



WHAT MAKES A HUNTING EXPERIENCE MEMORABLE?


Peet van der Merwe and Melville Saayman
North-West University
School for Business Management
TREES






Aim of the research


What are the factors determining a memorable hunting experience?




Introduction




- Large part of SA wildlife tourism offering is hunting
- Hunting – Trophy and Biltong hunting
- Biltong hunting
- Important part of a hunt - hunting experience
- Def. - *“a product or service that, when combined with its surrounding experiences and events, goes beyond itself to enhance or bring value to a customer’s life”*




Introduction





- A shift – tourism experience to creating a memorable tourism experience
- Def. memorable experiences as
 - *“very special, emotionally charged, and potentially life altering in that they may contribute to personal growth or renewal of a person”*




Introduction




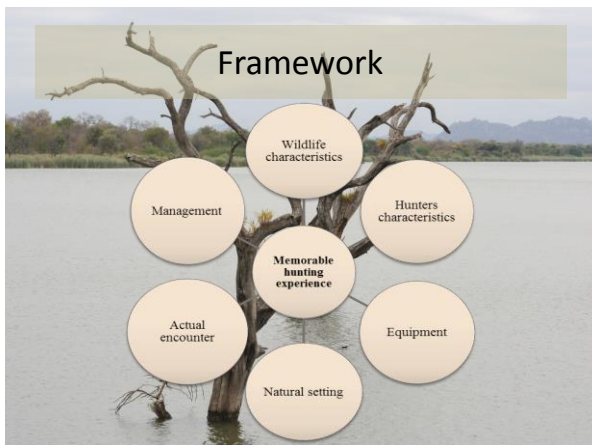

- **Benefits:**
 - Satisfied and loyal hunters
 - Return visits
 - Increased visitor spending
 - Longer length of stay
 - Positive word-of-mouth


Literature background




- The literature that were analyses:
- Hautaluoma and Brown (1980), Coe (1985), Hammit et al. (1990), Tynon (1997), Tremblay (2002), Moscardo and Saltzer (2004), Cloke and Perkins (2005), Montag et al. (2005), Bulbeck (2005), Curtin (2010), Walls et al. (2011), Kruger and Saayman (2012), Komppula and Gartner (2013), van der Merwe and Saayman, (2014)
- Framework for memorable hunting experiences

Constructs of framework



Hunters characteristics	Wildlife characteristics	Management of product
Skill	Dangerous species (Big five)	Quality hunt provide
Culture		Well managed facilities
Level of knowledge	Large and small species	Well managed game
Previous hunting experiences	Rare and uniqueness species	Rules and regulations
Social group	Beauty of animal	Hunter number control
Hunters behaviour	Challenging animals	Quality, skilled and knowledgeable guides
Group interaction		
Reason for hunting		



Constructs of framework		
Actual encounter	Natural setting	Equipment
First hunt	Close to nature	Hunting gear (rifle, bullets, telescope)
First time certain animal being hunted	Sounds and smell of nature	Clothing used
Authenticity of hunt	Species variety	Accessories
Surprise and novelty	Species numbers or population size	
Unforeseeable events		
Intensity of experience		
Uniqueness of encounter		
Close proximity		
Harvest or kill of animal		

Method of Research

- Questionnaire consisted of 4 sections
 - Section A - demographic detail of the hunters
 - Section B - spending and species hunted
 - Section C - method of hunting
 - Section D - Hunting experience and travel motives
- SAGHCA (South Africans Hunting and Game Conservation Association)
- CHASA (Confederated Hunters Association of South Africa)

- Complete sampling was used
- February - October 2013
- 671 (n)
- Factor analysis: principal axis factoring analysis, Oblimin with Kaiser Normalisation
- Analysis of Variance (ANOVA)
- T-Tests
- Spearman's correlation coefficient



Results

- Factor analysis
- Correlations
 - Socio-demographic correlations
 - Behavioural



Factor analysis: Hunting motives				
FACTORS	% VARIANCE 63.67	CRONBACH ALPHA	MEAN	INTER-ITEM CORRELATIONS
Factor 1: Interaction with nature		0.868	3.99	0.481
Factor 2: Heritage and lifestyle		0.838	3.23	0.568
Factor 3: Adventure seeking		0.807	3.50	0.681
Factor 4: Family and friends		0.766	3.40	0.520
Factor 5: Escape		0.755	3.70	0.622
Factor 6: Hunt		0.587	2.54	0.331
Factor 7: Venison		0.563	3.96	0.305

Factor analysis: Memorable hunting experience				
FACTORS	% VARIANCE 61.54	CONBACH ALPHA	MEAN	INTER-ITEM CORRELATIONS
Factor 1: Management of game		0.597	3.70	0.341
Factor 2: Hunting expectations met		0.595	3.47	0.338
Factor 3: Socialisation		0.750	3.98	0.506
Factor 4: Infrastructure		0.552	3.04	0.228
Factor 5: Hunt/kill of game		0.655	2.36	0.330
Factor 6: Adventure		0.681	3.75	0.415
Factor 7: Success of the hunt		0.392	4.50	0.247
Factor 8: Hunter conditions		0.571	3.67	0.400
Factor 9: Product management		0.725	4.27	0.577
Factor 10: Natural setting		0.644	4.04	0.421

Socio-demographic results:

- For married hunters it is important to hunt for meat/venison than non-married or single hunters
- Province of residence (Anova and Post Hoc tests)
 - Adventure as motive more important for respondents from Mpumalanga than for KwaZulu-Natal
 - Hunting expectations and adventure more important for hunters from the Free State (memorable experience) than KwaZulu-Natal



Socio-demographic results: occupation

- A practical significant difference for motive "nature interaction" and "venison"
- Nature more important - employed mining industry than for farmers
- Venison more important for managers than for farmers



Socio-demographic results: occupation

- Practical significant difference - memorable experience
 - People employed in mining: socialization more important
 - People employed in management: adventure more important



Behavioural results: hunt alone or in group (T-tests)

- Memorable experience
 - *Socialization as motive*: more important for hunters in group
 - *Hunter conditions*: more important for hunters that hunt alone than hunters that hunt in group
 - *Product management*: more important for hunters that hunt in group than hunters that hunt alone



Behavioural results: hunting method (Anova)

- To hunt as motivation: more important to hunters hunting from a vehicle versus lay and wait
- Venison as motivation: more important to hunters that hunt from a vehicle versus lay and wait
- Memorable experience hunt/kill: more important for hunters that hunt by walk and stalk and lay and wait
- Memorable experience natural setting: more important for hunters hunting by walk and stalk



Findings and implications

- First finding - new factors identified found for memorable hunting experience;
 - The success of the hunt
 - Seeking adventure
 - Infrastructure
- Management implications
 - Success of hunt



Findings and implications

- Adventurous experience
 - Variety game species
 - People employed as managers seeks more adventurous hunts
- Product owners need to take note of occupation differences in product development



Findings and implications

- Second finding - nature is essential
- Management implications
 - Provide hunters with the opportunity to reconnect with nature during the hunt, experience nature



Findings and implications

- Third finding: Socio-demographical and behavioural aspects are equally important
- Management implications
 - Acknowledge socio-demographic detail of hunters and behavioural aspects when developing hunting and game farm products



Findings and implications

- Lastly - the factor to kill game was seen as least important for memorable experience
- Management implication
 - product owners must not only focus on the killing game
 - provide hunters the opportunity to enjoy the hunt
 - make them aware of natural environment
 - opportunity to learn about the animal being hunted



Conclusions

- Aim - to determine the aspects that contribute to hunters having a memorable hunting experience
- Three factors not previously identified
 - success of the hunt, adventure and infrastructure
- Socio-demographic and behavioural aspects do impact



Conclusions

- Contributions of the study
 - New factors identified impact on memorable experience
 - First time for SA who is important hunting destination
 - Will assist product owners in product development providing hunters with memorable hunting experiences

