



Ermittlung der Besuchermotivation im Bereich der Quernstkapelle des Nationalpark Kellerwald-Edersee - Untersuchung der Motivation im Rahmen einer Besucherbefragung

Abstract der Masterarbeit von FRANZISKA KUHN

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Abstract

Outdoor leisure and holiday activities experienced a steady increase and intensification for the last two years. The herewith escalating workload promotes the importance of an intact environment. In case, the leisure areas are being used in terms of conversation at the same time, conflicting interests may arise. Especially national parks are affected, whose principal purpose is an undisturbed natural development, exclusive of human impacts. Accordingly, an increase in interest can be attributed to the area of conflict „Conversation versus Recreation“.

In conjunction with this situation, a visitor survey and count at the location of Quernstkapelle at National Park Kellerwald-Edersee was arranged. This census took place from July 2011 to September 2011 in collaboration with the administration of the national park in Bad Wildungen and the staff of the landscape conversation department at the Georg- August Universität in Göttingen. The goals were to describe the visitor´s social-demographical situation, to identify their motivation for the visit and to find out about the satisfaction of the stay.

The census, a quantitatively count, was accomplished by means of a structured questionnaire. We aimed for a very accurate indication of the attendance, using a cross-way count. It was noticed that there are less visitors on weekdays compared to weekends.

Other findings based on our activity: Most visitors are aged between 46 and 55 or older and have a higher educational achievement. Approximately a third of the visitors come from the Netherlands. The main reasons for the visit are natural experience, recreation and relaxation. Waste, cyclists out of the way and unofficial toilets have been classified most annoying. All in all, the visitors are comfortable with their stay in the national park; 99% of all interviewees would recommend a visit to their friends.