

## **Analysis of visitor's satisfaction on camp site in national park**

### **-Focused on Sorakdong district in Mount Sorak National Park-**

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The survey of user's satisfactory degree of location, plantings, facilities, operation, and management factors on national parks' camp sites was carried out. Many problems were analyzed and identified. This survey was for proposing the correct way to plan and draft for camping site after this. In addition to, the realization of environmental education through nature friendly recreation was aimed at. According to the result of the survey, the followings were suggested as necessities to improve the camp site.

1. Repair and replacement of insufficiently managed facilities should be aimed at.
2. Facilities for a handicapped person should be preferentially introduced.
3. Active management and publicity in low-demand season that practiced by developed countries should be carried out. Seasonal program for various age groups should be operated.
4. Surrounding tourist site, camp site, and trail should be organically connected by shuttle bus and other transports.

A survey was carried out for the user satisfaction in the campsites of national parks. Based on this survey concerned with the location, planting, facilities, operation and management, the problems were identified and analysed to improve future design and plan of the campsites. This study aims for the realization of environmental education through nature friendly recreation. The following points are suggested as needed according to the survey result.

1. damaged facilities should be repaired or replaced.
2. introduction of the facilities for disabled should be prioritized.
3. consistent and active management and publicity work should be operated in the off-peak season. and the seasonal activity programs for the various age groups should be provided.
4. the site should be well connected with other surrounding campsites and tourist sites using the shuttle bus and other transport method.

Key Words : Camp site, User, Satisfaction

### **1. Introduction**

Modern urban dwellers are more concerned about well-being than before. The well-being is being developed developing as a cultural phenomena to learn, feel, and touch the nature. The desire for well-being is increased increasing and the inclination of recurrence to recur to the

nature are is arising <sup>1)</sup>.

Rapid industrialization and urbanization stimulate the biophilia, basic desire of human, and inclination of recurrence to recur to nature that intend for people to get and be free from the modern mechanical culture and back to the nature.

Hence, The people that seek nature friendly places are increasing and people they are craving for the opportunities of nature-friendly recreation activities. Government introduced 5-day working system five-day week in

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Table 1. User's property and their behavior of use

Personal property		High demand season (July ~ August)	Low demand season (November)	Total
Sex	Male	77(55%)	17(42.5%)	94(52.22%)
	Female	63(45%)	23(57.5%)	86(47.77%)
Age	0 ~ 19	31(22.14%)	-	31(17.22%)
	20 ~ 29	19(13.57%)	-	19(10.55%)
	30 ~ 39	25(17.85%)	-	25(13.88%)
	40 ~ 49	41(29.18%)	-	41(22.77%)
	50 ~ 59	13(9.28%)	22(55%)	35(19.44%)
	More than 60	11(7.85%)	18(45%)	29(16.11%)
Place of residence	Seoul	47(33.57%)	28(70%)	75(41.66%)
	Gyeonggi-do	29(20.71%)	5(12.5%)	34(18.88%)
	Gyeongsang-do	11(7.85%)	-	11(6.11%)
	Chungcheong-do	8(5.71%)	-	8(4.44%)
	Jeolla-do	5(3.57%)	-	5(2.77%)
	Gangwon-do	38(27.14%)	7(17.5%)	45(25%)
	Etc.	2(1.42%)	-	2(1.11%)
Occupation	Agriculture · Marine product industries · Stockbreeding · Forestry	9(6.42%)	-	12(6.66%)
	Public service personnel	17(12.14%)	-	17(9.44%)
	Company employee	21(15%)	-	21(11.66%)
	Enterpriser/Self-management	34(24.28%)	8(20%)	42(23.33%)
	Housewife	31(22.14%)	10(25%)	41(22.77%)
	Service	5(3.57%)	-	5(2.77%)
	Student	10(7.14%)	-	10(5.55%)
	Etc.	13(9.28%)	22(55%)	35(19.44%)
Automobile	Possess	119(85%)	37(92.5%)	156(86.66%)
	Not possess	21(15%)	3(7.5%)	24(13.33%)
Companion	Family	85(60.71%)	32(80%)	117(65%)
	Friend	16(11.42%)	5(12.5%)	21(11.66%)
	Group	37(26.42%)	-	37(20.55%)
	Alone	2(1.42%)	3(7.5%)	5(2.77%)
Number of use	1 time	70(50%)	9(22.5%)	79(43.88%)
	2 times	41(29.28%)	5(12.5%)	46(25.55%)
	3 times	11(7.85%)	13(32.5%)	24(13.33%)
	4 times	8(5.71%)	-	8(4.44%)
	More than 5 times	10(7.14%)	13(32.5%)	23(12.77%)
	Seasonal use	Spring	16(11.42%)	-
Summer		101(72.14%)	-	101(55.56%)
Autumn		10(7.14%)	2(5%)	12(6.67%)
Winter		-	-	0(0%)
Independent of seasons		13(9.28%)	38(95%)	51(28.33%)
Time of required	Less than 1 hour	17(12.14%)	2(5%)	19(10.55%)
	1 ~ 2 hour	20(14.28%)	5(12.5%)	25(13.88%)
	2 ~ 4 hour	56(40%)	33(82.5%)	89(49.44%)
	More than 4 hour	47(33.57%)	-	47(26.11%)
Purpose of visit	Enjoy nature	20(14.28%)	4(10%)	24(13.33%)
	Only enjoy camp	33(23.57%)	24(60%)	57(31.66%)
	Maintain your health	35(25%)	12(30%)	47(26.11%)
	Unity of group · for friendship	42(30%)	-	42(23.33%)
	Etc.	10(7.14%)	-	10(5.55%)

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Table 2. Analysis of satisfaction

		High demand season (July ~ August)			Low demand season (November)			Total		
		Mean	S.E	S.D	Mean	S.E	S.D	Mean	S.E	S.D
Location factors	Distance · Traffic	3.33	.069	.827	3.40	.128	.810	3.36	.060	.818
	Connection	3.06	.071	.849	3.52	.155	.986	3.29	.068	.917
	Area	3.31	.077	.922	3.57	.142	.902	3.44	.067	.912
	Satisfaction	3.22	.069	.822	3.35	.126	.802	3.28	.060	.812
Trees factors	Species of trees	3.61	.070	.836	3.57	.128	.812	3.59	.061	.824
	Noise prevention	3.46	.081	.970	3.42	.151	.957	3.44	.071	.963
	Shade of trees	3.45	.070	.834	3.35	.154	.975	3.40	.067	.904
	Density of trees	3.51	.071	.843	3.12	.134	.852	3.31	.063	.847
	Satisfaction	3.64	.051	.612	3.32	.140	.888	3.48	.055	.750
Facilities factors	Shower facilities	2.86	.070	.832	2.65	.126	.802	2.75	.060	.817
	Kitchen facilities	2.85	.076	.905	2.92	.135	.858	2.88	.065	.881
	Resting room	2.88	.070	.831	2.92	.130	.828	2.90	.061	.829
	Guide facilities	3.23	.066	.792	3.02	.145	.919	3.13	.063	.855
	Rest facilities	2.84	.073	.875	2.77	.132	.839	2.80	.063	.857
	Sport facilities	2.87	.076	.904	2.82	.138	.873	2.84	.066	.888
	Safe facilities	2.50	.075	.893	2.62	.122	.774	2.56	.062	.833
	Convenience facilities	2.84	.075	.899	2.75	.149	.946	2.79	.068	.922
	Lighting equipment	3.29	.074	.883	2.75	.137	.869	3.02	.065	.876
	Convenience facilities for disabled person	2.08	.072	.852	2.07	.126	.797	2.75	.061	.824
Satisfaction	2.83	.077	.918	2.87	.139	.882	2.85	.067	.900	
Management factors	Clean management	2.91	.080	.948	2.80	.134	.853	2.85	.067	.900
	Program	2.51	.081	.963	2.67	.135	.858	2.59	.067	.910
	Satisfaction	2.75	.075	.896	2.77	.126	.800	2.76	.063	.848
Total satisfaction		3.07	.072	.866	3.04	.136	.860	3.05	.064	.863

February 1998 and put into operation by stages from July 2004.

Therefore it is predicted that the third industries such as tourism and leisure business are getting expanded will expand rapidly and the demand for them should be increased increase<sup>2)</sup>.

Camping is the best leisure activity to meet the demand needs of the times. The close contact with nature through camping could give experiences that could not earn earned from the routine urban life. Group camping could also make for the educational purposes<sup>3)</sup>.

The idea of cooperative activities with the nature is enhanced for friendly human relationship. In addition to, environmental education and physical training could also be obtained through mountain climbing, swimming, fishing, and other activities.

Through outdoor activities, people contact each other in a nature environment to form an amicable relationship.

Mountain climbing, swimming, fishing and other activities can encourage environmental education as well as physical culture.

There was a case study that was carried out for satisfactory degree on camping program for elementary school students<sup>4)</sup>.

There has been a previous casestudy which carried out a satisfaction survey for the campsite for the elementary students.

However this study only focused on interview with elementary school students. There was no study of the general people's satisfactory degree on the use of camping site and did not contain the general study of the campsite. This study was carried out to analyze analyzes necessary factors for the campsite and to survey the satisfactory degree of use it. carries out the user satisfaction survey.

The campsite at Sorakdong district, Mount Sorak national park was selected for this study. is the main site

for the study and the study concentrates on the necessary factors for camp site based on literatures and former studies. were analyzed. Satisfactory degree User satisfaction of location, planting, facilities, operation, and management of camp site were surveyed. The objective of this study was for is the presentation of activation plan through understanding and analysis analyzing of problems of the campsite.

## 2. Main discourse

### 2.1. Theoretical discussion

This study presents draws out the factors elements of the campsite through from the theoretical discussion and these factors were investigated at the selected place by interview. the survey is based on these elements. Satisfactory degree of campsite was analyzed with the results of this study. The survey results were used to analyze the user satisfaction of the campsites.

### 2.2. Study method

#### 2.2.1. Selection of case study study site

The most frequently used campsite at Sorakdong district in the Mount Sorak national park the most frequently used, was selected for this study. as the study site.

#### 2.2.2. Survey method

Survey items were composed of satisfactory degree user satisfaction of location, plantings, facilities, operation, management, program, and improvement facts. Item I were was composed of gender, age, residence, occupation, and possession of automobile. Item II were was composed of companion type, frequency of use, time for use, necessary time time required, and purpose of use. Item III were was presented for the total satisfactory degree general satisfaction for the use of the campsite and satisfactory degree the satisfaction for each of the location, plantings, facilities, operation, and management of campsite. Likert technique was used for this item III. Item IV were was composed of questions of program and improvement facts.

Surveys were carried out twice in high-demand and slack season of total 180 campers. in each of the high-demand and off-peak season for the total number of 180 campers. Low-demand off-peak season survey was carried out at on November 10, 2003 for 40 campers. High-demand season survey was carried out from July 10 to August 10, 2004 for 140 campers. Statistical program,

EXCEL 2002 was used for analysis of the results.

### 2.3. Results and discussion

#### 2.3.1. Analysis of user's property and behaviour

Male was 52.2% and female was 46.7% from total 180 respondents. 52.2% of the total respondents was male and 46.7% was female. Age group of forties was the most frequent as 22.8%, the fifties were 19.4% and the teens were 17.2%. 22.8% of the respondents was in their 40s, 19.4% was in their 50s and 17.2% was in their teens. Residents of Seoul were 41.7%, and 25% from Gangwondo, 18.9% from Gyeonggido. 41.7% came from Seoul, 25% from Gangwondo and 18.9% from Gyeonggido.

Big city residents from Seoul and Gyeonggido were the majority. Majority came from big city areas such as Seoul and Gyeonggido. In the visitor's occupation, businessmen or self-employee were 23.3% and housewife was 22.8%. As far as the visitors' occupations are concerend, 23.3% was businessmen or self-employed. Most of respondents (86.7%) owned automobile and drive it drove to the camp site. The camp camping with companions such as friends, family, and group were more frequent common than travel camping alone.

There were various answers to the question of use frequency for the campsite the frequency of campsite use, from first time to more than five times. For the time of use, 56.1% visited in summer, high-demand season, 28.3% freed from season, visited regardless of the seasons, and 15.5% visited in spring, fall, or winter, low-demand off-peak season. For the question of necessary time to camp site, As far as the duration of the use of the campsite is concerend, from two to four hours were 49.4%, more than four hours were 26.1%, one to two hours were 13.9%, and less than one hour were 10.6%. For the purpose of visit, 31.7% answered for enjoying camp itself, 26.1% for maintain maintaining health, 23.3% for harmony or friendship of group, 13.3% for nature-friendly activity, and 5.6% for and so forth other reasons such as environmental education or physical and mind training.

#### 2.3.2. Analysis of satisfaction

For the satisfactory degree of total camp site, overall satisfaction of the campsite users, location was satisfied the second at received the second highest satisfaction of 3.3 degree. For the satisfactory degree satisfaction of detailed items, area, distance or transportation, and easiness to connect were 3.4, 3.4 and 3.3, respectively.

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Satisfactory degree satisfaction on plantings was generally high. Satisfactory degree satisfaction on the species of trees was high at 3.6 in all seasons. Prevention of noise noise prevention and shady nook were satisfied as 3.4 and 3.4, respectively.

For the Satisfactory degree satisfaction on facilities, information facility was most highly satisfied mostly and lightings and lavatories were also highly satisfied as 3.0 and 2.9, respectively. On the other hand, safety facilities were less satisfied as received low satisfaction of 2.6. Rest, convenience and shower facilities were also less satisfied as received low satisfaction of 2.8, 2.8, and 2.8, respectively. Shower facilities were less satisfied on low-demand off-peak season than high-demand season, it might due to the reason of incapable This is due to the incapability in supply of hot water.

For the items of operation and management, management of cleanliness hygiene was 2.9 and program was 2.6. The degree of satisfaction on program was the lowest among all items. The reasons for dissatisfaction were lack of management and publicity during slack off-peak season and lack of operation of seasonal activation activity programs for various age groups.

### 3. Conclusion

This study was performed aimed to investigate user's property and the actual conditions properties and conditions for general evaluation according to user's subjective satisfaction and the effect of the satisfactory degree on systems system satisfaction for on the general satisfactory degree overall satisfaction. Furthermore, Also, basic materials helpful to plan, design and management of camp site for increasing the quality level of general satisfactory degree would be provided for indicating the policy, useful suggestions, and activating scheme. this study aims to provide basic informations useful for the plan, design and management for the campsites with increased quality. The overall satisfaction results can be used to indicate policy, useful suggestions and schemes.

Satisfactory degree satisfaction of operation and management were showed to be the lowest lower among the previously stated four factors necessary for camp sites. The sustaining and active management, publicity during low-demand seasons and operation of seasonal activation

programs for various age groups were needed for operation and management of camp sites. It is evident that sustainable and active management and publicity are needed during the off-peak season and the programs for the various age groups should be provided. For the location factor, surrounding tourist site, camp site, and trail based on the camp site should be organically connected by shuttle bus and other transports. shuttle buses or other transport system should be introduced to organically connect the surrounding tourist sites and the campsite. For the facility factors, repair and replacement of insufficiently managed or damaged facilities and introduction increased provision of deficient facilities was required. Mostly important, Most importantly, facilities for a handicapped person and the least satisfied factors were needed to be most preferentially introduced. the disabled users need to be introduced with priority since this received the lowest satisfaction.

More studies through surveys should be performed in the more objective sites

Future studies will have to cover larger number of study sites to conduct surveys and provided improved data and results.

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