Understanding tourists’ wildlife park experience: an experiential consumption perspective

Understanding tourist perceptions and satisfactions is a useful tool to evaluate the quality of visitor experience in various tourism areas. Much attention has been paid to measuring and managing the physical attributes and service quality which have often dominated the previous tourism literature. Yet, the experiential aspects of nature-based tourism remain relatively unexplored. This project focuses on examining how visitors perceive and evaluate experiential attributes of wildlife parks which include animal-related attractions, emotional response to physical settings, and interpretive programs such as guided tours, exhibitions, and brochures. The outcomes of the project will be beneficial to improve service quality and management implications for park tourism providers which ultimately influence positive word of mouth and repeat visitation. The student will get involved in exploring the visitor satisfaction literature and conducting the surveys at wildlife parks which are located in South Australia.

If students are also interested in the psychological aspects of food festivals (e.g. organic food festivals and real food festivals) and sustainable green events, further discussion on your specific research topic can be arranged.

If you are interested in this project please contact:
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The significance of dolphins to tourism in Port Adelaide

The importance of marine cetaceans to tourism has been recognised in recent tourism research. Adelaide is touted as the only place in the world with a resident population of dolphins in a metropolitan area. Simultaneously, the precinct that hosts this population of dolphins, Port Adelaide, is attempting to implement strategies of urban renewal and revitalisation and tourism features as a key component of these efforts.

This project will be an exploratory study to assess the ways in which the resident dolphins are used as a “tourism asset” to market the Port and attract greater visitation to the area. This may be done by content analysis of relevant policy and plans, interviews of relevant stakeholders and/or a visual audit of the precinct.

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