insurance

Regarding for instance the ÖKK a health insurance which stands for juvenile vigour, family friendliness as well as sustainability would be a possible partner for the national park visitor centre in a similar way that the Reiffeisen Bank already is.

So for example the visitors who are insured with the ÖKK have free entrance or cheaper entrance conditions, but the ÖKK pays as service in return a certain amount of money each year to the national park visitor centre. This way both parties benefit from the partnership again, the visitor centre may gain further visitors and the ÖKK can provide their customers with an additional fringe benefit which again enhances the reputation of the company. Furthermore supporting the national park visitor centre and therefore sustainable conservation, the partnership turns into positive publicity for the ÖKK.

The ÖKK would only be a proposal, the same partnership could also be settled with another health insurance or normal assurances where the corporate identity of the company is suited to the national park visitor centre.

Hotels and Restaurants

Some hotels in the region already provide their guests with vouchers for the national park visitor centre (Lozza, 2009b). This could even be upgraded in a specific cooperation. In such a possible collaboration with a hotel, the national park visitor centre could provide special conditions for the guests of the mentioned hotel and the hotel in return promotes the national park visitor centre, placing the link on their website or publishing flyers of the national park visitor centre, and so on.

Such a partnership would give the national park visitor centre access to a further target group and the hotel could provide additional benefits to their guests.

On the other hand cooperation with certain restaurants in the region would also be possible. For example with the entrance ticket into the national park visitor centre, the guest can get a drink in a partner restaurant for a 50% price reduction. In return the national park visitor centre promotes the restaurant on its website and flyer. Furthermore the mentioned restaurant may gain additional turnover due to the fact that certain guests from the visitor centre also eat something there or have an additional drink.

Sports Retail Businesses

If the national park visitor centre could collaborate with a sports retail business it would have access to an additional target group. For example Ochsner Sport, which offers many products for hiking, could publish flyers of the national park visitor centre and inform the customers, who buy hiking products, that the national park visitor centre would be an ideal starting and information point for hikes in the Swiss National Park. In return for this promotion, the visitor centre publishes the link of Ochsner Sport on its homepage. Another example could be that during low season the entrance ticket to the national park visitor centre is a 10% voucher for purchase of hiking products in Ochsner Sport. This offer may attract more guests to the visitor centre during low seasons and Ochsner Sports may sell additional hiking products. Furthermore the company would be declared as official partner of the national park visitor centre. Therefore the partnership would again turn out in positive publicity for Ochsner Sport, due to the fact that they support the Swiss National Park and therefore conservation. Again Ochsner Sport is only one possibility among many sports retail businesses, which such a cooperation could be agreed on.

However, in the case of a partnership, it is very important that attention is paid attention that the partners have exclusivity with regard to their industry sector and do not compete against each other. Furthermore it is essential that the company concept or rather the corporate identity of a potential partner fits the aim of the national park or rather the national park visitor centre.

Regarding the fact that school students are an important target group for the national park visitor centre, special packages for schools should be offered by the national park. For example a two-day package, where one day contains a stay in the national park visitor centre and the second a guided tour through the park. Such packages simplify the planning procedure of a school trip for teachers and therefore make a certain destination more attractive.

Generally it can be said that there would be various further possibilities to promote the national park visitor centre and to attract additional target groups, whereof just the most feasible ones have been mentioned in this subchapter.

6.4 Summary

After now having the necessary conclusions from the research at hand, the research issue of this thesis can be answered. The guests of the national park visitor centre are by trend more from the upper and modern sinus milieus, which means higher social status and well educated, but also very modern, open-minded and flexible in the base orientation. Moreover most visitors are exalted by the exhibition in the national park visitor centre, but would still change some trivia concerning the centre itself. The audio-guide-system is also appreciated by most visitors, whereas several of them would occasionally welcome certain written information. It can be further said, that the interviewees spent on average about one to two hours in the centre, whereas most of them stayed longer at the beginning of the exhibition than at the end. In addition the interactive exhibits were highly appreciated by most of the respondents.

There were however some limitations that had to be mentioned concerning the research as well as the thesis itself, such as the fact that the data acquisition had to be done during low season.

Regarding the last part of the chapter, it can be said that even though people were very satisfied with the attractions of the national park visitor centre, there is always some improvement possible to further enhance customers' satisfaction. This might simply mean setting up a little coffee shop in the reception area or occasionally placing some written information in the exhibition.

Concerning the options for future promotion, it can be recommended that the existing cooperations might be extended as well as some additional partners gained, who do not compete with the existing ones and whose corporate identity suits the aim of the national park or rather the national park visitor centre.

To conclude it can be said that some very interesting implications resulted from this thesis which could help the park administration to make small modifications to further enhance customer satisfaction. Furthermore with the information now at hand they have a good basis for future quantitative research, but also an affirmation that the set targets in the concept of the exhibition are mainly achieved. However the most important conclusion drawn from this thesis is that the visitors' attitude towards the new national park visitor centre as well as its exhibition is in general extremely positive.

Appendices

Appendix A: [Interview guidelines in original language.]

Fragenkatalog

1. Anreise

1.1 Von wo sind Sie angereist

1.2 Wie sind Sie angereist?

1.3 Wie haben Sie den Weg zum Nationalparkzentrum gefunden?

Gut beschildert? Parkmöglichkeiten? Eingang?

2. Gebäude

2.1 Was stört Sie an diesem Zentrum?

Architektur? Fehlt etwas? Was könnte man besser machen?

2.2 Wie lange waren Sie im Nationalparkzentrum?

Hat Ihnen die Zeit gereicht?

3. Motivation / Interesse des Besuchs

3.1 Wie sind Sie zum ersten Mal auf das Nationalparkzentrum aufmerksam geworden?

3.2 Was hat Sie motiviert ins Nationalparkzentrum zu kommen?

3.3 Warum gehen Sie in ein Nationalparkzentrum?

Was erwarten Sie? Bildung oder Unterhaltung? Information über Park? Was ist das Wichtigste?

Wird das hier erfüllt?

4. Eindrücke

4.1 Was hat Sie am meisten fasziniert?

Top 3? Was kommt Ihnen als erstes in den Sinn wenn Sie an Ihren Besuch hier zurückdenken?

4.2 Wovon sind Sie nun wirklich enttäuscht?

Wie könnte man das verbessern?

4.3 Wo haben Sie am meisten Zeit verbracht?**4.4 Wo haben Sie am wenigsten Zeit verbracht?****4.5 Wo kann man selbst Teil der Ausstellung werden (mitmachen)?**

Flugsimulator? Hirschgeweih? Drehorgel? Wird das geschätzt?

4.6 Was lernt man aus der Ausstellung?

Was will die Ausstellung aussagen? Wie ändert sich das Verhältnis zur Natur nach dem Besuch im Zentrum?

Achtet man auf mehr auf Details oder Umweltschutz? Sieht man Dinge anders?

5. Bewertung & Ausstellung**5.1 Wie sehr hat Ihnen der Besuch im Nationalparkzentrum insgesamt gefallen auf einer Skala von Eins bis Fünf, wobei Fünf die beste und Eins die schlechteste Bewertung ist?**

1 2 3 4 5

5.2 Wie gefällt Ihnen die Aufmachung der Ausstellung?

Weshalb? Passt das Konzept? Ist der Raum sinnvoll genutzt? Moduleinführung?

5.3 Wie findet man sich in der Ausstellung zurecht?

Klarer Ablauf? Beschilderung?

5.4 Was sollte man dringend noch ändern?

Was fehlt noch in der Ausstellung?

5.5 Wen spricht die Ausstellung an?**5.6 Was halten Sie vom Audio-guide?**

Wäre ein Medienwechsel sinnvoll?

6. Angaben zu Ihrer Person

6.1 Geschlecht:

weiblich

männlich

6.2 Nation: _____

6.3 Alter:

10-15 Jahre

16-25 Jahre

26-35 Jahre

36-45 Jahre

46-55 Jahre

56-65 Jahre

66-75 Jahre

76-85 Jahre

über 85 Jahre

6.4 Was machen Sie Beruflich?

Berufsgruppe? Branche?

6.5 Welchen Schulabschluss haben Sie?

Pflichtschule

Berufslehre

Matura

Höhere Fachschule

Fachhochschule

Universität

6.6 Was sind Ihre Interessen?

Hobbies?

Appendix B: [Interview guidelines translated]

Interview Guidelines

1. Journey

1.1 Where do you come from?

1.2 How did you arrive?

1.3 How did you find the way to the National Park Visitor Centre?

Good signage? Parking opportunities? Entrance?

2. Building

2.1 What bothers you about this centre?

Architecture? Is something missing? What could be improved?

2.2 How long have you been in this Centre?

Was this time enough?

3. Motivation/Interest of the Visit

3.1 How did you become aware of the National Park Visitor Centre?

3.2 What motivated you to come to the National Park Visitor Centre?

3.3 Why do you go to a National Park Visitor Centre?

What do you expect? Entertainment or Education? Information about the park? What is the most important thing?

Is this achieved here?

4. Impressions

4.1 What fascinated you the most?

Top 3? What comes into your mind at first when you remember the exhibition?

4.2 What really disappointed you?

How could this be improved?

4.3 Where did you spend most of the time?

4.4 Where did you spend the least time?**4.5 Where in the exhibition can you experience things yourself?**

Flight simulator? Barrel organ with deer antlers? Deer antlers? Is it appreciated?

4.6 What do you learn from the exhibition?

What means the exhibition? How does the relation to nature change after the visit?

Are you more attentive about small things? Conservation? Do you have another point of view?

5. Evaluation and Exposition**5.1 How much did you enjoy the visit in the national park visitor centre on a scale from one to five, whereas one is the worst and five the best mark?**

1 2 3 4 5

5.2 How do you like the presentation of the exhibition?

Why? Fits the concept? Is the room used suggestive? Module introduction?

5.3 How do you get along in the exhibition?

Clear order? Signage?

5.4 What should be changed urgently?

What is missing in the exhibition

5.5 Who does the exhibition address?**5.6 What do you think of the audio-guide?**

Would a change in media be suggestive?

6. Data about the Person

6.1 Gender:

female

male

6.2 Nationality: _____

6.3 Age:

10-15 Years

16-25 Years

26-35 Years

36-45 Years

46-55 Years

56-65 Years

66-75 Years

76-85 Years

Over 85 Years

6.4 What do you do professionally?

Profession category? Industry sector?

6.5 What educational qualifications do you have?

Compulsory School

Completed Vocational Training

A-Levels

Upper Professional School

University of Applied Sciences

University

6.6 What are your interests?

Hobbies?

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