

CERM Performance Indicators® Project



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The Indicator

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- Short course
24th to 29th
September 2006

Customer Service Quality at Museums

CERM PI in collaboration with the History Trust of South Australia will be undertaking a *'Baseline Visitor Profile & Service Quality'* report for three of the History Trusts' museums; the Migration Museum, Maritime Museum and the National Motor Museum.

The report will include a focus on attributes of service quality that enhance the quality of the adult visitors' experience. A preliminary pilot study will be administered to visitors at the Migration Museum. This will be followed by full surveys at the Maritime Museum, the National Motor Museum and Migration Museum.

The project will run over a six month period with a consolidated report detailing the findings of the study with analysis and interpretation on specific findings generated from the three museums.

If you are interested in learning more about this new research area or would like further information please do not hesitate to contact Rosie Roberts at CERM PI on (08) 8302 5321.



Migration Museum, Adelaide SA

Project Updates

Self-Drive Tourism

Self-drive tourism in Australia is a significant activity, which involves in excess of 53 million holidays taken in Australia every year (Bureau of Tourism Research, 2000), including 70 per cent of all holiday trips in Australia by Australians. Despite this, there is relatively little information available to the industry to support sustainable development of this type of tourism.



Naracoorte Caves, SA

Gary Howat of CERM PI and Professor Graham Brown, a School of Management colleague, were successful in an application to the Sustainable Tourism Cooperative Research Centre (STCRC) for a research grant to develop a profile of self-drive travellers in South Australia's Limestone Coast region, as well as information on attributes influencing satisfaction levels, and benefits sought and attained from the self-drive tourism experience also in this region.

Evaluating data collection methods was identified as a key element of the project. Three methods have been trialled as follows:

- Sealink and the Travellink group of companies, provided a database of travellers that had recently booked and completed travel in the area specified. Questionnaires were mailed directly to the potential respondents.
- A complimentary postcard was provided with a perforated section to be posted back to the researcher with the potential respondent's contact details. A questionnaire is then mailed to them. The postcards were distributed by Visitor Information Centres located in the region.
- Visitor information Centres have directly distributed the questionnaires, requesting that travellers refrain from completing them until they have completed the Limestone Coast section of their journey.

For further information contact **Heather March** on (08) 8302 5389 or email: heather.march@unisa.edu.au.

Onkaparinga City Council, SA

Performance Indicators for Community Sports & Leisure Clubs

A contract research proposal has been finalised between the City of Onkaparinga and CERM PI to identify and benchmark clubs' levels of satisfaction with the club/council relationship. Specific attributes of the relationship will be identified and evaluated with the aim of providing information to support a quality, sustainable relationship. The Office of Sport & Recreation is also providing some initial support for this project and it will be made available (one a fee for service basis) to other council areas in the future with the aim of establishing an ongoing evaluation framework.

For further information contact **Heather March** on (08) 8302 5389/email: heather.march@unisa.edu.au.



Adelaide Botanic Gardens (ABG)

Service Quality Issues of Amenities Presentation, and Food and Drink Services

This study is to build on the previous service quality research conducted at the ABG which identified visitors' concerns regarding presentation of built amenities, as well as catering issues. This study will focus on micro-level issues of service quality.

For further information contact **Rosie Roberts** on (08) 8302 5321/email: rosie.roberts@unisa.edu.au.

Recent Publications

Crilley G & Price B, 2006. *Visitor Service Quality, visitor benefits, and behavioural intentions: An empirical investigation at an Australian botanic gardens.*

Crilley G, 2005. A case for benchmarking customer service quality in tourism and leisure services, *Journal of Hospitality and Tourism Management*, Vol. 12(2) 97-107.

Crilley G, 2005. Managerial qualities and knowledge management in Australian sports and leisure centres, *Proceedings of the International Research Conference on Quality, Innovation & Knowledge Management.*

Howat G, Murray D & Crilley G, 2005. *Reducing measurement overload: rationalising performance measures for public aquatic centres in Australia*, *Managing Leisure.*

Howat G, Crilley G and Murray D, 2005. *Using Performance Measures to Assess Performance of Indoor and Outdoor Aquatic Centres*, *Journal of the Australian and New Zealand Academy of Management.*

Comings and Goings

Richard McGrath, presented his paper '*Using a method approach to explore the inclusion of athletes with disabilities into the Olympic Games*' at the International Sports Studies Conference (6-8th March) and his paper '*Participation pathways, Paralympians and the Olympic Games*' at the 13th Commonwealth International Sport Conference (9-12th March). Both conferences were held in Melbourne.

Whilst visiting Melbourne, Richard also facilitated a CERM PI forum. This forum attracted 25 participants from various local governments, aquatic facilities and the YMCA across metropolitan and regional Victoria.

Gary Crilley presented the paper '*Visitor service quality, visitor benefits, and behavioural intentions: An empirical investigation at an Australian botanic garden*' at the 2006 CAUTHE Conference, '*To the City and Beyond*', Melbourne.

CERM PI WELCOMES TO THE TEAM

**Gail Kennedy
and
Rosie Roberts**

**GAIL AND ROSIE WILL BE UNDERTAKING RESEARCH IN
'DEVELOPING AREAS' AND 'CRC SUSTAINABLE TOURISM
PROJECTS' UNDER THE SUPERVISION OF GARY CRILLEY**

Developing Managers for Parks & Leisure short course

Sunday 24th to Friday 29th September 2006
University of South Australia, Mawson Lakes Campus

(A UniSA Graduate Certificate accredited course)



Benefits

By attending this course, you will:

- **Identify and develop** your own management qualities
- **Apply** evidence-based management practices
- **Critically review** the roles and performances of project teams
- **Manage** with greater confidence and professionalism
- **Open** important doors to industry networks
- **Learn by doing** in project based teams



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