

University of Technology Sydney

Faculty of Business

School of Leisure, Sport and Tourism

Tourism Management Project 2

**Marketing the significant historical, cultural
and natural features of La Perouse via
a promotional item.**

By

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Client

The La Perouse Precinct Committee

Date

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Executive Summary

This research project was conducted on behalf of the La Perouse Precinct Committee. The La Perouse Precinct Committee identified an issue in lack of marketing of La Perouse which in turn reflected the area's current performance as an historical, cultural and natural destination.

La Perouse's current performance as a tourist destination can be broken down into three features, these being (1) the stagnant level of visitation to the historical, cultural and natural sites of the area, (2) the limited awareness level of where sites are located and their significance to La Perouse and Sydney, which have both occurred as a consequence of (3) the lack of marketing material being used to promote the destinations quality features of history, culture and nature.

From this a set of objectives were devised to better conquer and address the problem in further detail, these objectives were:

1. To measure the visitation and involvement in activities of different market segments at the historical, cultural, natural and recreational sites of La Perouse.
2. To measure the awareness and knowledge of the different market segments of the sites and activities offered at La Perouse.
3. To produce a brochure that will market the natural, cultural, historical and recreational significance and offerings of La Perouse.

Over the past year background research has been conducted along with questionnaire surveys to ultimately meet these objectives and to provide recommendations to the La Perouse Precinct Committee. The methodology of this project involved questionnaire surveys to satisfy objectives one and two. This involved two series of questionnaire surveys, one being a pre visit questionnaire and the other a post visit questionnaire. A total sample size of 125 was surveyed, 75 from the pre visit survey and 50 from the post visit survey.

The results that were presented in this research were indicative of the two main issues of visitation and awareness. The results of Objective 1 found that the typical length of stay of respondents in both surveys was 2 – 2.9 hours indicating that La Perouse may not be seen as a destination worthy of a whole day. The pre visit questionnaire survey found that majority of

respondents were coming to La Perouse a few times a year. This was also found in the post visit questionnaire survey but was closely followed by once a month visits. As for the involvement in activity the pre visit questionnaire survey found the most popular activity was to enjoy the view/atmosphere/ambience. Majority of those who participated in the post visitation survey intended to eat out; however, when asked what respondents actually did the greatest increase from their original intent was to enjoy the view/atmosphere/ambience.

When given a checklist of various historical, cultural and natural sites of La Perouse the responses from both questionnaire surveys were limited, indicating a lack of interpretation on site at La Perouse. As for the visitation, two specific sites (the La Perouse Museum and Bare Island) were selected as a focus of visitation to historical sites. It was found in both questionnaire surveys that although a significant number could identify these sites not many had visited.

Objective two, which addressed the awareness and knowledge of the different market segments of the sites and activities offered at La Perouse found some significant results. Here it was discovered that in pre visit questionnaire survey majority of respondents did not have knowledge of the history and culture of La Perouse, however, majority of respondents in the post visit questionnaire survey did. Those who displayed their knowledge in the following question could relate La Perouse to being of Aboriginal community.

The checklist was once again showed to respondents to see if they had at least heard any of the 24 sites listed. It was found that majority of respondents identified La Perouse Museum. Respondents were then asked to give an example of knowledge they may have from the sites they identified. Most of those from the pre visit questionnaire survey responded that the sites had French significance, yet, most of those participants in the post visit survey said that those sites they had heard of had Aboriginal significance. To further address objective two, those respondents who could identify the La Perouse Museum and Bare Island were asked to tell the researcher something significant about these sites. Once again, French and Aboriginal significance were the two dominant responses given.

The results and findings from objectives one and two aided in meeting objective three. A brochure that markets the natural, cultural, historical and recreational significance and offering of La Perouse is represented in the appendix – see appendix 6 for brochure.

These results suggested two speculations that were supported by the findings of this study, these being the lack of pre visitation marketing and the lack of interpretation at the destination. These two suggestions have been formulated into recommendations where objective three will essentially combat the issue of lack of pre destination marketing and that the implementation of informative signage and interpretation at the destination is used to conquer the issue of lack of interpretation at the destination.

1.0 Introduction

La Perouse is a suburb in south-eastern Sydney, and is located about 14 kilometres south-east of the Sydney central business district, in the City of Randwick – see appendix 1 for map. The La Perouse peninsula is the northern headland of Botany Bay and is notable for its old military outpost at Bare Island and the Botany Bay National Park. La Perouse is named after the French navigator [Jean-François de Galaup, comte de La Pérouse](#) (1741-1788) and is one of few Sydney suburbs with a French title (Australian Dictionary of Biography, 2006).

This research project was carried out on behalf of the La Perouse Precinct Committee, a community composed of residents and landowners in La Perouse, Little Bay, Phillip Bay and Chifley. La Perouse Precinct Committee is concerned with issues that affect the community and La Perouse (xxxxx, pers. comm. 25 March, 2009). They are the only community forum on the La Perouse headland which is open to all residents and/or ratepayers and are a recognised community voice in the South Ward of Randwick municipality.

1.1 Background/Problem

At this point in time the La Perouse Precinct Committee are concerned that potential visitors to the area are not aware of the historical, cultural and natural sites of the area and the significance that these sites hold. It is also of concern that the visitation to these specific sites that hold historical, cultural and natural significance could be increased if an appropriate promotional item were published to attract and inform visitors of the character of La Perouse and what is available. Therefore, the topic for this project is:

Marketing the significant historical, cultural and natural features of La Perouse (Cape Banks around to Bumborah Point, Phillip Bay) via a promotional item.

The current problem that has developed from this topic is how to improve La Perouse's current performance as a historical, cultural and natural destination in terms of visitation and awareness.

La Perouse's current performance as a tourist destination can be broken down into three segments, these being (1) the stagnant level of visitation to the historical, cultural and natural sites of the area, (2) the limited awareness level of where sites are located and their significance to La Perouse and Sydney, which have both occurred as a consequence of (3) the lack of marketing material being used to promote the destinations quality features of history, culture and nature.

The stagnant level of visitation to areas of historical, cultural and natural significance can be understood from the visitation rates of La Perouse Museum, a historical and cultural archive of the area. From research undertaken by Energy Australia in 2007 which found that on weekdays the average patronage rate is between 5 – 10 persons and the weekends can see up to 30 people depending on the demand for trips to Bare Island (Energy Australia, 2007). Unfortunately, these figures do not even compare to other historical and cultural Sydney attractions such as Cadman's Cottage, Customs House and Elizabeth Bay House. These particular historical sites see more than double of the patronage rate that the La Perouse Museum does on weekdays and can have up to 100 patrons at these historical sites on weekends. (Sydney Historic Sites, 2009)

In regards to awareness, the limited awareness level of tourists can be attributed to the lack of interpretation at La Perouse (xxxxx, pers. comm. 25 March, 2009). At this point in time there is lack of signage to indicate to the visitors what there is to do and where to go to enjoy the features of La Perouse. There is also no interpretation to inform visitors of the cultural and historical significance of many sites at La Perouse. This is where the lack of marketing material also comes into play as potential material would provide this interpretation. Due to the lack of research that has been conducted on awareness of those visiting La Perouse there is no research of awareness levels prior to visitation.

The amount of marketing material that has been published about La Perouse as a tourist destination and attraction has been very limited. Of the material that has been produced the layout is only of a general nature and only outlines the significance of La Perouse as being part of Sydney's foundation. Existing marketing material does not outline what there is to do at La Perouse, what there is to see and where to go to see it, recreational activities, and dining options and so on. There are several tourist pamphlets and brochures of Sydney that give mention to some of these features of La Perouse but there is not one 'essential guide' that identifies and illustrates the attractions, history, culture and nature that La Perouse offers.

1.2 Aim

This study has three main aims and/or purposes. Firstly, as lack of visitation to historical, cultural and natural sites is an issue that has subsequently occurred due to lack of marketing, it is in the best interest of the researcher and the client that an understanding of the visitation and involvement in activities is made. This issue can be further addressed by seeing what different market segments are visiting these historical, cultural and natural sites and what activities these segments are partaking in whilst visiting. Another issue that has arisen due to the lack of marketing of La Perouse is awareness. This project requires that an understanding of the awareness and knowledge of the different market segments of the sites and activities offered at La Perouse be made. In addressing these two issues of visitation and awareness the client's request of the production of a brochure can be made. The brochure will market the natural, cultural, historical and natural significance and offerings of La Perouse.

1.3 Objectives

This study has been developed with an understanding of the client's anticipated outcomes and an examination into the differing approaches and methods which may aid in addressing the problem. In order to address this problem three objectives have been formulated to assist as a guideline to guarantee comprehensive research is pursued and the final outcomes and recommendations are specific to the clients' needs. The objectives form the foundation for this research as they institute precisely and thoroughly the direction, scope, limits and intended outcomes of the project.

In breaking down the perceived features of the problem the following objectives were formed to provide focus and direction throughout the progress of this report:

1. To measure the visitation and involvement in activities of different market segments at the historical, cultural, natural and recreational sites of La Perouse.
2. To measure the awareness and knowledge of the different market segments of the sites and activities offered at La Perouse.
3. To produce a brochure that will market the natural, cultural, historical and recreational significance and offerings of La Perouse.

1.4 Approaches to Problem

As the problem has been established, the approaches to how this problem will be approached must be identified. In order to satisfy objectives one and two regarding visitation and awareness the quantitative method of questionnaire surveys will be adapted in order to obtain the research needed to fulfil these objectives. Once the desired sample size is reached the researcher will use the Statistic Package for Social Science (SPSS) to analyse and graph the findings from these questionnaire surveys.

In regards to objective three, the information and photographs used in order to complete the suggested brochure will come from secondary sources. The brochure will be funded by local business advertising that will be featured in the brochure.

3.0 Methodology

3.1 Questionnaire Surveys

In order to satisfy objectives one and two it was found that quantitative research of questionnaire surveys would be the best method in retrieving data for this project. Veal (2006) describes quantitative research as being the systematic scientific investigation of [quantitative properties](#) and [phenomena](#) and their [relationships](#). To determine these properties and phenomena previous approaches used by Gartner & Hunt (1988), Ballantyne, Packer & Hughes (2007) and Darwin-Edwards were modified to better suit the current projects' objectives. These researchers have all used differing forms of questionnaire surveys to measure visitation and awareness levels of their own specific studies. Specifically, Ballantyne, Packer & Hughes' (2007) study was of most significance to this project as they adapted a pre visit and post visit questionnaire survey which measured awareness levels in patrons and proved to be of great success to these researchers.

The approach used to satisfy objectives one and two involved two separate questionnaire surveys, a pre visit questionnaire survey and a post visit questionnaire survey – see appendix 2 and 3 for questionnaire survey templates. Both questionnaire surveys incorporate questions regarding visitation and awareness. By conducting these two separate surveys it can be determined through the post questionnaire surveys if respondents changed their activities and actions during the day from their original intentions due to awareness made once a respondent had arrived at La Perouse, this will also reflect changes in visitation. The respondents from the post visit questionnaire survey are not the same respondents from the pre visit questionnaire survey. Even though this would be more beneficial when comparing data, it is not practical to have all the respondents partake in a survey at the start of their visit and then partake again at the end of the visit.

Both questionnaire surveys were accompanied by a checklist which was in place to see if respondents could recognise specific sites which played an integral role in the awareness factor of this research – see appendix 4 for checklist.

The pre visit questionnaire which addressed both visitation and pre-visit awareness was conducted between the hours of 0900 and 1300, the time frame in which visitors would be expected to arrive at La Perouse. The post visit questionnaire which addressed both visitation and post-awareness was conducted between the hours of 1400 and 1800. The reasoning behind

setting 1800 as the latest time for conducting questionnaire surveys was due to two factors. The first was that this time was when night began to fall and the researchers' safety was taken into consideration. Secondly, visitors at La Perouse may not feel safe being approached by a person at night, claiming to be conducting research. Pre-visit questionnaire surveys were not conducted on the same day as post-visit questionnaire surveys due to the fact that repeat respondents from the pre-visit survey to the post visit survey were not desired as mentioned above.

As abovementioned previous research had indicated that the visitation rates of La Perouse were not as strong as other historical and cultural sites, justifying the sample size that was selected. Therefore, the sample size set had to be attainable and the sample size for each series of questionnaire surveys (pre visit and post visit) was 75, with a total sample of 150 respondents for both series of questionnaire surveys. However, only 50 respondents were willing to partake in the post visit questionnaire survey for reasons that will be discussed in the limitations section of this report. It was approximated that 20 questionnaire surveys would be needed to be conducted each day for a total of eight days to be able to reach the desired sample size of 150. However, it should be noted that if more than 20 questionnaire surveys could be carried out then they were. The reasoning for selecting 20 questionnaire surveys for each day was so that more types of days could be used to conduct the research (including weekdays, weekends and so on). To clarify, this means a total of four days was dedicated to pre visit questionnaire surveys and a total of four days was dedicated to post visit questionnaire surveys. Table 1 indicates the type of survey conducted, the date of the conducted survey, the time in which the survey was carried out and the number of respondents who partook on that particular day.

Table 1 - Questionnaire Survey Program

| Questionnaire Survey Type | Date | Time | Number of Respondents |
|---------------------------|---------------------------------|-------------|-----------------------|
| Pre visit | Thurs, 3rd Sept 2009 | 0900 - 1300 | 20 |
| Post visit | Fri, 4 th Sept 2009 | 1400 - 1800 | 15 |
| Pre visit | Sat, 5 th Sept 2009 | 0900 - 1300 | 20 |
| Post visit | Sun, 6 th Sept 2009 | 1400 - 1800 | 20 |
| Pre visit | Mon, 7 th Sept 2009 | 0900 - 1300 | 20 |
| Post visit | Tues, 8 th Sept 2009 | 1400 - 1800 | 10 |
| Pre visit | Sat, 12 th Sept 2009 | 0900 - 1800 | 15 |
| Post visit | Sun, 13 th Sept 2009 | 1400 - 1800 | 5 |

For questionnaire survey one which addresses pre visit information, visitors who just arrived at La Perouse were approached as they parked their cars and arrived at the 'loop' (this is the name given to the perimeter of the headland, see appendix 5 for visual clarification). As the number of daily visitors to La Perouse was known not to be high there was no screening or selection process when selecting participants to survey. The researcher walked around the loop for the designated four hours or the necessary time needed to complete at least 20 questionnaire surveys. When a visitor was approached the researcher introduced herself and indicated the purpose of the research, who it was for, the expected time to conduct the questionnaire survey and were assured of strict confidence and anonymity.

Questionnaire survey two which addresses post visit information was carried out much in the same way as the pre visit questionnaire survey. The surveys differ in that the post visit questionnaire survey the researcher approached visitors of La Perouse as they seemed to be returning to their modes of transport and leaving.

Once the data from the conducted surveys was collected it was processed and analysed through the Statistic Package for Social Sciences (SPSS). The findings of these surveys are discussed at a latter point in the report.

The pre visit questionnaire survey and the post visit questionnaire survey were devised from a series of 25 questions that addressed demographics, visitation and awareness. The questions in the pre visit survey and post visit survey were exactly the same and were made up of open ended questions, close ended questions and two questions that required a checklist for visual aid.

The questions that addressed demographics were those questions that regarded gender, age, residency, group composition (females, males, teenagers and/or children), group make up (eg. family, friends) and group size. These questions regarding demographics were used to help find the differing market segments of those visiting La Perouse.

The questions that addressed visitation included questions regarding length of stay, frequency of visitation, activity participation, visitation of historical and cultural sites (aided by a checklist) and two questions regarding the visitation of two specific historical sites. These questions enabled the researcher to see which sites were visited more frequently than others. As abovementioned, the pre visit and the post visit questionnaire surveys have the same questions, however, the post visit questionnaire survey has an additional visitation question. There is a question in the post visit survey that asks what visitors had planned to do that day and then a question of what they actually did. This question is the rationale behind having the two different surveys. The

researcher wanted to see if there was a change in plans from their original intentions from what they actually did. The question of what they actually did was not present in the pre visit survey as respondents had yet to have their visit.

The questions that addressed awareness included questions that involved displaying knowledge of the history and culture of La Perouse, recognising significant historical and cultural sites (aided by a checklist), displaying knowledge of the historical significance of the sites identified from the checklist, identifying two specific historical sites that were pointed out to the respondent and displaying knowledge of these two specific historical sites.

The results of these questionnaire surveys have been discussed in the results/findings and discussion section of this report.

3.2 Secondary Data

Objective three is a tangible element in the project and requires the researcher to produce a brochure for promotional use – see appendix 6 for brochure. In order to create this brochure the use of secondary data was needed. The information that is provided in this brochure comes from secondary data, this research comes from a range of sources including reputable websites, existing published brochures, primary and secondary school textbooks and the knowledge of the client and local community members. As there is limited secondary sources of La Perouse that has been published and is available there is minimal secondary sources used for the brochure. The graphics that are featured in this brochure are sourced from the researcher's photographs, local business photographs and existing published brochures. The brochure has been adapted from the different styles of the following brochures; Manly, Port Macquarie, Broome, Launceston and Bundeena.

3.3 Ethical Considerations

As this project involved research that required the interactions with other humans outside the researcher, the University of Technology Sydney Ethics Guidelines must be reflected. The researcher followed the UTS guidelines by assuring the following:

- The confidentiality and privacy of all respondents was guaranteed and ensured before the questionnaire survey was conducted. At no stage of the report is a respondent named.
- All questionnaires that were conducted by the researcher were done so on the basis on informed consent. When a visitor of La Perouse was asked to partake in a questionnaire survey they were informed of the researcher's name, that they were from UTS, the reasons for the visitor's participation, how their participation was helpful to the researcher and who the client was.
- Visitors to La Perouse were not coerced to become involved in the research and the researcher respected the visitors' free choice when they refused to partake.
- Minors (or those under the age of 16 years) were not asked to participate in the questionnaire survey.

3.3 Limitations

Many researchers and authors have reflected that with research come subsequent limitations that are in many cases unavoidable (Lambert, 1992, Cooper & Hedges, 1994 and Troyna, 1991). This project was no exception to this belief. The following is a list of limitations faced with by the researcher.

- As the post visit questionnaire surveys were completed as visitors were leaving and returning to their cars it was difficult to determine whether or not visitors were actually leaving. On the first few occasions when the researcher asked if the visitor would like to partake in a survey, it was not until several questions in that the researcher discovered that the visitor was not actually leaving but was returning to their vehicle for something they had forgotten. It was learnt that visitors returning to their cars were not necessarily leaving and from thereon out the researcher made a conscientious effort to ask in the introduction of herself if the visitor was in fact leaving.

- In regards to the post visit questionnaire surveys, because it was the end of the day many visitors did not want to partake in the questionnaire survey because of the reasons “I am too tired”, “I really need to get home”, “I’ve had a long day, maybe next time” and so on. Only 50 questionnaire surveys were answered due to individual’s lack of willingness to partake at that hour of the day, which was expected and therefore understandable. Therefore, it must be reminded that the pre visit and post visit questionnaire surveys do not have the same sample size and the results of one sample size may look more favourable over the other.
- Due to language barriers of overseas tourists approximately seven were unable to partake in the survey because of their inability to speak English. It is here that it should be noted that overseas visitors are not truly represented in this research project due to this limitation.

4.0 Results/Findings and Discussion

As the objectives clearly outline two specific areas of research, the following results/findings are split into two sections, these being objective one and objective two with the subsequent discussion following.

Before the findings of visitation and awareness are discussed it is important to look at the different variables of market segments that were surveyed as specified in both objectives one and two. Of the 75 respondents who participated in the pre visit questionnaire surveys and the 50 respondents who participated in the post visit questionnaire surveys the following in regards to market segments were determined:

- Demographic Variables
 - Gender
 - Of the pre visit respondents, 56% of respondents were male, whilst 44% of respondents were female.
 - Of the post visit respondents, 54% of respondents were male, whilst 46% of respondents were female.

When the researcher approached a group of two or more people to participate in the questionnaire surveys it was found that males that were present in a group with females nominated themselves to partake in the questionnaire surveys on behalf of the group. Even though males are a stronger representation in both the pre and post visit questionnaire surveys compared to females, this is not an indication that more males visit La Perouse than females. These figures are of those who participated in the survey; this does not include all who were present at the time when the survey was being carried out. This will be addressed later through group composition.

- Age

Figure 1 - Age (pre visit)

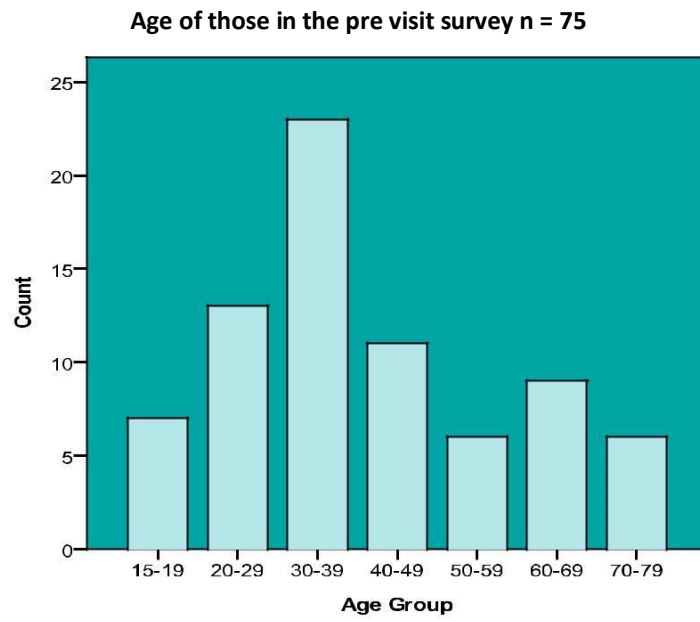
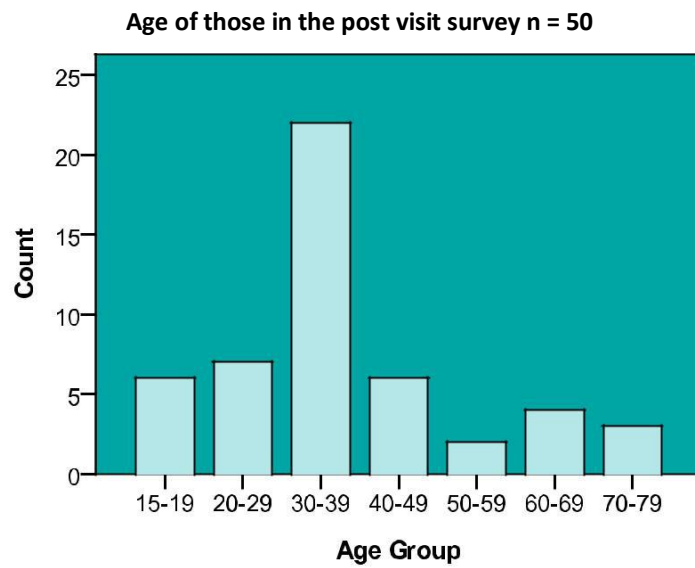


Figure 2 - Age (post visit)



As it can be seen, the age group of 30 – 39 is the age group which holds the highest number of respondents in both the pre visit and the post visit questionnaire surveys. This figure for the pre visit survey converts to 30% of the total sample whilst for that post visit survey the figure converts to 46% of the total sample. As for the other results represented in these bar graphs, the pre visit and post visit questionnaire surveys generally reflect the same results if you take into consideration the sample size of both groups.

- Group make-up

Figure 3 - Group make up (pre visit)

Group make up of those in the pre visit survey n = 75

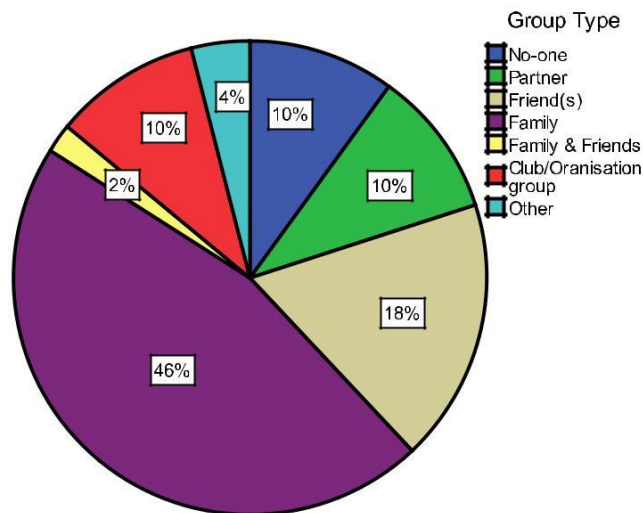
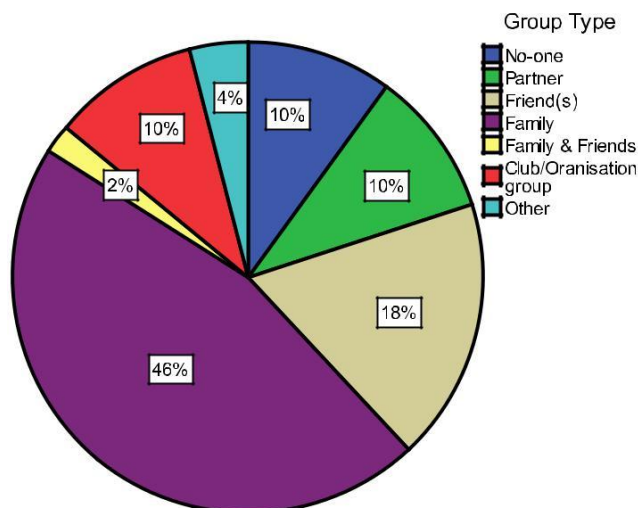


Figure 4 - Group make up (post visit)

Group make up of those in the post visit survey n = 50



In regards to group make up, it can be see that both the pre visit and the post visit surveys have recorded the exact same results, however, due to the differing sample sizes it must be remembered that even though they hold the same percentages the figures will differ. It is clear to see that family, at 46% is the strongest representation of group make up for both types of surveys. This is an indication that La Perouse is seen by visitors as a family orientated destination and is a branding option that should be utilised in terms of marketing the area. Even though the categories of no-one, partner and family and friends are not as strong as family they cannot be ignored as appropriate marketing can drive those percentages higher. It should be noted that the category other was recorded by the researcher to be business colleagues.

- Group Size

Figure 5 - Group size (pre visit)

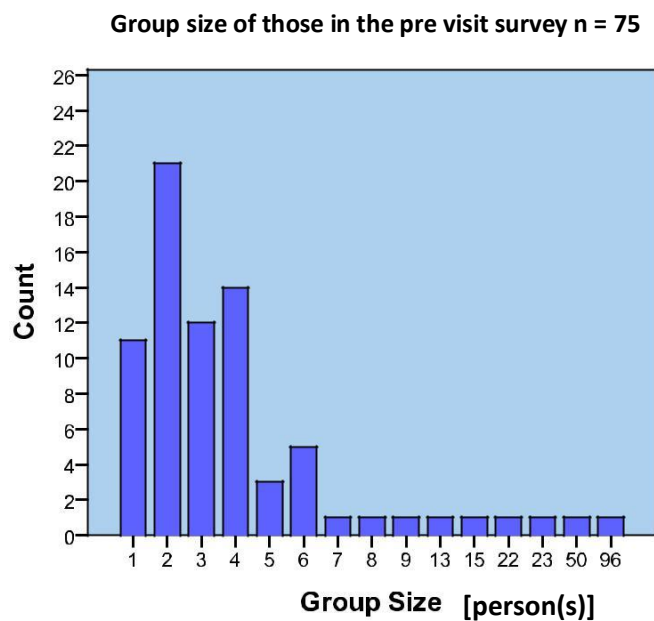
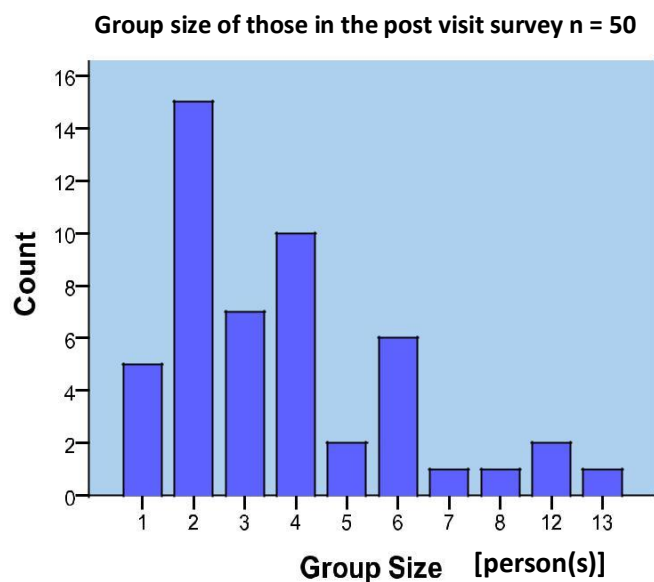


Figure 6 - Group size (post visit)



As it can be seen, the graph displaying the group sizes of the pre visit questionnaire has more types of group sizes than that of the post visitation question survey. A group size of two was the group that made up the highest number of respondents in both questionnaire surveys. The group sizes of 1, 2, 3, 4, 5 and 6 are relatively the same in both questionnaire surveys.

- Group Composition

In the pre visit questionnaire survey the following results were found:

- 70% of groups had at least one female present.
- 65% of groups had at least one male present.
- 36 teenagers were counted with 25% of groups having at least one teenager with them.
- Of the 75 groups, 11 had children with them.

In the post visit question survey the following results were found:

- 50% of groups had at least one female present.
- 70% of groups had at least one male present.
- 42 teenagers were counted with 25% of groups having at least one teenager with them.
- Of the 50 groups, 15 had children with them.

- Geographical Variables

- Residency

To address this variable the researcher asked respondents for their postcode. As there would be too many postcodes to organise into a graph or table the following results have been divided into four areas.

In the pre visit questionnaire survey the following results were found:

- 45% of respondents were from the Eastern suburbs
- 45% of respondents were from outer Sydney
- 7 % of respondents were from interstate, and
- 3 % of respondents were from overseas

In the post visit survey the following results were found:

- 55% of respondents were from the Eastern suburbs
- 35% of respondents were from outer Sydney, and
- 10 % of respondents were from interstate

It can be seen that in the post visit questionnaire survey respondents from the Eastern suburbs are the highest group of respondents at 55%, where in the pre visit survey the top two categories are equal to each other. The reason that 55% of residents are from the Eastern suburbs in the post visit survey may be that these respondents are considered as locals and at the time of day (1400-1800), coming towards nightfall, these residents have less distance to travel in the dark.

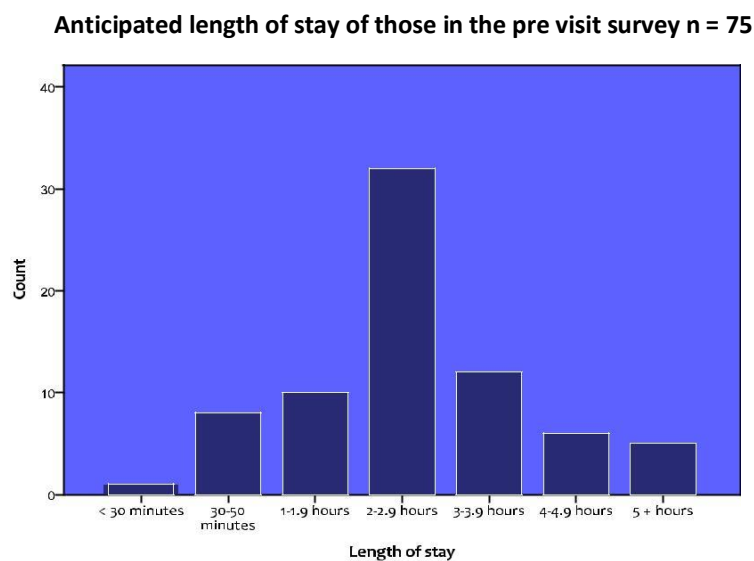
These findings are significant to the researcher in regards to meeting objective three (the creation of a brochure). By using these findings it can be determined what markets are commonly travelling to La Perouse and what markets are not. Those markets that are not visiting La Perouse as often can be focussed on in the brochure. Those that are visiting La Perouse frequently will not be ignored but will not have as much material targeting them.

4.1 Objective One - To measure the visitation and involvement in activities of different market segments at the historical, cultural, natural and recreational sites of La Perouse.

Measuring visitation, as defined by Veal (2006, p.186), involves the ‘quantifying of a group of respondents’ visitation patterns this may include length of visit, frequency of visit, purpose and/or intention of visit’. Veal’s definition of visitation has been adapted to this specific study. In this section which addresses objective one of visitation both the pre visit questionnaire survey and the post visit questionnaire survey will be discussed and then compared. As there is two separate questionnaire surveys they cannot be analysed as one as it is too difficult to do in SPSS. Measuring the visitation has been set out by addressing each individual question of the pre visit and post visit surveys that look at visitation.

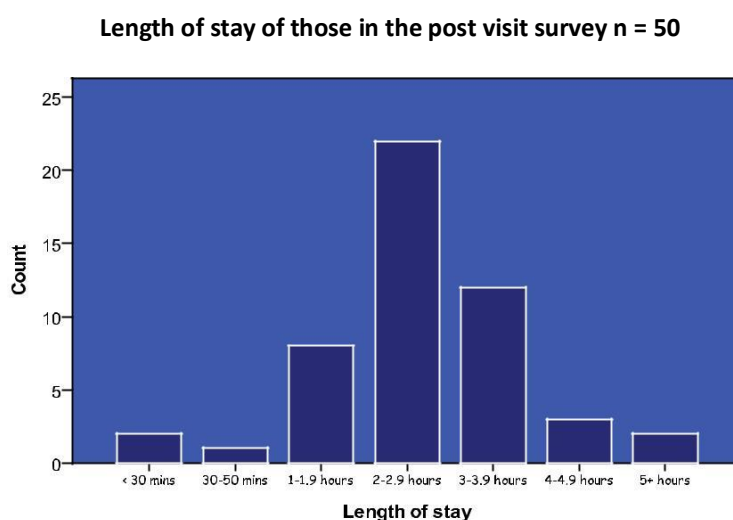
Figures 7 and 8 are both bar graphs that illustrate the anticipated length of visit (pre visit survey) and the length of visit (post visit survey) of visitors. It is important to note that those respondents who partook in the pre visit questionnaire survey were only estimating how long they believed they were staying at La Perouse. It is obvious to see that from both questionnaire surveys the category of 2 – 2.9 hours was the highest proportion of respondents. It should also be noted that those who were at either ends of the scale at 30 minutes or 5+ hours had served a specific purpose for coming to La Perouse. Either these respondents were passing through as they were exercising or they were working for most of the day at La Perouse.

Figure 7 - Anticipated length of stay (pre visit)



Due to the fact that the 75 respondents of the pre visit questionnaire survey were questioned between the hours of 0900 – 1300 and the majority (33.8%) of these respondents planned to stay only 2 – 2.9 hours this may be an indication that these respondents may view La Perouse as a destination that they believe does not offer enough activities for a visit worthy of a whole day. This speculation however, is faulted by the fact that these respondents may have time constraints or are going to La Perouse for a specific purpose.

Figure 8 - Length of stay (post visit)



When comparing these two graphs a noticeable category between the two is seen, being the 30 – 50 mins category. In the pre visit questionnaire surveys approximately 8 predicted that they were going to stay at La Perouse for that time, however, in the post visit questionnaire survey only one respondent is represented. It may be speculated that those in the pre visit survey had initially intended to only stay for that period of time but as the day progressed may have decided to stay longer, as indicated in the post visit graph which has seen the category decrease. The same could also be said with the category 3 – 3.9 hours.

A question relating to visitation that was asked in both the pre visit and post visit questionnaire surveys was if this particular visit was the respondent's first visit to La Perouse. In the pre visit questionnaire survey 27% of respondents replied 'yes' and 73% of respondents replied 'no'. In the post visit questionnaire survey 24% of respondents replied 'yes' and 74% of respondents replies 'no', making the results of both surveys quite similar. Of those who had visited La Perouse before a second question was asked of how often respondents visit La Perouse. The results are represented in the below pie graphs.

Figure 9 - Frequency of visit (pre visit)

Frequency of visit of those in the pre visit survey n = 61

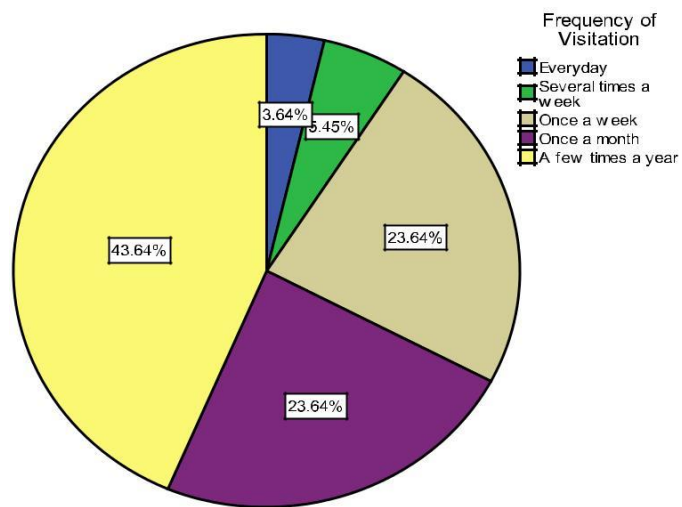
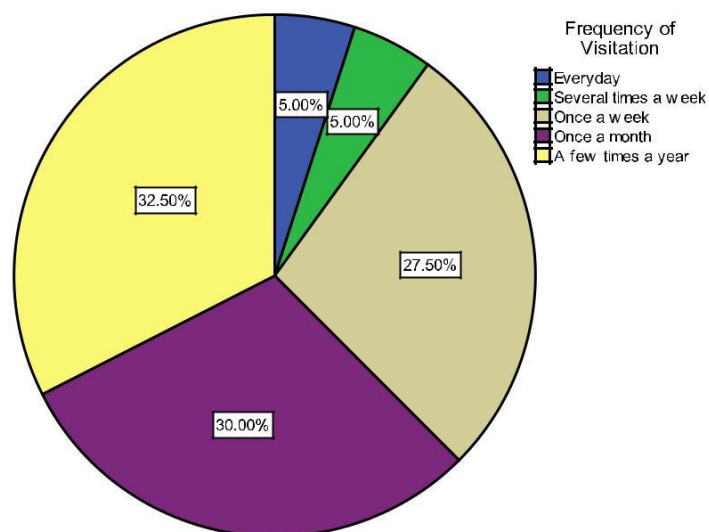


Figure 10 - Frequency of visit (post visit)

Frequency of visit of those in the post visit survey n = 38



It is important to note that the number of respondents in each graph is not the same number as their associated sample size as this question excludes those who replied 'yes' to this visit being their first in the previous question. It is evident to see that in both graphs that the category 'a few times a year' is the most prominent frequency of respondents to La Perouse with a value of 43.64% in the pre visit survey and a value of 32.50% in the post visit survey. This may be due to the way in which La Perouse is positioned in the minds of its visitors. Visitors may not be visiting La Perouse that frequently because they may have forgotten about the area or that the reasons they go to La Perouse may only require them to go 'a few times a year'. For example, those who like to go to the beach at La Perouse would only go in summer and those who would only go to La Perouse for an event or celebration may also be an infrequent visitor.

In the post visit questionnaire the category 'once a month' is closely followed behind 'a few times a year' with 30%. This may be because La Perouse has several popular restaurants and at the time the post survey was being carried out many respondents were returning from lunch. This category may explain the frequency of respondents dining at La Perouse.

Earlier it was found that Eastern suburbs residents or locals were the highest proportion of visitors to La Perouse. With 'everyday' and 'several times a week' (the categories locals would be expected to fall into) being <5% in both questionnaire surveys it can be assumed that locals are not visiting La Perouse very often. If locals were visiting more frequently these two categories would be a much higher percentage as residents are the highest group visiting La Perouse.

Whilst it is important to know how often visitors are coming to La Perouse and how long they are staying, it is just as important when measuring visitation to know what sites they are visiting and what activities they are partaking in. A multi response question in both of the question surveys asked respondents to select from a list what they planned to do and visit whilst at La Perouse. The results of this specific question are seen in table 2, table 3 and table 4. Table 2 represents those respondent's answers from the pre visit questionnaire survey, while table 3 represents what respondents of the post visit questionnaire planned to do and table 4 represents what respondents of the post visit questionnaire survey actually did.

Table 2 - Planned activity (pre visit)

Planned activity of those in the pre visit survey n = 217

| | Responses | |
|---|-----------|------------------|
| | N | Percent of Cases |
| To eat out | 27 | 36.0% |
| To enjoy the view/atmosphere/ambience | 33 | 44.0% |
| To engage in water activity/sports | 12 | 16.0% |
| To engage in cultural/historical activities/sites | 8 | 10.7% |
| To have a picnic | 19 | 25.3% |
| To exercise | 6 | 8.0% |
| To play golf | 1 | 1.3% |
| To rest and relax | 33 | 44.0% |
| To spend time with family and friends | 29 | 38.7% |
| To experience solitude | 6 | 8.0% |
| To visit the beach | 25 | 33.3% |
| To view wildlife | 1 | 1.3% |
| To satisfy my curiosity | 8 | 10.7% |
| To go fishing | 4 | 5.3% |
| Other | 5 | 6.7% |
| Total | 217 | 289.3% |

From Table 2 it is seen that 44% of respondents answers planned to enjoy the view/atmosphere/ambience and 44% also planned to rest and relax. Interestingly, the highest percentage of cases of physical sites visited was restaurants ('to eat out') and the beach ('to visit the beach'). The reason that these sites are highly represented by respondents is that these sites are visually obvious and recognisable to them. In other words, visitors know what one can do at a beach and a restaurant, but when they see an unidentified building (Bare Island Fort) they are unsure of whether it can be visited.

'Viewing wildlife' and 'engaging in cultural/historical activities/sites' are two categories that are used and visited the least according to Table 2. This gives the suggestion that visitors have no interest in visiting these areas or those visitors are unaware that these activities/sites exist for visitors to see. The recreational activities stand strong in terms of engagement but those sites that hold natural, cultural and historical significance are struggling to be significant in number.

Table 3 - Planned/Intended activity (post visit)

Planned/Intended activity of those in the pre visit survey n = 126

| | Responses | |
|---------------------------------------|-----------|------------------|
| | N | Percent of Cases |
| To eat out | 21 | 42.0% |
| To enjoy the view/atmosphere/ambience | 13 | 26.0% |
| To partake in water activity | 8 | 16.0% |
| To experience history/culture | 5 | 10.0% |
| To have a picnic | 8 | 16.0% |
| To exercise | 2 | 4.0% |
| To play golf | 1 | 2.0% |
| To rest and relax | 17 | 34.0% |
| To spend time with family and friends | 20 | 40.0% |
| To experience solitude | 2 | 4.0% |
| To visit the beach | 19 | 38.0% |
| To view wildlife | 1 | 2.0% |
| To satisfy my curiosity | 7 | 14.0% |
| To go fishing | 1 | 2.0% |
| Other | 1 | 2.0% |
| Total | 126 | 252.0% |

Table 3 reflects results much like the pre visit questionnaire survey. The category ‘to eat out’ (42%) and ‘to spend time with family and friends’ (40%) are the two highest categories selected by respondents. ‘To eat out’ may have been ranked the highest as the time frame in which the post visit survey was conducted was just after lunch time, which would also support the category of ‘spending time with family and friends’.

Table 4 represents what respondents actually did unlike table 3 which represents what they originally intended to do.

Table 4 - Activity (post visit)

Activity of those in the post visit survey n = 208

| | Responses | |
|--------------------------------------|-----------|------------------|
| | N | Percent of Cases |
| Ate out | 32 | 64.0% |
| Enjoyed the view/atmosphere/ambience | 35 | 70.0% |
| Partook in water activities | 9 | 18.0% |
| Experienced history/culture | 11 | 22.0% |
| Had a picnic | 8 | 16.0% |
| Exercised | 5 | 10.0% |
| Played golf | 1 | 2.0% |
| Rested and relaxed | 35 | 70.0% |
| Spent time with family and friends | 36 | 72.0% |
| Experienced solitude | 2 | 4.0% |
| Visited the beach | 27 | 54.0% |
| Viewed wildlife | 2 | 4.0% |
| Satisfied curiosity | 3 | 6.0% |
| Went Fishing | 1 | 2.0% |
| Other | 1 | 2.0% |
| Total | 208 | 416.0% |

By comparing table 3 and table 4 it is obvious to see significant changes. Every category (excluding to have a picnic, play golf, satisfy curiosity and went fishing) had significantly increased from what respondents planned to do to what they actually did. These changes may be attributed to interpretation at the destination that encouraged respondents to change their original plans or do additional activities from what was originally planned. 'To enjoy the view/atmosphere/ambience' was the category that had the most significant increase from what visitors intended to do to what they actually did. This may be because this category may have been seen as more of a reflection rather than intention. In other words, when respondents made plans for their visit to La Perouse enjoying the view/atmosphere/ambience may not have been intended but was an added bonus to be reflected on at the end of the visit.

This question was difficult for respondents to answer accurately as the post visit survey was at the end of their visit and it was hard for respondents to recall their original intentions. Respondents had no difficulty recalling what they actually did.

To address the visitation to cultural, historical and natural sites, respondents were asked to look at a checklist and identify which of 24 sites they had visited. These results are represented in table 5.

Table 5 - Visitation of sites (pre visit)

Visitation of sites of those in the pre visit survey n = 209

| | Responses | |
|---------------------------------|-----------|------------------|
| | N | Percent of Cases |
| Little Bay Beach | 11 | 40.7% |
| Coast Cemetery | 15 | 55.5% |
| Military Sites, Cape Banks | 7 | 25.9% |
| Minmi, Cape Banks | 7 | 25.9% |
| Cape Banks | 9 | 33.3% |
| Henry Head | 7 | 25.9% |
| Brown's Rock | 6 | 22.2% |
| Congwong Bay | 8 | 29.6% |
| Bare Island | 12 | 44.4% |
| La Perouse Museum | 11 | 40.7% |
| La perouse Monument | 10 | 37.0% |
| Receveur Grave | 0 | 0.00% |
| Timbery Corner | 3 | 25.9% |
| Timbery Reserve | 3 | 25.9% |
| Frenchman's Reserve | 9 | 33.3% |
| Frenchman's Beach | 11 | 40.7% |
| Yarra Bay House | 7 | 25.9% |
| Yarra Bay Sailing Club & Beach | 10 | 37.0% |
| Bicentennial Park | 7 | 25.9% |
| Chinese Market Gardens | 7 | 25.9% |
| Pioneers Cemetery | 6 | 22.2% |
| Bumborah Point | 7 | 25.9% |
| Prince of Wales Drive & Lookout | 14 | 51.9% |
| Sir Joseph Banks Park | 8 | 29.6% |
| Total | 209 | 774.1% |

When each site is compared to the 61 respondents who had been to La Perouse before the figures are not significant. The La Perouse Museum and Monument, Bare Island and the beaches

and bays are the highest sites visited by respondents. These figures do not represent many respondents who had visited these sites but were unable to identify them on the checklist because they were unaware of their names. The reason that many respondents could not identify sites on the checklist is primarily because of the lack of interpretation at the destination. There is no directory available at La Perouse for visitors to put a name with the sites that they visit.

Table 6 - Visitation of sites (post visit)

Visitation of sites of those in the post visit survey n = 139

| | Responses | |
|---------------------------------|-----------|------------------|
| | N | Percent of Cases |
| Little Bay Beach | 11 | 30.9% |
| Coast Cemetery | 4 | 45.9% |
| Military Sites, Cape Banks | 0 | 15.7% |
| Minmi, Cape Banks | 2 | 15.6% |
| Cape Banks | 5 | 33.2% |
| Henry Head | 5 | 15.6% |
| Brown's Rock | 2 | 22.3% |
| Congwong Bay | 8 | 29.9% |
| Bare Island | 5 | 24.0% |
| La Perouse Museum | 6 | 20.2% |
| Laperouse Monument | 8 | 27.4% |
| Receveur Grave | 6 | 22.7% |
| Timbery Corner | 7 | 25.3% |
| Timbery Reserve | 7 | 25.9% |
| Frenchman's Reserve | 5 | 13.9% |
| Frenchman's Beach | 12 | 30.7% |
| Yarra Bay House | 8 | 15.9% |
| Yarra Bay Sailing Club & Beach | 12 | 27.9% |
| Bicentennial Park | 7 | 15.9% |
| Chinese Market Gardens | 3 | 15.0% |
| Pioneers Cemetery | 2 | 12.9% |
| Bumborah Point | 4 | 15.9% |
| Prince of Wales Drive & Lookout | 5 | 11.2% |
| Sir Joseph Banks Park | 5 | 19.6% |
| Total | 139 | 699.1% |

Much like the table reflecting the answers in the pre visit survey, table 6 reflecting those answers in the post visit survey also shows insignificant visits. Once again many respondents had difficulty trying to recall what specific sites they had visited and replied much of the time with ‘I think I have heard of that before’. Those sites that only have a few respondents visit them were residents most of the time who had said they had visited them all.

In both questionnaire surveys there was two series of questions that related to two specific sites, these being La Perouse Museum and Bare Island. Table 7 and table 8 are cross tabulations of visitors who could identify La Perouse Museum with visitors who had actually been inside La Perouse Museum.

Table 7 - Identify the La Perouse Museum with Visitation to the La Perouse Museum (pre visit)

Identify the La Perouse Museum with Visitation to the La Perouse Museum (pre visit)
n = 75

| | | Been inside the Museum | | Total |
|--------------------------------|-----|------------------------|----|-------|
| | | Yes | No | |
| Can identify La Perouse Museum | Yes | 9 | 38 | 47 |
| | No | 0 | 28 | 28 |
| Total | | 9 | 66 | 75 |

Of the 75 respondents from the pre visit questionnaire survey, Table 7 indicates that 47 people could identify the building (that the researcher pointed to) as the La Perouse Museum and only 9 of these respondents said that they had been inside.

Of the 50 respondents from the post visit questionnaire survey, Table 8 indicates that 13 respondents could identify the buildings as the La Perouse Museum and 8 of those respondents had been inside. It should be noted that all of the respondents from both surveys who indicated that they had been inside the museum were locals living in the eastern suburbs area.

Table 8 - Identify the La Perouse Museum with Visitation to the La Perouse Museum (post visit)

**Identify the La Perouse Museum with Visitation to the La Perouse Museum
(post visit) n = 50**

| | | Been inside the Museum | | Total |
|-----------------------------------|-----|---------------------------|----|-------|
| | | Yes | No | |
| Can identify La Perouse Museum | Yes | 8 | 13 | 21 |
| | No | 0 | 29 | 29 |
| Total | | 9 | 66 | 50 |

From both tables it can be seen that there was a significantly high number of respondents who could identify the La Perouse Museum yet had never been inside. This may be an indication that those who could identify the pointed out building as the museum are aware that it exists but do not have the awareness or knowledge of what is inside or if it is available to the public. This speculation has been prompted by further discussion with respondents after the question was asked as they were unaware they could go inside. However, it is possible that respondents know what is inside but have no interest in visiting it or respondents may feel happy for the historical building to exist but have no need to visit. The La Perouse Museum is open to the public from 10 am – 4:30 pm and has a small entry fee; this information is not known by many who visit La Perouse.

Tables 9 and 10 are much like the previous tables of the La Perouse Museum except this question was based on Bare Island.

Table 9 - Identify Bare Island with Visitation to Bare Island (pre visit)

Identify Bare Island with Visitation to Bare Island (pre visit) n = 75

| | | Visited Bare Island | | Total |
|--------------------------|-----|---------------------|----|-------|
| | | Yes | No | |
| Can identify Bare Island | Yes | 14 | 10 | 24 |
| | No | 3 | 48 | 51 |
| Total | | 17 | 58 | 75 |

It can be seen in table 9 that there is a significantly high number of respondents (51) who could not identify Bare Island nor had they visited it. Of the 75 respondents only 14 had visited it, this figure is higher than that of the museum but is still significant.

Table 10 represents those respondents who partook in the post visit survey. When asked about Bare Island 37 out of 50 respondents were unable to identify the pointed out building as Bare Island. It was only 8 of 13 respondents who could identify Bare Island who had actually visited this site.

Table 10 - Identify Bare Island with Visitation to Bare Island (post visit)

Identify Bare Island with Visitation to Bare Island (post visit) n = 50

| | | Visited Bare Island | | Total |
|--------------------------|-----|---------------------|----|-------|
| | | Yes | No | |
| Can identify Bare Island | Yes | 8 | 5 | 13 |
| | No | 0 | 37 | 37 |
| Total | | 8 | 42 | 50 |

A reason as to why this site may not be visited often by respondents is that Bare Island is only accessible by the public on Sundays through a guided tour. Many visitors to La Perouse are unaware of this and when or if they find out about this are not motivated enough to return on a Sunday for a guided tour of Bare Island.

4.2 Objective Two - To measure the awareness and knowledge of the different market segments of the sites and activities offered at La Perouse.

Awareness as defined by Milaman and Pizam (1995, p.146) is the 'capacity or ability to perceive, to feel, or to be conscious of events, objects, sites or sensory levels. In this level of consciousness, sense data can be affirmed by an observer without necessarily intending understanding.' In broader terms this means the state or quality of being aware of something. The following results and findings reflect visitors' awareness levels of La Perouse.

The results of this objective will be discussed much in the same way as the previous objective meaning that measuring awareness has been set out by addressing each individual question of the pre visit and post visit surveys that look at awareness.

The first question that was put forth to respondents in terms of awareness was a general yes or no question on whether or not respondents had any knowledge of the history or culture of La Perouse. In the pre visit questionnaire survey it was found that 43% of respondents replied 'yes' and 57% of respondents had replied 'no'. In the post visit questionnaire survey it was found that 62% of respondents replied 'yes' whilst 38% of respondents replied 'no'.

On several occasions some respondents initially said 'yes' they had knowledge of the history and culture of La Perouse, but once asked to demonstrate or give example of their knowledge (in the following question) they quickly changed their answer to no. This is an indication that these particular respondents were either not confident of their knowledge or that they were initially being untruthful.

As it can be seen the results of the pre visit questionnaire survey are significantly different from the results of the post visit questionnaire survey. Majority of the pre visit question survey respondents responded 'no' whilst the majority of the post visit questionnaire survey replied 'yes'. The fact that more respondents lacked historical and/or cultural knowledge of La Perouse in the pre visit questionnaire survey indicates that there is poor pre visit advertising of La Perouse and/or poor interpretation. However, with majority of the post visit questionnaire respondents answering 'yes' to this question it can be speculated that interpretation at the destination is not as much as a concerning issue to address as pre visit advertising is. This can be concluded by comparing the percentage of yes in both questionnaire surveys. As there is a significant increase in the response 'yes' from the pre visit questionnaire survey to the post visit questionnaire survey

it can be said that respondents are making themselves aware in some form whilst visiting La Perouse.

The following question was an open ended question that asked those who replied ‘yes’ to having knowledge of La Perouse to display this knowledge and give example of their knowledge of the history and culture of La Perouse. These answers were categorised into three main groups these being:

1. Captain Cook had been here
2. La Perouse was of Aboriginal Community, and
3. La Perouse has French association

Tables 11 and 12 further illustrate the respondent’s answers.

Table 11 - Knowledge of history/culture of La Perouse (pre visit)

Knowledge of history/culture of La Perouse of those in the pre visit survey n =53

| | Responses | Percent of Cases |
|-------------------------------|-----------|------------------|
| | N | |
| Association with Captain Cook | 4 | 9.3% |
| Aboriginal Community | 32 | 74.4% |
| French Association | 17 | 39.5% |
| Total | 53 | 123.3% |

Table 12 - Knowledge of history/culture of La Perouse (post visit)

Knowledge of history/culture of La Perouse of those in the pre visit survey n = 51

| | Responses | Percent of Cases |
|-------------------------------|-----------|------------------|
| | N | |
| Association with Captain Cook | 1 | 9.4% |
| Aboriginal Community | 29 | 70.4% |
| French Association | 20 | 41.5% |
| Total | 51 | 120.3% |

A total of 32 respondents with 53 responses of the pre visit survey had knowledge of the history and culture of La Perouse and a total of 31 respondents with 51 responses of the post visit survey had knowledge of the history and culture of La Perouse. As these figures are quite close the two tables are much easier to compare. It is evident from table 11 and 12 that both categories 'Aboriginal community' and 'French association' are two prominent responses of respondents. Even though these two responses are accurate displays of the respondents' awareness and knowledge of La Perouse there are also many other facts and examples respondents could have used to exemplify their knowledge. These two responses are extremely generalised and not specific and when asked to go into detail about their responses many could not. Those respondents in both the questionnaire surveys who answered 'French significance' cannot be taken as a true testament of one's knowledge considering that it is obvious the name of the area is a French name (La Perouse) and by saying that the area has French significance or is French related could only be a guess by many respondents.

As previously mentioned in the results of objective one, there was a question that required respondents to look at a checklist and identify which of 24 sites they had visited. In order to address awareness a similar question was asked. In this circumstance respondents of both the pre and post visit questionnaire surveys were asked to identify sites they had heard of opposed to sites they had visited. These results are represented in tables 13 and 14.

Table 13 - Sites of La Perouse heard of (pre visit)

Sites of La Perouse heard of by those in the pre visit survey n = 298

| | Responses | Percent of |
|---------------------------------|-----------|------------|
| | N | Cases |
| Little Bay Beach | 16 | 34.0% |
| Coast Cemetery | 17 | 36.2% |
| Military Sites, Cape Banks | 8 | 17.0% |
| Minmi, Cape Banks | 6 | 12.8% |
| Cape Banks | 11 | 23.4% |
| Henry Head | 7 | 14.9% |
| Brown's Rock | 6 | 12.8% |
| Congwong Bay | 8 | 17.0% |
| Bare Island | 28 | 59.6% |
| La Perouse Museum | 45 | 95.7% |
| La Perouse Monument | 27 | 57.4% |
| Receveur Grave | 5 | 10.6% |
| Timbery Corner | 7 | 14.9% |
| Timbery Reserve | 7 | 14.9% |
| Frenchman's Reserve | 9 | 19.1% |
| Frenchman's Beach | 15 | 31.9% |
| Yarra Bay House | 8 | 17.0% |
| Yarra Bay Sailing Club & Beach | 12 | 25.5% |
| Bicentennial Park | 9 | 19.1% |
| Chinese Market Gardens | 7 | 14.9% |
| Pioneers Cemetery | 6 | 12.8% |
| Bumborah Point | 7 | 14.9% |
| Prince of Wales Drive & Lookout | 18 | 38.3% |
| Sir Joseph Banks Park | 9 | 19.1% |
| Total | 298 | 634.0% |

Table 13 is representing 298 responses given by 61 respondents. From this table it can be seen that 45 of the 61 respondents (74%) stated that the La Perouse Museum is the site that most respondents had heard of. The sites that have low responses were typically responses from locals who had heard of these sites because they lived in the area.

Table 14 - Sites of La Perouse heard of (post visit)

Sites of La Perouse heard of by those in the post visit survey n = 223

| | Responses | Percent of |
|---------------------------------|------------|---------------|
| | N | Cases |
| Little Bay Beach | 15 | 36.2% |
| Coast Cemetery | 20 | 36.0% |
| Military Sites, Cape Banks | 3 | 17.4% |
| Minmi, Cape Banks | 4 | 12.0% |
| Cape Banks | 9 | 23.8% |
| Henry Head | 8 | 14.0% |
| Brown's Rock | 4 | 12.6% |
| Congwong Bay | 8 | 17.9% |
| Bare Island | 20 | 59.8% |
| La Perouse Museum | 22 | 95.6% |
| La Perouse Monument | 15 | 57.9% |
| Receveur Grave | 3 | 10.7% |
| Timbery Corner | 5 | 14.9% |
| Timbery Reserve | 5 | 14.4% |
| Frenchman's Reserve | 7 | 19.0% |
| Frenchman's Beach | 14 | 31.5% |
| Yarra Bay House | 10 | 17.1% |
| Yarra Bay Sailing Club & Beach | 13 | 25.9% |
| Bicentennial Park | 4 | 19.8% |
| Chinese Market Gardens | 3 | 14.9% |
| Pioneers Cemetery | 5 | 12.1% |
| Bumborah Point | 6 | 14.9% |
| Prince of Wales Drive & Lookout | 15 | 38.1% |
| Sir Joseph Banks Park | 5 | 19.3% |
| Total | 223 | 564.0% |

As the amount of responses in the pre visit questionnaire survey and the post visit questionnaire survey are significantly different from each other it is too difficult to compare both of the tables. However, from table 14 it is seen that the La Perouse Museum, like Table 13 is represented as the most prominent site heard of by respondents. Majority of the sites that received responses of 10 or less are those sites that do not have signage on that particular site or at the popular 'loop' to indicate where those sites are. Also, those sites that have significantly higher responses than other sites such as La Perouse Museum and Bare Island are those that are advertised to attract visitors to La Perouse. Even though there is not much advertising of the area it is only those sites that are used to brand La Perouse as a historical destination.

The respondents in the pre and post visit questionnaire survey who could identify sites that they had heard of were then asked if they were aware of any historical significance of those places. In the pre visit questionnaire survey 35 responses were given and in the post visit questionnaire survey 25 responses were given, these can be seen in tables 15 and 16.

Table 15 - Historical knowledge of sites heard of (pre visit)

Historical knowledge of sites heard of by those in the pre visit survey n = 35

| | Responses | Percent of Cases |
|---------------------|-----------|------------------|
| | N | |
| French significance | 15 | 60.0% |
| Aboriginal Culture | 7 | 28.0% |
| Maritime Artefacts | 6 | 24.0% |
| War significance | 7 | 28.0% |
| Total | 35 | 140.0% |

Table 16 - Historical knowledge of sites heard of (post visit)

Historical knowledge of sites heard of by those in the post visit survey n = 25

| | Responses | Percent of Cases |
|---------------------|-----------|------------------|
| | N | |
| French significance | 6 | 34.0% |
| Aboriginal Culture | 15 | 60.0% |
| Maritime Artefacts | 1 | 5.0% |
| War significance | 3 | 19.0% |
| Total | 25 | 118.0% |

It is evident from both tables 15 and 16 that there are significant differences in the responses given by respondents. Of the pre visit questionnaire survey the category of 'French significance' was the most popular response given by respondents whilst in the post visit questionnaire survey the category 'aboriginal culture' was the most popular response given by respondents. A conclusion as to why this is cannot be drawn without further research, it may just be that these have always been the awareness levels of these particular respondents and neither advertising nor interpretation at the destination has impacted their awareness.

To further address the second objective of awareness respondents were asked in regards to awareness about two specific sites at La Perouse, La Perouse Museum. The visitation of these two sites has already been addressed, however, additional questions regarding the awareness level held by respondents of these two sites were also asked.

Once respondents indicated whether they had or had not visited La Perouse Museum they were asked if they could tell the researcher anything about the site. In the post visitation survey 65% of respondents did not have any knowledge of La Perouse Museum whilst 35% did. In the post visitation survey 82 % did not have any knowledge of La Perouse Museum while 18 % did.

If respondents indicated that they did have knowledge of the La Perouse Museum they were then asked to give example of this knowledge. Tables 17 and 18 represent those responses given.

Table 17 - Knowledge of La Perouse Museum (pre visit)

Knowledge of La Perouse Museum by those in the pre visit survey n = 37

| | Responses | |
|----------------------|-----------|------------------|
| | N | Percent of Cases |
| Maritime Artefacts | 11 | 40.7% |
| Aboriginal Artefacts | 9 | 33.3% |
| French Artefacts | 17 | 63.0% |
| Total | 37 | 137.0% |

Table 18 - Knowledge of La Perouse Museum (post visit)

Knowledge of La Perouse Museum by those in the post visit survey n = 12

| | Responses | |
|----------------------|-----------|------------------|
| | N | Percent of Cases |
| Maritime Artefacts | 1 | 25.3% |
| Aboriginal Artefacts | 8 | 63.7% |
| French Artefacts | 3 | 33.0% |
| Total | 12 | 122.0% |

It is clear to see in both tables that of the original sample sizes of 75 in the pre visit survey and 50 in the post visit survey very few respondents displayed knowledge of La Perouse Museum.

Table's 17 and 18 have no similarities and therefore no comparisons to make. Of the categories that were given it can be said that those who know any knowledge of La Perouse itself could easily guess what was inside the museum.

As abovementioned, respondents were also asked if they could tell the researcher anything about Bare Island. Bare Island is a significant historical site at La Perouse because it is one of the first man made constructions on the headland. Bare Island was built as a fort to protect the headland of any attacking fleets (NSW National Parks and Wildlife Service, 2007). . In the post visitation survey 80% of respondents did not have any knowledge of La Perouse Museum whilst

20% did. In the post visitation survey 84 % did not have any knowledge of La Perouse Museum while 16 % did.

The question that followed was an open ended question requiring the respondents to display what knowledge they had of Bare Island. Tables 19 and 20 highlight the awareness of respondents in regards to Bare Island. Respondents were asked in both questionnaire surveys if they were aware of any significance of Bare Island and their answers were categorised into four groups, these being:

1. Bare Island held **French Significance**
2. Bare Island held **War Significance**
3. **Tom Cruise filmed Mission Impossible II** at Bare Island (this was not mentioned by a respondent in the post visit survey), and
4. Bare Island was once a **Prison**

Table 19 - Knowledge of Bare Island (pre visit)

Knowledge of Bare Island by those in the pre visit survey n = 30

| | Responses | | Percent of Cases |
|-----------------------|-----------|---------|------------------|
| | N | Percent | |
| French significance | 10 | 33.3% | 55.6% |
| War significance | 15 | 50.0% | 83.3% |
| Tom Cruise filmed MI2 | 2 | 6.7% | 11.1% |
| Prison related | 3 | 10.0% | 16.7% |
| Total | 30 | 100.0% | 166.7% |

It is obvious to see that the category of ‘war significance’ was the highest category answered by 15 respondents, which was closely followed by ‘French significance’ with 10 respondents. Of the respondents that answered this particular question regarding the awareness levels held of Bare Island, 75% of these were local residents or living in the Eastern Suburbs. These respondents were able to confidently display their knowledge of Bare Island.

As the majority of those who could provide some detail of their knowledge of Bare Island were local residents it could be speculated that this knowledge was gained through local notifications and publications, their primary education if they grew up in the area and/or family knowledge and history. This speculation can be made because only 8 of the 30 respondents who could display knowledge had been to Bare Island. Bare Island is only accessible via a guided tour meaning that the remaining 28 respondents would have had to of gained their knowledge through the abovementioned means.

Table 20 - Knowledge of Bare Island (post visit)

Knowledge of Bare Island by those in the post visit survey n = 9

| | Responses | | Percent of Cases |
|---------------------|-----------|---------|------------------|
| | N | Percent | |
| French significance | 7 | 80.0% | 85.7% |
| War significance | 1 | 10.0% | 12.3% |
| Prison related | 1 | 10.0% | 12.3% |
| Total | 9 | 100.0% | 110.3% |

Table 20 indicates that there were only 9 responses given from those who participated in the post visit survey. Due to this figure not much can be concluded from this table. However, this figure may be as it is because respondents were tired and unwilling to continue with their full participation as it was at the end of the questionnaire and the questionnaire survey was conducted at the end of their visit.

The final question that was asked in both questionnaire surveys asked for any recommendations for the area that would attract respondents to La Perouse more frequently. This question was not a requirement of the project but was included for the benefit of the client. The recommendations given were of interest to the researcher and therefore included in the project. The recommendations that were given were categorised into 9 groups, these results are represented in table's 21 and 22.

Table 21 - Recommendations (post visit)

Recommendations given in the post visit survey n = 57

| | Responses | |
|---|-----------|------------------|
| | N | Percent of Cases |
| Better Park & Playground | 3 | 6.0% |
| More Shaded Areas | 9 | 18.0% |
| More restaurants/shops | 6 | 12.0% |
| More Beached area | 2 | 4.0% |
| Better signage to inform where things are | 11 | 22.0% |
| Better Advertising of the are | 16 | 32.0% |
| Improvements to Bare Island | 5 | 10.0% |
| Good As Is | 3 | 6.0% |
| A Fishing Wharf | 1 | 2.0% |
| More BBQ areas | 1 | 2.0% |
| Total | 57 | 114.0% |

Table 22 - Recommendations (post visit)

Recommendations given in the post visit survey n = 39

| | Responses | |
|---|-----------|------------------|
| | N | Percent of Cases |
| Better Park & Playground | 2 | 5.6% |
| More Shaded Areas | 4 | 11.1% |
| More restaurants/shops | 3 | 8.3% |
| More Beached area | 2 | 5.6% |
| Better signage to inform where things are | 8 | 22.2% |
| Better Advertising of the area | 12 | 33.3% |
| Improvements to Bare Island | 4 | 11.1% |
| Good As Is | 3 | 8.3% |
| More BBQ areas | 1 | 2.8% |
| Total | 39 | 108.3% |

As it can be seen from table's 21 and 22 it can be seen how the top two recommendations given by respondents relate to the project as they refer to marketing. Categories 'better signage to inform where things are' and 'better advertising of the area' were the two dominant recommendations mentioned by respondents. However, due to the nature of the questions in the questionnaire surveys, these recommendations may have been given because these particular questions prompted these recommendations or it may be possible respondents thought the given recommendations was what the researcher wanted to hear. Note that not all respondents suggested a recommendation.

5.0 Conclusion

In conclusion, the post visit and pre visit questionnaire surveys have provided detailed insight into the visitation levels and awareness level of differing market segments. 125 visitors to La Perouse have participated in these questionnaire surveys, 75 in the pre visit questionnaire survey and 50 in the post visit questionnaire survey. The participation has been valuable to this research study which focuses on addressing the issues behind visitation and awareness.

The basis of this research study was to achieve the desired objectives and to assist the La Perouse Precinct Committee with their current issue of lack of marketing material that exposes La Perouse. The foundation of achieving these objectives was developed through the questionnaire surveys and an analysis of their results. Each of the objectives have been achieved, with objectives one and two being fulfilled and presented in the findings and results sections of this report and objective three in the appendix – see appendix 6.

Objectives one and two required to look into the differing market segments of visitors to La Perouse. Through demographic questions in both questionnaire surveys it was found that males were the dominant respondents, the age group of 30 – 39 was the highest group of respondents and the most typical group size was made up of two persons. The questionnaire surveys did not have the same results for group composition and respondents' places of residency. The majority of groups from the pre visit questionnaire survey had at least one female present yet the majority of groups from the post visit survey had at least one male present. The pre visit questionnaire survey found that 90% of respondents were from the Eastern suburbs (locals) and outer Sydney, however, majority of respondents in the post visit questionnaire survey (55%) were from the Eastern suburbs (locals).

Objective one which looked at the visitation and involvement in activities of different market segments at the historical, cultural, natural and recreational sites of La Perouse was addressed in accordance to the various visitation questions asked in the pre and post visit questionnaire surveys. It was found that the typical length of stay from respondents in both surveys was 2 – 2.9 hours indicating that La Perouse may not be seen as a destination worthy of a whole day. The pre visit questionnaire survey found that majority of respondents was coming to La Perouse a few times a year. This was also found in the post visit questionnaire survey but was closely followed by once a month visits. As for the involvement in activity the pre visit questionnaire survey found the most popular activity was to enjoy the view/atmosphere/ambience. Majority of those who

participated in the post visitation survey intended to eat out, however, when asked what respondents actually did the greatest increase from their original intent was to enjoy the view/atmosphere/ambience.

When given a checklist of various historical, cultural and natural sites of La Perouse the responses from both questionnaire surveys were limited, indicating a lack of interpretation on site at La Perouse. As for the visitation, two specific sites (the La Perouse Museum and Bare Island) were selected as a focus of visitation to historical sites. It was found in both questionnaire surveys that although a significant number could identify these sites not many had visited.

Objective two, which addressed the awareness and knowledge of the different market segments of the sites and activities offered at La Perouse found some significant results. Here it was discovered that in pre visit questionnaire survey majority of respondents did not have knowledge of the history and culture of La Perouse, however, majority of respondents in the post visit questionnaire survey did. Those who displayed their knowledge in the following question could relate La Perouse to being of Aboriginal community.

The checklist was once again showed to respondents to see if they had at least heard any of the 24 sites listed. It was found that majority of respondents identified La Perouse Museum. Respondents were then asked to give an example of knowledge they may have from the sites they identified. Most of those from the pre visit questionnaire survey responded that the sites had French significance, yet, most of those participants in the post visit survey said that those sites they had heard of had Aboriginal significance. To further address objective two, those respondents who could identify the La Perouse Museum and Bare Island were asked to tell the researcher something significant about these sites. Once again, French and Aboriginal significance were the two dominant responses given.

Two suggested theories from the researcher that continued to arise to explain certain results was that there was a lack of interpretation at the destination and a lack of advertising of the area. These suggestions and speculations were confirmed by respondents in the final question of both questionnaire surveys. When asked in the final question if a suggestion could be made that would attract respondents to La Perouse more frequently, 'better signage to inform where things are' and 'better advertising of the area' were the two dominant recommendations mentioned by respondents.

The results and findings from objectives one and two aided in meeting objective three. A brochure that markets the natural, cultural, historical and recreational significance and offerings of La Perouse is represented in the appendix – see appendix 6 for brochure.

This study has brought the La Perouse Precinct Committee one step closer to improving the visitation and awareness of La Perouse. The study has provided background research into the visitation and awareness of visitors to La Perouse. The decision to improve the current visitation and awareness levels through marketing is now a goal they can work towards achieving.

The research found was vital in providing the following recommendations for the improvement to La Perouse's current performance as a historical, cultural and natural destination in terms of visitation and awareness. The recommendations are based around the implementation of objective three but additional recommendations have been devised from the results determined from objectives one and two.

6.0 Recommendations

The following recommendations that have been provided have been derived from the findings of this study. It is in the best interest of the La Perouse Precinct Committee that these objectives be considered when deciding the appropriate action(s) to resolve their current issue of improving La Perouse's current performance as a historical, cultural and natural destination. As mentioned prior, two assumptions that were made and supported by specific findings of this study continued to arise, these being, pre visitation marketing as well as interpretation at the destination.

6.1 Pre Visitation Marketing

In the best interest of the La Perouse Committee it would be advisable if the mock up brochure created by the researcher or one of a similar layout be implemented to help promote the awareness and to attract higher rates of visitation to La Perouse. As there is no marketing material with the same degree of content, the circulation and publishing of the brochure would hopefully increase visitation and awareness levels. It was evident in the findings of this study that visitation was predominately by those residing in the Eastern Suburbs (local residents). Therefore, it would be practical and beneficial if this brochure was distributed outside the local area preferably through other national parks and information centres. This is because it seems that La Perouse is not pulling enough visitors from outer Sydney, interstate and overseas. Distribution through national parks and information centres would be the best option as La Perouse is on National parkland and circulating the brochure this way would prove to be the most effective outcome.

6.2 Interpretation at the destination

When analysing the results, it was suggested that visitors at La Perouse were unaware of what was available to them other than what was visually obvious and recognisable to them. This is highly attributed to the lack of interpretation and signage that is not present at La Perouse. If there were signs that could inform visitors of other sites that were not obvious to visitors there would potentially be an increase in visitation to other forms of sites such as those that hold cultural and historical significance such as the Military Sites at Cape Banks which was found to have extremely low visitation. A La Perouse directory located on the loop for visitors to access is a recommendation that could help increase visitation. It is understood that issues of funding and

strict processes and procedures are faced by the La Perouse Precinct Committee and would have limited power to implement this particular recommendation. However, it would be in the best interest of La Perouse to lodge this particular recommendation to a body that does have the ability to put it into action, either Randwick City Council or NSW National Parks and Wildlife Service have the power to do so.

It must also be reminded that these recommendations are surfacing from the findings of questionnaire surveys that totalled a sample size of 125. If the La Perouse Precinct Committee felt that a larger sample size would determine a more direct approach, than further research into visitation and awareness would be need to be carried out.

6.0 Reference List

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6.0 Appendix

Appendix 1 – Map of La Perouse



Appendix 2 – Pre Visit Questionnaire Survey

Questionnaire No: _____ Date: _____ Time: _____ Site: _____

Good morning, my name is xxxxxx and I am here from the University of Technology, Sydney to conduct a survey of awareness and visitation of La Perouse. The research will be used to report to the La Perouse Precinct Committee so they can gain a better understanding on the market segments coming to La Perouse. The survey should take no more than a few minutes. All surveys are anonymous and therefore confidentiality is assured. Would you like to participate in this survey?

Q1. Including yourself, how many people are in your group?

Q2. Who have you come with today to La Perouse?

- No-one
- Partner
- Friend(s)
- Family
- Family & Friends
- Club/ organisation group
- School group
- Other _____

Q3. Note group composition

Total Females _____
Total Males _____
Teenagers (12-19) _____
Children (under 12) _____

Q4. How long do you plan to stay?

- < 30 minutes
- 30 – 50 minutes
- 1- 1.9 hours
- 2 – 2.9 hours
- 3 – 3.9 hours
- 4 – 4.9 hours
- 5 + hours

Q5. Is this your first visit to La Perouse?

Yes (go to Q.7)

No (go to Q.6)

Q6. How often do you come to La Perouse?

- Everyday
- Several times a week
- Once a week
- Once a month
- A few times a year
- Every few years
- Other _____

Q7. What do you plan to do today at La Perouse?

To eat

To enjoy the view/atmosphere/ambience

To engage in water activity(s) eg. Scuba diving, sailing,

To experience cultural/historical sites and/or engage in cultural/historical activities

To have a picnic

To exercise eg. cycling, walking, running

To play golf

To rest and relax

To spend time with family and friends

To experience solitude

To visit the beach

To view wildlife eg. Snake show

To satisfy my curiosity (no previous knowledge of site)

Other

Q8. Do you have any knowledge of

the history or culture of La Perouse?

Yes (go to Q.9) No (go to Q.10)

Q9. Is there anything you could tell me about the history/culture of this area?

Q10. Of the attractions/sites listed here, can you identify which you have heard of?

A B C D E F G H I J K L M
N O P Q R S T U V X X

Q11. Of the attractions/sites listed here, can you identify which you have visited?

A B C D E F G H I J K L M
N O P Q R S T U V X X

Q12. Are you aware of any historical significance of the places you have heard of/visited?

I'd like to ask you now about a couple of sites here at La Perouse.

Q13. Can you name that building? (researcher points to building)

Yes (go to Q.14) No (go to Q.15)

Q14. What is it?

Q15. Have you ever been inside?

Yes No

Q16. Do you know anything about that site?

Yes (go to Q.17) No (go to Q.18)

Q17. What is it that you know?

Q18. Can you identify that site? (researcher points to Bare Island)

Yes No

Q19. Have you ever been over there?

Yes No

Q20. Do you know anything about that site?

Yes (go to Q.21) No (go to Q.22)

Q21. What is it that you know?

Q22. You are:

Male Female

Q23. Which age group do you fall into:

Under 15
15 - 19
20 - 29
30 - 39
40 - 49
50 - 59
60 - 69
70 - 79
80 - 89
90+

Q24. What is your postcode/suburb of residency?

Q25. Do you have any recommendations for the area that would attract you to La Perouse more frequently?

Thank you for your participation, please enjoy the rest of your day.

Appendix 3 – Post Visit Questionnaire Survey

Questionnaire No: _____ Date: _____ Time: _____ Site: _____

Good afternoon, my name is xxxxxx and I am here from the University of Technology, Sydney to conduct a survey of awareness and visitation of La Perouse. The research will be used to report to the La Perouse Precinct Committee so they can gain a better understanding on the market segments coming to La Perouse. The survey should take no more than a few minutes. All surveys are anonymous and therefore confidentiality is assured. Would you like to participate in this survey?

Q1. Including yourself, how many people are in your group?

Q2. Who did you come with today?

- No-one
- Partner
- Friend(s)
- Family
- Family & Friends
- Club/ organisation group
- School group
- Other _____

Q3. Note group composition

Total Females _____
Total Males _____
Teenagers (12-19) _____
Children (under 12) _____

Q4. How long were you here for?

- < 30 minutes
- 30 – 50 minutes
- 1- 1.9 hours
- 2 – 2.9 hours
- 3 – 3.9 hours
- 4 – 4.9 hours
- 5 + hours

Q5. Was this your first visit to La Perouse?

Yes (go to Q.7) No (go to Q.6)

Q6. How often do you come to La Perouse?

- Everyday
- Several times a week
- Once a week
- Once a month
- A few times a year
- Every few years
- Other _____

Q7.

| Thinking back to when you arrived today at La Perouse, what were your plans/ intentions for your visit to La Perouse? (May select more than one) | What did you actually do? May select more than one |
|---|---|
|---|---|

- | | | |
|---|--------------------------|--------------------------|
| To eat out | <input type="checkbox"/> | <input type="checkbox"/> |
| To enjoy the view/atmosphere/ambience | <input type="checkbox"/> | <input type="checkbox"/> |
| To engage in water activity(s) eg. Scuba diving, sailing, | <input type="checkbox"/> | <input type="checkbox"/> |
| To experience cultural/historical sites and/or engage in cultural/historical activities | <input type="checkbox"/> | <input type="checkbox"/> |
| To have a picnic | <input type="checkbox"/> | <input type="checkbox"/> |
| To exercise eg. cycling, walking, running | <input type="checkbox"/> | <input type="checkbox"/> |
| To play golf | <input type="checkbox"/> | <input type="checkbox"/> |
| To rest and relax | <input type="checkbox"/> | <input type="checkbox"/> |
| To spend time with family and friends | <input type="checkbox"/> | <input type="checkbox"/> |
| To experience solitude | <input type="checkbox"/> | <input type="checkbox"/> |
| To visit the beach | <input type="checkbox"/> | <input type="checkbox"/> |
| To view wildlife eg. Snake show | <input type="checkbox"/> | <input type="checkbox"/> |
| To satisfy my curiosity (no previous knowledge of site) | <input type="checkbox"/> | <input type="checkbox"/> |
| Other _____ | | Other _____ |

Q8. Do you have any knowledge of the history or culture of La Perouse?

Yes (go to Q.9) No (go to Q.10)

Q9. Is there anything you could tell me about the history/culture of this area?

Q10. Of the attractions/sites listed here, can you identify which you have heard of?

A B C D E F G H I J K L M
N O P Q R S T U V X X

Q11. Of the attractions/sites listed here, can you identify which you have visited?

A B C D E F G H I J K L M
N O P Q R S T U V X X

Q12. Are you aware of any historical significance of the places you have heard of?

I'd like to ask you now about a couple of sites here at La Perouse.

Q13. Can you name that building? (researcher points to building)

Yes (go to Q.14) No (go to Q.15)

Q14. What is it?

Q15. Have you ever been inside?

Yes No

Q16. Do you know anything about that site?

Yes (go to Q.17) No (go to Q.18)

Q17. What is it that you know?

Q18. Can you identify that site? (researcher points to Bare Island)

Yes No

Q19. Have you ever been over there?

Yes No

Q20. Do you know anything about that site?

Yes (go to Q.21) No (go to Q.22)

Q21. What is it that you know?

Q22. You are:

Male Female

Q23. Which age group do you fall into:

Under 15
15 - 19
20 - 29
30 - 39
40 - 49
50 - 59
60 - 69
70 - 79
80 - 89
90+

Q24. What is your postcode/suburb of residency?

Q25. Do you have any recommendations for the area that would attract you to La Perouse more frequently?

Thank you for your participation, please enjoy the rest of your day.

Appendix 4 – Checklist

| | | | |
|---------------------------------|---|--------------------------------|---|
| Little Bay Beach | A | Coast Cemetery | B |
| Military Sites, Cape Banks | C | Minmi Cape Banks | D |
| Cape Banks | E | Henry Head | F |
| Brown's Rock | G | Congwong Bay | H |
| Bare Island | I | La Perouse Museum | J |
| Laperouse Monument | K | Receveur Grave | L |
| Timbery 'Corner' | M | Timbery Reserve | N |
| Frenchman's Reserve | O | Frenchman's Beach | P |
| Yarra Bay House | Q | Yarra Bay Sailing Club & Beach | R |
| Bicentennial Park | S | Chinese Market Gardens | T |
| Pioneers Cemetery | U | Bumborah Point | V |
| Prince of Wales Drive & Lookout | W | Sir Joesph's Bank Park | X |

Appendix 5 – Aerial view of La Perouse



KEY

■ ■ ■ The 'loop'