APPENDIX 1

Definitions

The Great Barrier Reef Region was defined as the coastal region between Bundaberg and northern Cape York including all islands and reefs.

A Visitor or Tourist was defined as a person of at least 15 years of age, who was on holidays away from home during which time they were financially independent of their parents, who had undertaken, or intended to take, a visit to a location within the reef region as defined above.

A Resort Guest was defined as a person who was intending to stay, or who had stayed, for at least one night at a resort on the island where the interview took place on the day the interview took place.

A Camper was defined as a person who was intending to camp, or who had camped, at least one night on the island where the interview took place on the day the interview took place.

A Reef Day Tripper was defined as a person who had taken, or who intended to undertake, a day trip to a coral section of the reef where no overnight stay is permissible, on the day of being interviewed.

An Island Day Tripper was defined as a person who had taken, or who intended to take, a day trip to an island of the reef region on the day the interview took place.

A Fisher was defined as a person who had been, or who intended to go, recreational fishing within the reef region during their current trip to the Reef region.

A Diver was defined as a person who had been, or who intended to go, scuba diving within the reef region during their current trip to the Reef region.

A Trip or Holiday was defined as the period spent away from the respondent's usual place of residence which included at least one meal being consumed during that period, or at least covering a time period when it would normally be expected for a meal to have been consumed.

A Coral Section of the Reef was defined as an area of the Great Barrier Reef region where coral could be viewed, and including outer reefs, coral cays, and fringing reefs.

APPENDIX 2

QUESTIONNAIRE

15 While staying within the North Queensland coastal region what is your main means of transport?

Plane 1.☐
Private Car 2.☐
Rental Car 3.☐
Boat 4.☐
Train 5.☐
Bus 6.☐
Other (specify) _____ 7.☐

16. (a) How many members of your family, living in your household and including yourself, are on this holiday?

adults _____
children (under 15) _____

(b) Are these all the members of your family?

Yes 1.☐
No 2.☐

If NO, how many members are not here with you?

adults _____
children (Under 15) _____

17. Sex of respondent

Male 1.☐
Female 2.☐

18. According to the categories on this card **(SHOW CARD 1)** what is your best estimate of the costs of your holiday **(for your family)** so far? Please include all costs to date, even though you may not have actually paid for them yet. How much have you spent on....

Travel $_____

(If AIR TRAVEL in Q.14)
Does the above figure include the cost of return airfare(s)?

Yes 1.☐
No 2.☐

Accommodation $_____
Food/Drinks/Entertainment/Sundries (eg souvenirs) $_____
Sightseeing/Excursions $_____

(If on a package tour put value of whole tour)
PACKAGE TOUR TOTAL $_____

19 Please tell me the places you have visited in N Qld during this holiday?

_____
_____
_____

20. Please tell me the places you intend to visit in N Qld during the remainder of this holiday?

_____
_____

25. What places would you like to go to, and why, for holidays in the next five years?

Places/Locations	Reason for wanting to visit

26. Apart from time and money what factors limit your choice of holiday destination?

_____

27. In general, what psychological or emotional benefits do you look for in a holiday?

_____

_____

28. What physical features or facilities do you look for in a holiday?

_____

_____

29. How important do you rate each of the following things in your enjoyment of this holiday **(SHOW CARD 2)**?

	Very Imp.	Somewhat Imp.	Not Very Imp.	Not at all Imp.	Not Rel.	Don't Know
Visit friends & Relatives	1	2	3	4	5	6
Enjoy scenery	1	2	3	4	5	6
Visit islands	1	2	3	4	5	6
See coral	1	2	3	4	5	6
Go Fishing	1	2	3	4	5	6
Sunbathing	1	2	3	4	5	6
Visit country towns	1	2	3	4	5	6
Go to National Parks	1	2	3	4	5	6
A quiet place	1	2	3	4	5	6
Eat seafood	1	2	3	4	5	6
Coastal location	1	2	3	4	5	6
A natural environment	1	2	3	4	5	6
Meet people	1	2	3	4	5	6
To get away from everything	1	2	3	4	5	6
See rainforest	1	2	3	4	5	6
Night life & entertainment	1	2	3	4	5	6
A warm, sunny climate	1	2	3	4	5	6
Historical places	1	2	3	4	5	6
See something new	1	2	3	4	5	6
Nature walks	1	2	3	4	5	6
Swimming	1	2	3	4	5	6
Snorkelling	1	2	3	4	5	6
Scuba diving	1	2	3	4	5	6
Other sporting activities	1	2	3	4	5	6

30. Here are two questions. Please listen to both questions before you give your answer to either question

a) How important was the Reef overall in attracting you to Nth. Qld. for your holiday?

1 2 3 4 5 6

b) How important was seeing coral and marine life in particular in attracting you to Nth. Qld. for your holiday?

1 2 3 4 5 6

(NOW REPEAT QUESTIONS)

31. Please relate to me your most enjoyable experience this holiday?

32. And your worst experience?

33. Before you left home what things worried you about your holiday. Was there anything you were concerned about that might spoil your holiday?

If no 'nasties' mentioned then ask:

Were you worried about any animals, insects or marine life? (which ones specifically)

34. What things might reduce your enjoyment of the Reef in the future?

35. Are you aware of any problems or threats to the survival of the Reef?

36. Have you heard of the Crown of Thorns starfish?

Yes 1.☐
No 2.☐

If NO, go to Q.43

37. Have you seen a section of the Reef that has been attacked by the Crown of Thorns starfish?

Yes 1.☐
No 2.☐

38. Did you expect to see Crown of Thorns starfish on this holiday?

Yes 1.☐
No 2.☐
Don't know 3.☐

At present there is no entry fee charged for visiting coral sections of the Reef even though it is part of a Marine National Park. However, if an entry fee were to be charged in order to provide a fund that would assist in the management of the region

44. Would you be willing to pay a $10.00 entry fee per adult (per family) per visit to coral sections of the Reef?

If YES, increment by $5.00 per visit until a negative response is solicited. Then decrease the bid by $1.00 until a positive response is again solicited, and record this amount.

If NO, decrease by $1.00 per visit until a positive response is solicited, and record this amount.

$_____ per visit

Of the (amount stated) what percentage do you think should be designated to the management of the underwater environment?

□□□%

Don't Know □

Suppose that a trust fund were set up for the sole purpose of researching and controlling the Crown of Thorns starfish on the Great Barrier Reef:

45. Over and above the $(amount stated in Q.44) you were willing to pay as an entry fee, would you be willing to pay a further $5.00 to the trust fund per adult (per family) per visit to the coral section of the Reef?

If YES, increment by $1.00 per visit until a negative response is solicited. Then decrease the bid by $0.50 until a positive response is again solicited, and record this amount.

If NO, decrease by $0.50 per visit until a positive response is solicited, and record this amount.

$_____ per visit

If a ZERO value is obtained ask the reasons for such a value:

1. _____
2. _____
3 _____

If ZERO reason is "included in first fee" ASK:

How much of the (dollars stated in Q.44) would you direct towards a Crown of Thorns trust fund?

$_____

Don't know □

46. As an alternative to paying a per visit fee to a Crown of Thorns starfish trust fund, would you be prepared to pay a once only donation?

Yes 1 □

No 2 □

If YES, what is the maximum amount you would be prepared to give as a donation?

$ _____

47. When do you think you will next have a holiday in the N.Qld. coastal region?

Within 12 months 1.☐
Within 2 years 2.☐
Within 5 years 3.☐
Within 10 years 4.☐
More than 10 years 5.☐
Never 6.☐
Don't know 7.☐

48. Before you left home how concerned were you about the following things in your decision to come to the N.Qld. coastal region for this holiday **(SHOW CARD 4)**?

	Very Conc.	Somewhat Conc.	Not Very Conc.	Not at all Conc.	Inv. & safe	Not Rel.	Did not Consider	Didn't Kn.	D ab K
Bad weather	1	2	3	4	5	6	7	8	9
Marine Stingers	1	2	3	4	5	6	7	8	9
Coral poisoning	1	2	3	4	5	6	7	8	9
Cyclones	1	2	3	4	5	6	7	8	9
Crocodiles	1	2	3	4	5	6	7	8	9
Cane toads	1	2	3	4	5	6	7	8	9
Crown of Thorns	1	2	3	4	5	6	7	8	9
Sharks	1	2	3	4	5	6	7	8	9
Too many people	1	2	3	4	5	6	7	8	9
Stonefish	1	2	3	4	5	6	7	8	9
Snakes	1	2	3	4	5	6	7	8	9
Seafood poisoning	1	2	3	4	5	6	7	8	9

49. So far on this holiday have you made any recreational fishing trips to coral sections of the Reef?

Yes 1.☐
No 2.☐

If <u>YES</u>, on how many days have you made recreational fishing trips to coral sections of the Reef?

days ☐☐

50. Do you intend to make any recreational fishing trips to coral sections of the Reef during the remainder of your trip?

Yes 1.☐
No 2.☐

If <u>YES</u>, on how many days do you intend to undertake recreational fishing trips to coral sections of the Reef during the remainder of this holiday?

days ☐☐

To ensure that our sample is representative the next few questions are background questions

51 Do you have a job, business or farm?

Yes 1.☐
No 2.☐

If **YES**, what type of work do you do?

type of work _____

If **NO**, what is your main activity?

main activity _____

52. What is the highest level of education you have obtained?

Never went to school 1.☐
Some primary 2.☐
Completed primary 3.☐
Some secondary 4.☐
Junior/Form 4/Year 10 5.☐
Senior/Form 6/Year 12 6.☐
Trade certificate/Nursing Diploma 7.☐
Tertiary degree 8.☐
Other (specify _____) 9.☐

53. What was your age on your last birthday?

Years ☐☐

54. Could you please indicate, from this card, which category your combined annual gross family income falls within **(include all members of the family) (SHOW CARD 5)**?

No Income 1.☐
$1 - 2,000 2.☐
$2,001 - 4,000 3.☐
$4,001 - 6,000 4.☐
$6,001 - 9,000 5.☐
$9,001 - 12,000 6.☐
$12,001 - 15,000 7.☐
$15,001 - 18,000 8.☐
$18,001 - 22,000 9.☐
$22,001 - 26,000 10.☐
$26,001 - 32,000 11.☐
$32,001 - 40,000 12 ☐
$40,001 - 50,000 13.☐
over $50,000 14.☐
Don't know 15.☐
Refuse 16.☐

Would you like to make any other comments about the N.Qld. coastal region or this research.

_____

_____

THANK YOU .

Because of the large number of tourists who had not seen coral when they were interviewed, there are 138 missing cases for the Coralness scale.

The Cronbach's Alpha values for the two scales are not high, despite being the maximum that could have been attained with the original set of variables. This indicates that there is some inconsistency in responses between the items and that there is some error associated with the scale. However, for an ad hoc scale, the alpha values are still high enough to warrant further analysis with the scale. It is clear, though, that there will be some attenuation of correlations when this scale is used in analysis. In other words, the true correlation between the Reefness concept and any other variable will be higher than that obtained by calculating the correlation with the Reefness scale. The Reefness scale does not perfectly measure the Reefness concept.

SPSS-X COMMAND FILE TO COMPUTE REEFNESS AND CORALNESS SCALES

```
TITLE 'ANALYSIS OF CORAL AND REEF ITEMS'
FILE HANDLE OUT/NAME='REEF.SYS'
FILE HANDLE IN/NAME='COT.SYS'
FILE HANDLE COR2/NAME='REEF9.COR'
FILE HANDLE COR1/NAME='REEF5.COR'
GET FILE=IN

COMPUTE CBEST=BEST
RECODE CBEST (5,8,14,20=2) (1,15=18)(6,7,22=51)(9=-9)
 (21=23)(4,16,17,12=52)(3,10,11=53)
 (25=52)(30=53)(28=51)(26=2)(27,29=18)
COMPUTE BESTREEF=0
IF (CBEST EQ 2) BESTREEF=4

COMPUTE SRREEF=0
IF (SR1 EQ 22 OR SR2 EQ 22 OR SR3 EQ 22) SRREEF=1
IF (SR1 EQ 9 OR SR2 EQ 9 OR SR3 EQ 9) SRREEF=2
IF (SR1 EQ 29 OR SR2 EQ 29 OR SR3 EQ 29) SRREEF=3
IF (SR1 EQ 31 OR SR2 EQ 31 OR SR3 EQ 31) SRREEF=4
VARIABLE LABELS SRREEF 'SPECIFIC REASON REEF RELATED'
VALUE LABELS SRREEF 0 'NO REEF' 1 'REEF ISLANDS' 2 'REEF'
 3 'SNORKEL' 4 'DIVE'

RECODE MC1 TO MC6 (2=0)
COMPUTE NMEANSEE=MC1+MC2+MC3+MC4+MC5+MC6
IF (MC6 EQ -9) NMEANSEE=0
MISSING VALUES NMEANSEE (0)
```

```
MISSING VALUES I1 TO I9 (-9,6,7)
COMPUTE NEWRIMP=RIMP
COMPUTE NEWCIMP=CIMP
COMPUTE NEWIMP4=IMP4
COMPUTE NEWIMP22=IMP22
COMPUTE NEWIMP23=IMP23
RECODE NEWRIMP NEWCIMP NEWIMP4 NEWIMP22 NEWIMP23 (5=4)
COMPUTE NEWI1=I1
COMPUTE NEWI2=I2
COMPUTE NEWI7=I7
COMPUTE NEWI9=I9

COMPUTE LIKEREEF=0
IF (LNQ1 EQ 5 OR LNQ2 EQ 5 OR LNQ3 EQ 5) LIKEREEF=4

COMPUTE SRREEF2=SRREEF
RECODE SRREEF2 (1=0)(2,3=4)
RECODE NEWI1 NEWI2 NEWI7 (5=1)(4=2)(2=4)(1=5)
RECODE NEWRIMP NEWCIMP NEWIMP4 NEWIMP22 NEWIMP23
    (1=4)(2=3)(3=2)(4=1)
COMPUTE REEFNESS=0
COMPUTE CORALNES=0
VARIABLE LABEL REEFNESS 'INDEX OF REEF ITEMS, ALL RESPONDENTS'
 / CORALNES 'INDEX OF REEF ITEMS, CORAL SEEN ONLY'
 / NMEANSEE 'NUMBER OF DIFFERENT WAYS SEEN CORAL'
 / SRREEF2 'SPECIFIC REASON REEF RELATED FOR SCALE'
 / LIKEREEF 'LIKES ABOUT NQ INCLUDED REEF'
 / BESTREEF 'BEST EXPERIENCE WAS REEF RELATED'
VALUE LABELS SRREEF2 LIKEREEF BESTREEF 0 'NO REEF' 4 'REEF'

COMPUTE REEFNESS=RND(((NEWI1+NEWI2+NEWRIMP+NEWIMP4
 +SRREEF2)-4)/18*100)
COMPUTE CORALNES=RND(((NEWI1+NEWI2+NEWRIMP+NEWIMP4
 +LIKEREEF+BESTREEF+SRREEF2+CORALP+NEWI9)-6)/32*100)

FREQUENCIES VARIABLES=REEFNESS CORALNES /STATISTICS

PROCEDURE OUTPUT OUTFILE=COR1
PEARSON CORR SRREEF2 NEWRIMP NEWIMP4 NEWI1 NEWI2
  /OPTIONS 7

PROCEDURE OUTPUT OUTFILE=COR2
PEARSON CORR SRREEF NEWRIMP NEWIMP4 NEWI1 NEWI2
  NEWI9 CORALP BESTREEF LIKEREEF SRREEF2
  /OPTIONS 7

SAVE OUTFILE=OUT

FINISH
```

APPENDIX 4

Collapsing Responses of Open Ended Questions

Collapsed response followed by original responses.

REASON FOR VISITING NORTH QUEENSLAND THIS HOLIDAY

Weather
- weather

Reef
- reef
- see islands of the reef

Relaxation
- relax
- get away from work etc

Sightseeing
- scenic beauty
- heard it was nice
- variety of things to see, do
- look around see things

New
- haven't been before
- change, somewhere different

Water activities
- snorkelling
- beaches
- swimming
- fishing
- to dive

Part of Trip
- part of trip

Visit Friends
- visit friends or relatives

Social
- meet people
- show friends around
- sex
- honeymoon
- socializing

Work
- work
- attend conference or work
- look for work

Unique Environment
- untouched environment
- unique area
- remoteness
- rainforest

Repeat Visit
- repeat visit
- haven't been for a while

Money
- cheap holiday
- value of the Aust Dollar

(excluded from analysis)
- facilities for kids
- seafood
- bushwalking

LIKES ABOUT NORTH QUEENSLAND

Climate
- weather

General Atmosphere
- physical freedom
- sights
- sub-tropical environment
- architecture
- unspoilt areas
- natural beauty
- greenness
- everything
- clean
- not too many people
- atmosphere

Reef
- reef

The Sea
- beaches
- sea water
- calm seas

Relaxed
- relaxed

Friendly People
- friendly people

Natural History
- marine and bird life
- mountains
- national parks
- natural history
- tropical vegetation

Rainforest
- rainforest

Different
- unpredictable
- variety
- different

Islands
- islands

Water Activities
- swimming
- diving
- fishing

A Particular Resort
- recreation facilities
- well organized hotels
- a particular resort

Seafood
- seafood

Costs
- cheap accommodation
- costs (cheap)

Easy Access
- easy access

(excluded from analysis)
- not much

DISLIKES ABOUT NORTH QUEENSLAND

Nothing
- nothing

Nasties
- stingers
- dirty water at beach
- mosquitoes and insects

Weather
- rain
- humidity
- cyclones

Transport
- roads
- bad drivers
- distances
- lack of petrol stations
- limited access to Nat Parks
- transport

Over development
- over development
- destruction of environment
- loss of rainforest
- sugar cane

Resorts
- characterless resorts
- standard of accommodation
- lack of communication facilities
- lack of interpreters
- food
- related to particular resort

Unfriendly People
- hoons
- too many foreigners
- staff indifference to tourists
- unfriendly people
- too many people

Other
- over-exaggerated in media
- politics or Joh
- no surf
- shopping hours
- litter
- costs (too high)
- lack of information
- towns

BEST EXPERIENCE THIS HOLIDAY

Seeing the Reef
- snorkelling on the reef
- Agincourt Reef
- reef walking
- diving
- seeing the reef
- islands

Relaxing
- being here (relaxing)
- relaxing

Friendly People
- met nice person/people
- visiting friends/relatives
- friendly people
- nightlife
- drinking

Event Outside Region
- an event outside region

Sea Environment/Activities
- resort beaches
- sunshine
- swimming
- fishing
- sailing

Mainland Places
- sightseeing
- seeing rainforest
- Cape Tribulation
- seeing wildlife

Other
- good accommodation
- plane flight
- food
- other activities (non-reef)

(excluded from analysis)
- don't know