

## APPENDIX 3. TAXONOMY USED FOR CONTENT ANALYSIS OF BROAD QUESTIONS

### Self/Experience

#### Notes

1: any response to question 1 or 2 that does not shift from the topic of experience can be coded in here as an aspect of experience even if it is not explicitly stated in the form 'it was this or that experience for me' because the question originally asked about experience

2: relaxing, tranquil, peaceful do not code under emotion

3: emotion—positive includes enjoyment, good, wonderful, fun

4: challenge includes both mental and physical

5: mind—clear includes not thinking about anything

6: mind—stimulating includes interesting, fascinating, cognitive evaluations.

7: anticipation—positive includes looking forward to it, —negative includes fear, —neutral includes curiosity

8: unique experience includes different, memorable, unforgettable, one of a kind

9: escape includes being away from it all, seclusion

10: sense of control includes being able to do what you want to do

11: recollection refers to any mention of wanting to remember the experience, wanting to have something to trigger this

12: always wanted to do something and now have done it, code as T24-3 and T29-3

T1 self-awareness

T2 lack of control

T3 sense of control

T4 effort/initiative

T5 challenge/adventure

T6 emotion - positive

T7 emotion - negative

T8 emotion - high arousal

T9 emotion - low arousal

T10 relaxed/tranquil/peaceful

T11 physical state - positive

T12 physical state - negative

T13 luck/fortunate/opportunity/chance

T14 escape/another world/contrast

T15 new experience

T16 unique experience/different

T17 fantasy/magical/religious

T18 symbolism

T19 mind - clear

T20 mind - stimulating/thinking

T21 learning

T22 lack of knowledge/previous lack of knowledge

T23 recollection/telling others at home/memories

T24 anticipation - positive/wanted to/hoped to

T25 anticipation - negative

T26 anticipation - neutral

T27 expectation - exceeded

T28 expectation - failed

T29 expectation - matched

### Type of activities

#### Notes

1: relaxing includes sleeping

2: walking tracks includes forest

3: contemplating nature includes observing and watching if done purposefully

4: scuba diving—certified includes related activities e.g. filling tanks

T30 general activities - positive

T31 general activities - neutral

T32 general activities - negative

T33 snorkelling - positive

T34 snorkelling - neutral

T35 snorkelling - negative

T36 swimming - positive

T37 swimming - neutral

T38 swimming - negative

T39 scuba diving - introduction - positive

T40 scuba diving - introduction - neutral

T41 scuba diving - introduction - negative

T42 scuba diving - certified - positive

T43 scuba diving - certified - neutral

T44 scuba diving - certified - negative

T45 viewing from glassy - positive

T46 viewing from glassy - neutral

T47 viewing from glassy - negative

T48 observatory - positive

T49 observatory - neutral

T50 observatory - negative

T51 contemplating nature - positive

T52 contemplating nature - neutral

T53 contemplating nature - negative

T54 bird-watching - positive

T55 bird-watching - neutral

T56 bird-watching - negative

T57 fish feeding - positive

T58 fish feeding - neutral  
 T59 fish feeding - negative  
  
 T60 turtle viewing - positive  
 T61 turtle viewing - neutral  
 T62 turtle viewing - negative  
  
 T63 teaching/showing about nature - positive  
 T64 teaching/showing about nature - neutral  
 T65 teaching/showing about nature - negative  
  
 T66 photography/video - positive  
 T67 photography/video - neutral  
 T68 photography/video - negative  
  
 T69 fishing - positive  
 T70 fishing - neutral  
 T71 fishing - negative  
  
 T72 relaxing/sleeping/sitting on beach - positive  
 T73 relaxing/sleeping/sitting on beach - neutral  
 T74 relaxing/sleeping/sitting on beach - negative  
  
 T75 sunbathing/sitting in sun - positive  
 T76 sunbathing/sitting in sun - neutral  
 T77 sunbathing/sitting in sun - negative  
  
 T78 eating/drinking - positive  
 T79 eating/drinking - neutral  
 T80 eating/drinking - negative  
  
 T81 walking - general - positive  
 T82 walking - general - neutral  
 T83 walking - general - negative  
  
 T84 walking - reef - positive  
 T85 walking - reef - neutral  
 T86 walking - reef - negative  
  
 T87 walking - track/through island - positive  
 T88 walking - track/through island - neutral  
 T89 walking - track/through island - negative  
  
 T90 walking - beach - positive  
 T91 walking - beach - neutral  
 T92 walking - beach - negative  
  
 T93 walking - around island - positive  
 T94 walking - around island - neutral  
 T95 walking - around island - negative  
 T96 boating/on boat/anchoring - positive  
 T97 boating/on boat/anchoring - neutral  
 T98 boating/on boat/anchoring - negative  
  
 T99 main vessel ride - positive  
 T100 main vessel ride - neutral  
 T101 main vessel ride - negative

## **Social Environment**

### **Notes**

- 1: friendly includes polite
- 2: non-sociable includes keep to themselves

- 3: alone includes feeling separate from the group
- 4: others not feeling well includes others not enjoying themselves
- 5: activity by other people includes noise by other people
- 6: other people's enjoyment includes enjoyment of other people enjoying themselves
- 7: appreciate/respect includes concern for
- 8: belongingness—general and other includes general statements about feeling part of a group and specific examples not listed
- 9: family togetherness includes presence of a family, the experience caters for the whole family etc.
- 10: diverse/interesting people includes references to other nationalities

T102 friendly/nice/polite/general positive - other visitors

T103 friendly/nice/polite/general positive - staff

T104 unfriendly - other visitors

T105 unfriendly - staff

T106 sociable - other visitors

T107 sociable - staff

T108 non-sociable - other visitors

T109 non-sociable - staff

T110 drop pretences/barriers/casual/informal

T111 supportive, dependable, helpful - other visitors

T112 supportive, dependable, helpful - staff

T113 alone

T114 belongingness - general and other

T115 family togetherness

T116 spending time with friends

T117 others here for same purpose

T118 diverse/interesting/new/strange people/other nationalities

T119 they seem to respect/appreciate the place - other visitors

T119A they seem to respect the place - staff

T120 behaving inappropriately - other visitors

T120A behaving inappropriately - staff

T121 others not feeling well/not enjoying themselves

T122 other people's enjoyment/enjoying people

T123 get involved in the activity/others' activities

T124 numbers of people generally - crowded/many

T125 numbers of people generally - not crowded/few

T126 numbers of people on island - crowded/many

T127 numbers of people on island - not crowded/few

T128 numbers of people on the boat and pontoon - crowded/many

T129 numbers of people on the boat and pontoon - not crowded/few

T130 numbers of people camping - crowded/many

T131 numbers of people camping - not crowded/few

T132 group size of campers - small/too small

T133 group size of campers - large/too large

T134 activity by other people - disturbing

T135 activity by other people - not disturbing/neutral

T136 use of motors - disturbing

T137 use of motors - not disturbing

T138 use of motors - should not be allowed

T139 spatial use by other people - too close

T140 spatial use by other people - not too close

#### **Physical Environment—nature factors**

##### **Notes**

1: includes white beaches, coral beaches

2: ocean/GBR, general reef community and general island community includes references of aesthetics

3: general reef community and general island community include references to the systems as a whole

4: general evaluation only for when there is no specific mention of a physical environment and includes aesthetic mentions and mentions of place

5: natural includes untouched, unspoiled, clean

6: coral cay = coral + island + other

7: coral atoll = coral + island + lagoon + other

8: marine life details—other includes sharks, also code sharks as other

9: beaches/sand— does not include underwater sand

10: lagoon safety/anchorage includes shelter and safe anchorage with no mention of lagoon

T141 general evaluation - positive

T142 general evaluation - neutral

T143 general evaluation - negative

T144 physical isolation

T145 quietness/peace

T146 natural - general

T147 natural - reef

T148 natural - island

T149 ocean/GBR/water/tides/depth - positive

T150 ocean/GBR/water/tides/depth - neutral

T151 ocean/GBR/water/tides/depth - negative

T152 general reef community - positive

T153 general reef community - neutral

T154 general reef community - negative

T155 general island community - positive

T156 general island community - neutral

T157 general island community - negative

T158 specific marine life details - fish - positive

T159 specific marine life details - fish - neutral

T160 specific marine life details - fish - negative

T161 specific marine life details - corals - positive

T162 specific marine life details - corals - neutral

T163 specific marine life details - corals - negative

T164 specific marine life details - other - positive

T165 specific marine life details - other - neutral

T166 specific marine life details - other - negative

T167 specific island life details - other - positive

T168 specific island life details - other - neutral

T169 specific island life details - other - negative

T170 specific island details - birds - positive

T171 specific island details - birds - neutral

T172 specific island details - birds - negative

T173 specific marine/island details - turtles - positive

T174 specific marine/island details - turtles - neutral

T175 specific marine/island details - turtles - negative

T176 specific island details - shells - positive

T177 specific island details - shells - neutral

T178 specific island details - shells - negative

T179 specific island details - trees - positive

T180 specific island details - trees - neutral

T181 specific island details - trees - negative

T182 colour of the reef - positive

T183 colour of the reef - neutral

T184 colour of the reef - negative

T185 colour of the water - positive

T186 colour of the water - neutral

T187 colour of the water - negative

T188 clarity of the water - positive

T189 clarity of the water - negative

T190 beaches/sand - positive

T191 beaches/sand - neutral

T192 beaches/sand - negative

T193 lagoon - positive

T194 lagoon - neutral

T195 lagoon - negative

T196 lagoon safety/anchorage - positive

T197 lagoon safety/anchorage - negative

### **Physical Environment—natural conditions**

T198 weather conditions - positive

T199 weather conditions - negative

T200 sea conditions - calm

T201 sea conditions - rough

T202 temperature - hot

T203 temperature - cold

### **Physical Environment—interpretative**

**Note:** interpretative refers to attempts to understand, interpret and/or predict the environment, 'finding out about things', learning, often involves interaction with the environment (interface between environment and knowledge)

T204 ocean/GBR/tides

T205 general reef environment/lagoon

T206 general island environment/general references

T207 specific marine life details - fish

T208 specific marine life details - corals

T209 specific marine life details - other

T210 specific island details - birds

T211 specific island details - turtles

T212 specific island details - shells

T213 specific island details - trees

T214 specific island details - other

### **Environment—human interactions**

**Note:** environment—human interactions refers to specific mentions of physical environment and self/people in the same unit of analysis

T215 human impact general - concern for

T216 human impact general - positive

T217 human impact general - neutral

T218 human impact general - negative

T219 human impact terrestrial - concern for

T220 human impact terrestrial - positive

T221 human impact terrestrial - neutral

T222 human impact terrestrial - negative

T223 human impact marine - concern for

T224 human impact marine - positive

T225 human impact marine - neutral

T226 human impact marine - negative

T227 impact of environment on people - concern for

T228 impact of environment on people - positive

T229 impact of environment on people - neutral

T230 impact of environment on people - negative

T231 engagement with nature/interacting with nature/sensory involvement/appreciating nature/first hand experience

T232 intimate encounters with nature/or part of nature

### **Managerial/organisational factors**

#### **Notes**

1: information services includes interpretation

2: development includes **general** references to commercialism, facilities and lack of all these things (it is a 4 or 0 rating; i.e. only a flagging function)

3: management general and other includes camping area/facilities

T233 development

T234 management general and other - positive

T235 management general and other - neutral

T236 management general and other - negative

T237 information services general - positive

T238 information services general - neutral

T239 information services general - negative

T240 information services island - positive

T241 information services island - neutral

T242 information services island - negative

T243 information services on boat/on GBB - positive

T244 information services on boat/on GBB - neutral

T245 information services on boat/on GBB - negative

T246 poor quality of PA system

T247 advertising - positive

T248 advertising - neutral

T249 advertising - negative

T250 tourist/commercial/services/operation overall and other - positive

T251 tourist/commercial/services/operation overall and other - neutral

T252 tourist/commercial/services/operation overall and other - negative

T253 management - regulation/zoning - positive

T254 management - regulation/zoning - neutral

T255 management - regulation/zoning - negative

T256 presence of management personal - positive

T257 presence of management personal - neutral

T258 presence of management personal - negative

T259 private boats - positive

T260 private boats - neutral

T261 private boats - negative

T262 pontoons - positive  
T263 pontoons - neutral  
T264 pontoons - negative

T265 signs - positive  
T266 signs - neutral  
T267 signs - negative

T268 toilets - positive  
T269 toilets - neutral  
T270 toilets - negative

T271 fresh water

T272 commercial vessel - positive  
T273 commercial vessel - neutral  
T274 commercial vessel - negative  
T275 glass-bottomed boat/GBB tour guide - positive  
T276 glass-bottomed boat/GBB tour guide - neutral  
T277 glass-bottomed boat/GBB tour guide - negative

T278 underwater observatory - positive  
T279 underwater observatory - neutral  
T280 underwater observatory - negative

T281 cost - positive  
T282 cost - neutral  
T283 cost - negative

### **Trip overall**

#### **Notes**

1: evaluation—fairly specific mentions of trip, day, visit  
2: need more time/like more time, code as evaluation—positive

T284 evaluation - positive  
T285 evaluation - negative

T286 I would come back - general  
T287 I would come back - daytrip  
T288 I would come back - camping

T289 recommend to friends/recommended by friends/other people  
T290 escape/being away

T291 expectation - met  
T292 expectation - failed  
T293 expectation - exceeded

T294 convenience/access (to coast, southern position in GBR, en route to destination)

#### **Miscellaneous**

T295 other  
T296 irrelevant  
T297 prompted  
T298 missing information

## **Great Barrier Reef Recreation/Tourism Experience Research**

### **Description of Some of the Categories for Coding**

#### **Self**

It refers to your feelings and/or thinking and/or evaluations or perceptions you have about yourself, or about your relationship with the immediate social and/or physical environment.

awareness: When you have discovered something about yourself or when you have been made more aware of your capabilities and limitations.

control: It refers to your perceptions of being in control of a situation.

emotion (high arousal): When your feelings are associated with high arousal (e.g. excitement, apprehension).

emotion (low arousal): When your level of arousal is optimal, i.e. you have enough but not excessive stimulation, or when you are simply stating an emotion which is not associated with high arousal (e.g. happy, sad).

effort: When you are concentrating on something and/or talking yourself into a difficult task, or when you refer to a physical effort.

self-control: Need to exert self-control in face of adverse outside.

physical state: It refers to your body state or to the group's physical state if you are part of a group and referring to the group, i.e. whether one's body is feeling good, relaxed, comfortable, strong, tired, tense etc.

challenge: When you have to deal with a situation with might be (or might not be) new to you but which involves challenge, conflict, adaptation or some demand placed upon you.

fantasy: extent of presence of fantasy, imagery, projection, imagination as part of the experience

symbolism: presence/significance of symbolic elements in the participation (e.g. the GBR symbolises Australia)

engagement with nature: references of you appreciating, seeing, watching, touching—in general terms being involved with nature (it reflects a relationship between you and the environment rather than a mere description of the environment out there)

intimate encounters with nature: close encounters with particular elements of the natural environment

clear mind: clarity of thinking, refreshed mind

## **Social Environment**

It refers to another person or a group of people or to your perception of belonging to a group. It includes description of the social environment, behaviour by others and interaction with others.

involvement, interaction, companionship: interactions among a group, the extent to which a person belong to a group

support, dependency, helpful: Making an assessment about the extent to which others are helpful and/or supportive and/or you depended on them in the context of your experience.

social feedback: Any interactions with others where you receive feedback about yourself or where you give feedback to others.

spatial use by other people: Any mention of how others have been using the physical space around the respondent and/or in relation to where respondent was or was using the physical space. (check CC book)

## **Physical Environment**

meaning of the environment—end: environment as end in itself, action based on desire to interact with that specific environment

meaning of environment—means: environment as a means to an end, basically a good place to do the activity the person wants to do

predictability: desire for a safe, predictable environment as a major aspect of the experience

risk: desire for risk and uncertainty as a major aspect of the experience

impact of environment on self: The extent to which you think the environment has an impact on you or on the group.