

# **The influence of the hunting experience on quality of life**

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## LIST OF ACRONYMS

<b>Acronyms</b>	<b>Description</b>
<b>QoL</b>	Quality of life
<b>CHASA</b>	National Confederation of Hunters Associations of South Africa
<b>SACGHA</b>	South African Hunters and Game Conservation Association
<b>TREES</b>	Tourism Research Unit in Economic Environs & Society

## **ABSTRACT**

### **The influence of the hunting experience on quality of life**

Tourism is one of the fastest growing experience industries worldwide and the experiences gained by the tourist are of utmost importance for the enhancement and growth of this industry. However, even though studies have been conducted on various tourists to determine the different factors that influence their experiences, for example the service rendered by the tourism destination, only a few studies show the influences on a hunter's hunting trip. There are various types of tourisms, thus implicating that there are different type of tourists, and for this instance in wildlife tourism, hunters are concentrated on.

Hunters like all other tourists, have their own unique needs and perceptions when visiting a hunting destination. Although literature is available on tourist experiences and Quality of Life (QoL), applying these two concepts to hunters is a contribution to literature on tourism and QoL. This study shows that there are differences between factors that influence hunters' quality of life and those that influence tourists' quality of life. Different individuals have different needs and different factors consequently influence their quality of life on the whole. In this instance, for example, for the hunters these factors are the social aspects; the other hunters accompanying them during their hunt and not merely the kill itself.

Although hunters do hunt wild animals, they appreciate the wildlife and being in nature more than the hunt itself, and the company (other hunters) has a great influence on their experience. However the hunters are not significantly influenced by whether their families come along or not; it is more about the hunt itself and being one with nature. The results show that the hunters are not influenced by any negative effects or incidents that may occur prior to, during, or after the hunting trip. The hunters' marital status has an effect on the results, and also the financial stability of the individuals, and the type of

hunting trip because the hunters' time and the type of hunt depend on the dependants at home.

This study indicates all these factors and identifies that hunting does have an influence on a hunter's QoL. The following factors that contribute to the hunters' satisfaction or dissatisfaction have been identified in the literature study: Facilities at the hunting destination, crowding that may occur, competency and professionalism of the hunting guide, social components, interaction during the hunting trip, being in nature, the hunter's performance, equipment and skills regarding the usage of this equipment, different constraints e.g. financial, harvesting of animals, environment and the wildlife that is hunted, previous experiences and bagging of the animals.

Through this literature hunting destinations can upgrade their facilities to ensure that the hunters gain optimal experience satisfaction, thus enhancing their QoL.



## **OPSOMMING:**

Toerisme is een van die snelgroeiendste ervaringsindustrieë wêreldwyd, en die ervarings van toeriste is van die uiterste belang vir die verryking en ontwikkeling van hierdie industrie. Al is verskeie studies reeds onderneem om die verskillende faktore te bepaal wat die ervarings van toeriste beïnvloed, bv. die diens gelewer deur 'n toeristebestemming, toon slegs enkele studies die invloed van hierdie faktore op 'n jagter se ervaring van sy jagtog. Daar bestaan verskillende soorte toerismes, dus ook verskillende soorte toeriste, in hierdie geval in natuurlewe-toerisme, jagters in die besonder.

Jagters, soos enige ander toeris, het hul eie unieke behoeftes en persepsies wanneer hulle 'n jagbestemming besoek. Alhoewel literatuur beskikbaar is oor toeris-ervarings en lewenskwaliteit (QoL), lewer dit 'n nuwe bydrae om hierdie twee konsepte op jagters toe te pas. Hierdie studie toon aan dat daar verskille is tussen faktore wat die lewenskwaliteit van jagters beïnvloed en die wat die lewenskwaliteit van toeriste beïnvloed. Verskillende individue het verskillende behoeftes, gevolglik beïnvloed verskillende faktore hulle lewenskwaliteit in geheel. In hierdie geval, byvoorbeeld, is dit vir jagters die sosiale aspek, die ander jagters wat hulle op hul jagtog vergesel en nie bloot die jag op sigself nie.

Alhoewel jagters wilde diere jag, waardeur hulle die natuurlewe en bloot om in die natuur te wees meer as die jag op sigself, en die geselskap van ander jagters het 'n sterk invloed op hulle ervaring. Jagters word egter nie besonder beïnvloed deur of hul gesinne saamgaan of nie, dit gaan meer oor jag op sigself, en om een met die natuur te wees. Resultate dui daarop dat jagters nie beïnvloed word deur enige negatiewe insidente wat mag plaasvind voor, gedurende of na die jagtog nie. Die huwelikstatus sowel as finansiële stabiliteit van die individu het 'n effek op die resultate, aangesien die tyd aan die jag bestee en ook die tipe jagtog afhang van die afhanklikes van die jagter.

Hierdie studie toon al hierdie faktore aan en bevestig dat jag wel 'n invloed het op die lewenskwaliteit van 'n jagter. Die volgende faktore wat bydra tot die

tevredenheid of ontevredenheid van 'n jagter is geïdentifiseer: fasiliteite by die jagbestemming, te veel mense, bevoegdheid en professionaliteit van die jaggids, sosiale komponente, interaksie tydens die jagtog, om in die natuur te wees, die sukses van die jagter, toerusting en vaardighede sover dit die gebruik daarvan betref, verskillende beperkings, bv.finansieel, die oes van diere, die natuur en die diere wat gejag word, vorige ervarings en die huis toe neem van diere.

Hierdie literatuur kan jagbestemmings help om hul fasiliteite op te gradeer en te verseker dat jagters optimale tevredenheid uit hul jagervaring kry en sodoende hul lewenskwaliteit verryk.

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## CHAPTER 1

# INTRODUCTION, PROBLEM STATEMENT, OBJECTIVES AND METHOD OF RESEARCH

### 1.1 INTRODUCTION

*The quality of life does not depend on happiness alone, but also on what one does to be happy.*

*(Csikszentmihalyi, 1997:22)*

For several countries wildlife tourism has become the leading foreign exchange earner (Reynolds & Braithwaite, 2001:32); and therefore is an important section of the tourism industry. Wildlife-based tourism is undertaken by tourists primarily to view or encounter wildlife and nature-related aspects ranging from captive wildlife to non-captive wildlife (Newsome, Dowling, Moore, Bentrupperbäumer, Calver & Rodger, 2004:18). Reynolds and Braithwaite (2001:32) define wildlife tourism as the area that overlaps ecotourism, and rural tourism, involving animals and consumptive use of wildlife. Wildlife-based tourism constitutes a considerable portion of the tourism industry in the world and can be divided into four sectors, namely wildlife-watching (safaris), captive-wildlife (enclosures), fishing (fresh water and sea) and lastly, hunting (trophy and biltong) (Higginbottom, 2004:3; Fennel, 2008:31).

Hunting is classified as consumptive usage of wildlife (Fennell, 2008:31; Newsome *et al.*, 2004:6; Hazel, Langenau & Levine, 1990:384), which entails the capturing of species or killing of species through hunting (Lovelock, 2008:10). In South Africa, hunting forms an important part of wildlife tourism and it can be divided into four types of hunts, namely trophy hunting, biltong hunting, bow hunting and lastly, bird hunting (Van der Merwe & Saayman, 2003:105). The two most important types of hunting found in South Africa are trophy and biltong hunting (Radder & Bech-Larsen, 2008:252). Trophy hunting can be defined as an activity through

which wildlife is hunted by means of a rifle, bow or similar weapon, primarily for their horns and/or their skin in order to be displayed as trophies (Radder, 2005:1142), and biltong hunting, on the other hand, is defined as a cultural activity through which wildlife is hunted by means of a rifle, bow or similar weapon for making a variety of meat (venison) products such as biltong and salami (Radder & Bech-larsen, 2008:252).

Hunting can further be defined as a leisure activity (Anon, 2007:18). Tourism and leisure experiences may have a positive effect on the tourist in the sense of satisfaction, enjoyment, sense of achievement and self-esteem (Williams & Buswell, 2003:33). The hunting experience gained during these hunting trips can be enhanced by a number of aspects such as the quality and number of game in the vicinity and the variety of wildlife species that can be observed during the hunt, to name but a few (Fennell, 2008:30). Newsome *et al.* (2004:86) state that hunting not only enhances the hunters' experience and provides them with different challenges, but also encourages self-growth and self-esteem and creates situations in which the hunters need to solve problems to achieve their goal. Hazel *et al.* (1990:384) add to this that the following can be classified as satisfaction variables: being in nature, escaping from everyday life, building companionship with other hunters, shooting of the game hunted, harvesting the game, out-group verbal and lastly out-group visual contact.

A wildlife tourist in this context is seen as the hunter. A large percentage of hunters have a stronger appreciation for being in nature as opposed to actually hunting animals (Weaver, 2001:74); thus suggesting that the entire experience of the hunting trip needs to be taken into consideration and not merely the hunt specifically. Radder (2005) conducted research regarding travel motives of hunters and indicates that one of the travel motives that come forth is "spiritual". Mulder (2011:51) further furnishes these motivations that tourists travel for their own desire and also in response to their own individual needs. Newsome *et al.* (2004:16) confirms this, signifying that when one participates in wildlife tourism activities, tourists say the experiences gained are exceptional.

Hunting is not just an ordinary activity for hunters, but a life-long commitment (Mattson, Boman, Ericsson, Paulrud, Lautila, Kriström & Brännlund, 2008:170). Tonnini, Lunardi and Guido (cited by Wearing & Neil, 2009:7) add to this statement by demonstrating that part of the

reason why tourists are attracted to nature is that it has a positive impact on their quality of life as a result of the interaction between an individual and nature. Rapley (2003:29), points out that quality of life involves an individual's social, economic, health and physical well-being. According to Lauer (1995:28), the emotional state of the individual also has an impact on the extent to which everyday life impacts on the quality of life of the individual. Croulx, Doré and Doré (2000:47) add that the standard of quality of life expresses the individual's overall satisfaction with life as a whole. Overall satisfaction gained in different life domains such as family life, leisure life and life satisfaction spills over into the quality of life of the individual (Dagger & Sweeney, 2006:4). Sirgy, Kruger, Lee and Yu (2010:4) emphasise that experience gained during a specific trip contributes to an effect in the various life domains and in turn affects quality of life as a whole.

The purpose of this study is to identify whether the hunting experience does indeed influence the hunter's quality of life. The research process to be followed will be illustrated by discussing the problem statement, identifying the goals of the study and finally, by describing the research method. The subsequent section will indicate the importance of this study, as well as the reasons for the study being undertaken, namely to determine the influence of hunting on hunters' quality of life. In this study quality of life will be hereafter referred to as QoL.

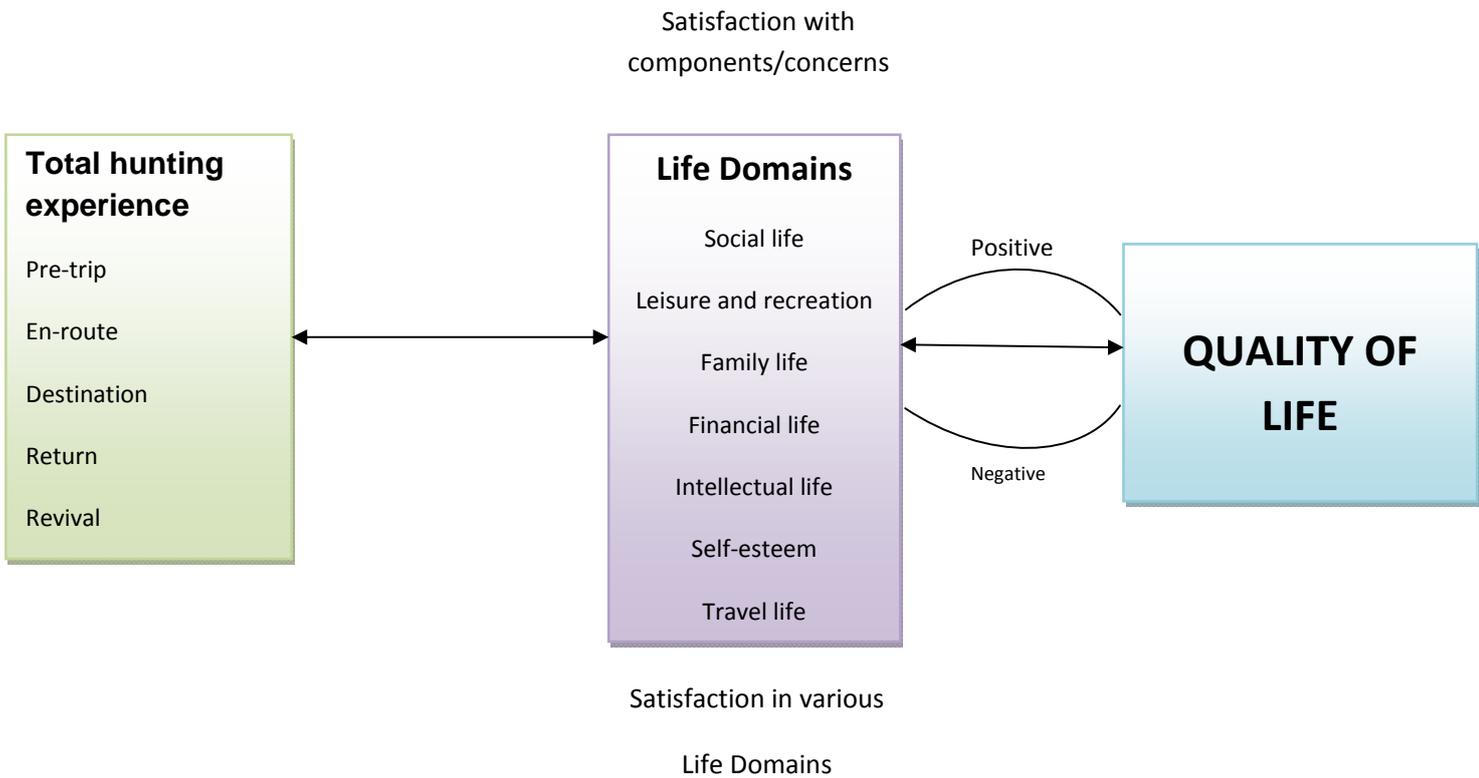
## **1.2 PROBLEM STATEMENT**

In this context, wildlife tourism may be recognised in the known form of tourism safaris, conservation tourism and hunting tourism (Novelli & Humavindu, 2005:171). Wildlife tourism embraces three types of natural area tourism: partly adventure tourism, nature-based tourism and lastly, educative tourism (Newsome *et al.*, 2004:16); thus implying that the tourists that do partake in wildlife tourism go on an adventure in nature while learning a few things along the way. During their wildlife experience, wildlife tourism provides tourists with relaxation and a sense of tranquillity within nature (Newsome *et al.*, 2004:6). According to Reynolds and Braithwaite (2001:37), wildlife tourism also provides tourists with a learning experience, an opportunity to enhance their outdoor skills, the experience of interacting with other wildlife tourists and enhances their self-esteem.



On the other hand hunting, which is a form of wildlife tourism, provides hunters the satisfaction of being outdoors, a temporary escape from daily work life, and companionship (Hammit, McDonald & Noe, 1989:503). Hunters travel for spiritual; emotional; self-directed, and social motives (Radder, 2005:1142) and for skills development and special interests, and are motivated to be healthy and fit (Espinoza, 2002:3). Thus hunters partake in activities in unknown territories and can only participate in these in natural settings and not at home (Espinoza, 2002:4). On the other hand, Opaschowski (2001:14) suggests that wildlife tourists are looking for emotional stimuli. Tourists want to experience the intangible components and qualities of tourism. They seek ambience, aesthetics and atmosphere, while looking for an experience full of varying intimacies, intensities and complexities (Opaschowski, 2001:14). Tourists travel to different destinations, interact with people and communities from different socio-cultural backgrounds, and bring back memories to share with friends and family. According to McCabe and Foster (2006:194), travel activities become embedded within the totality of lived experiences. Furthermore, according to Goosens (2000:302), tourists have different needs and wants when it comes to satisfaction (Swanson & Horridge, 2006:675). Tourists also travel for reasons of spirituality, social status, escape and cultural enrichment (Swanson & Horridge, 2006:672; Yoon & Uysal, 2003:46). Therefore a distinction can be made between the travel motives of hunters and tourists. After considering all these differences between a tourist and a hunter, the following theoretical model can be drawn to indicate how this study will be implemented and how all the variables are linked to each other.





**Figure 1.1 Theoretical framework - influence of the hunting experience on QoL.**

The influence of the hunting experience on QoL is indicated in Figure 1.1. The influence that hunting experience has on QoL will be explained by making use of the *bottom-up spillover theory* (as noted by Diener, 1984:543; Diener, Suh, Lucas & Smith, 1999:126; Sirgy, 2002:53; Sirgy *et al*, 2010:4). The literature reviewed shows that satisfaction with an experience is effectively housed in concrete psychological domains (social life, leisure and recreation life, travel life). This effect moves from the most concrete domains to the most abstract (Sirgy *et al*, 2010:4). The most concrete domains include social life, leisure and recreation, family life, financial life, intellectual life, self esteem and travel life.; the abstract domain thus being the overall QoL in Figure 1.1. This spillover effect from the most physical to the most abstract is mediated by an effect housed in various life domains. This effect is associated with a consumption experience (say, satisfaction with a hunting trip experience to a hunting destination) related to the effects in the seven life domains that will have an influence on QoL.

Given what the researcher knows about the effect of satisfaction which experience has on overall QoL, it must be noted that there is very little literature available on the understanding of the nature of the effect spillover has on satisfaction with experiences to satisfaction with overall QoL. Thus there is very little literature on this topic. Based on the availability of literature there is only a limited understanding of the role of positive effect versus negative effect on satisfaction with overall QoL related to a hunting trip. Positive effect would be *spending quality time with my friends on the hunting trip*. Negative effect might be *I did not get enough time alone during my hunting trip because of the people accompanying me*.

In contrast, a hunting trip may contribute to overall QoL through the satisfaction generated because the trip is perceived to be not as tiring and exhausting as feared. Hunters may feel satisfied knowing that they have spent some time in the veld, had a good hunt, delivered a good shot, had a good stalk and that they are happy that they went on the hunting trip. If the incidence of positive effect plays a different role from the lack of incidence of negative effect in various life domains, then it is important for game farm owners at hunting destinations to use this information to develop marketing programs and activities to enhance tourists' (hunters) satisfaction with overall QoL by making sure that their service enhances the positive effects.

For example, if researchers determine that tourists' overall QoL is influenced more by the lack of negative effect in social life than the positive effect in the same life domain, the game farm owners should then pay more attention to services and activities designed to reduce the incidence of negative effect in social life than to services designed to increase the incidence of positive effect. In this case, owners of hunting facilities would allocate greater resources to provide hunters with products and services to ensure that they do spend enough time alone or accompanied by other hunters on the hunting trip.

Research in this case is likely to help owners of hunting facilities to better design their products and services to increase the incidence of positive effect in certain life domains and to decrease the incidence of negative effect in other domains. The overall goal is to maximize hunters' overall QoL. Doing so should reward owners of hunting facilities with repeat business and with positive word-of-mouth recommendations. This, in turn, should enhance the profitability of the hunting industry.

Table 1.1 indicates previous studies conducted on hunting satisfaction, tourism experience, hunters and lastly, tourism and quality of life respectively, which will be used as a benchmark in the literature to indicate the impact hunting might have on the hunters' QoL. No study could be found on all these topics simultaneously.

**Table 1.1: Previous research regarding hunting, hunters and QoL**

Areas of research	Author	Title of article	Short description
<b>Hunting</b>			
<b>Satisfaction</b>	Radder (2000)	Expectations of kudu hunters in the Eastern Cape: a value chain collection.	This article identifies different variables that can influence hunting satisfaction.
	Radder (2005)	Motives of international trophy hunters.	The purpose of this article was to determine the different motives and benefits hunters have and gain during their hunting experience.
	Hazel <i>et al.</i> (1990)	Dimensions of hunting satisfaction: Multiple-satisfaction of wild turkey hunting.	This article identifies several satisfaction dimensions of various types of hunts, for example deer or turkey hunting.
	Decker, Brown & Gutierrez (1980)	Further insights into the multiple satisfaction approach for hunter management.	Different management skills and insight on how to manage and satisfy hunters visiting their hunting destinations.



<b>Tourism experience</b>	Carr, Gibson & Robinson (2001)	Is quality of life determined by expectations or experience?	Expectations differ from the experience gained in some situations; thus quality of life for each person will differ depending on the individual lifestyle.
	Hammit, McDonald & Noe (1989)	Wildlife management; Managing the hunt versus the hunting experience.	The purpose of this article was to determine the various factors leading to the best hunting experience that can be gained and the way the experience can be enhanced to satisfy the hunters' needs.
	Hautaluoma & Brown (1978)	Attributes of the deer hunting experience: A cluster-analytic study.	The article identified all the attributes deer hunting provides to gain an optimal experience.
<b>Hunters</b>			
	Hawks, O'Connell, Hill & Charnov (1985)	How much is enough? Hunters and limited needs.	This article identified different needs hunters have prior to, during and after their hunting trip.
	Daigle & Ajzen (2002)	A comparative study of beliefs, attitudes and values among hunters, wildlife viewers, and other outdoor recreationists.	The purpose of this study was to investigate the different beliefs, and to compare the three groups of tourists.



Quality of life			
Tourism and Quality of life	Noe & Uysal (1997)	Evaluation of outdoor recreational settings.	The different attributes outdoor activities have that enhance one's QoL.
	Neal, Sirgy & Uysal (1999)	The role of satisfaction with leisure travel/tourism services and experience in satisfaction with leisure life and overall life.	The purpose of this study was to investigate the different dimensions of satisfaction that play a role in the life satisfaction of individuals, and other factors that also contribute to their lives as a whole.
	Bosque & Martin (2008)	Tourist satisfaction: A Cognitive-affective model.	The purpose of this article was to identify the various effects tourism has on the tourist's satisfaction and the effect the latter has on the QoL of the individual.
	Moscardo (2009)	Tourism and quality of life: Towards a more critical approach.	The paper indicates the various positive and negative aspects tourism has on QoL's framework.
	Dagger & Sweeney (2006)	The effect of service evaluations on behavioural intentions and quality of life.	The quality of the service rendered to the client enhances the client's QoL.
	Neal, Uysal & Sirgy (2007)	The effect of tourism services on travellers' quality of life.	The article identifies that tourism activities, especially leisure activities, do enhance tourists' QoL. However, if leisure life is influenced positively the individual's QoL is



			enhanced.
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From the literature reviewed in Table 1.1 it is clear that a variety of research has been conducted regarding tourism and its role in QoL. Neal, Sirgy and Uysal (1999), investigate the different dimensions of satisfaction that play a role in the individuals' life satisfaction and other factors (expressive attributes and instrumental attributes) that also contribute to their lives in general. Bosque and Martin (2008) add to Neal *et al.* (1999), that tourism has various effects on the tourist's satisfaction, and that satisfaction has an effect on the QoL of the individual. Carr, Gibson and Robinson (2001), identify that expectations differ from the experience gained in some situations; thus QoL for each person will differ depending on the individual lifestyle.

Literature pertaining to hunting satisfaction is that of Radder (2000) who identifies different variables influencing hunters' hunting satisfaction in the Eastern Cape, considering the expectations that Kudu hunters have. Hazel *et al.* (1990) was the only study found regarding research on hunting satisfaction; however it was implemented on turkey and deer hunting.

Satisfaction is considered a crucial element to sustain the competitive business in the tourism industry (Meng, Tepanon & Uysal, 2008:44). This study will contribute to enable hunting destinations to provide excellent services and hunting experiences, thus enhancing hunters' QoL.

***Therefore the purpose of this study is to determine whether the hunting experience influences the hunters' QoL.***

## 1.3 OBJECTIVES OF STUDY

### 1.3.1 Primary objective

The primary goal of this study is to determine the influence of the hunting experience on QoL.

### 1.3.2 Secondary Objectives

The secondary objectives are formulated as follows to ensure that the primary goal of the study is reached.

#### **Objective 1**

To analyse the concept of QoL by means of a literature review.

#### **Objective 2**

To analyse the concepts *tourism experience* and *hunting experience* by means of a literature review.

#### **Objective 3**

With the purpose of determining the empirical results of this study.

#### **Objective 4**

To draw conclusions from the literature study and the empirical research, as well as to make recommendations with regard to future research.

## 1.4 METHOD OF RESEARCH

The research methodology is twofold. It consists of a literature study and secondly an empirical research survey. Secondary data on the topic were collected from existing resources. A questionnaire was used to capture primary data.

### 1.4.1 Literature study

A number of resources were consulted in order to conduct an in-depth investigation into the topic, as well as to enable a factual literature review and study. These resources were



books, journals, scientific databases, Internet, as well as other tourism and QoL-related literature associated with the topic. The scientific databases that were consulted are the following: Science Direct, EBSCOhost, Emerald, SAe Publications and Google Scholar.

The keywords used during the search were: *Hunting, hunters, QoL, life satisfaction, leisure activities, hunting experience, well-being, life domains and hunting tourism.*

By using these keywords, a theoretical framework was identified in Figure 1.1. Thereafter, a relevant literature study was done and valuable research was conducted, applicable to the research topic.

## **1.4.2 Empirical survey**

This section indicates the methods selected to conduct the empirical survey.

### **1.4.2.1 Research design and method for collecting the data**

The research method that was followed in capturing the data is of a quantitative nature. Numerical data were used for this study from only a selected population (Maree & Pietersen, 2007:145). The questionnaire was posted on the following websites: The National Confederation of Hunters Associations of South Africa (CHASA), and South African Hunters and Game Conservation Association (SACGHA) for the hunters that are members of the different organisations. Descriptive research was conducted by means of a questionnaire which was posted on two websites, namely CHASA (18 000 members) and SACGHSA (1000 members) (Van der Merwe, 2010). Members of the different sites completed this questionnaire and e-mailed it back to the Tourism Research Unit in Economic Environs & Society (TREES). The target population included all the hunters that visited the two websites during the period April 2011 to September 2011 as well as the hunters questioned at the shooting competitions. However, because of the lack of interest on the websites, not enough questionnaires were completed, and a further 85 hunters were questioned at a shooting competition



near Parys in North West Province. A screening question was asked to participating hunters at the shooting range namely – *Have you completed this questionnaire before on the webpage?* If not, they were asked to complete the questionnaire. However, if they answered yes, they were not allowed to answer the questionnaire.

#### **1.4.2.2 Sampling**

A web based sample was taken from the hunters that completed the web questionnaire and a convenient sampling (non-probability) method was used to select the participants (hunters) at the selected shooting competition. The participants completed the questionnaire that was posted on the various websites; these were then e-mailed back to the TREES. Hundred and fifty one (151) questionnaires will represent the sample population (19 000) for purposes of this study. According to Israel (2009:6), with precision of 5%, the sample size of a population of 19 000 can be 151 participants. Thus 151 of 19 000 members will give acceptable data needed for the research.

#### **1.4.2.3 Development of the questionnaire**

The questionnaire comprises three sections. Section A includes all the demographic questions; section B the different life domains applicable to a hunting trip; and the last, section C, questions concerning the experience gained on the last hunting trip the hunter was on. The questionnaire contains open-ended and closed-ended questions as well as a comprehensive Likert scale in the various sections. The questionnaire was designed by TREES, Potchefstroom Campus, and formulated, based on a well-tested measuring instrument as used by Sirgy *et al.* (2010:30) in section B that was adapted to suit the present study, which overviews the different life domains. The reason for using the questions compiled by Sirgy *et al.* (2010:30) is that it was previously administered to



tourists in the South African environment, and is thus suitable for use in the hunting tourism sector. The questionnaire was further enhanced by literature available on the topic. Before the main study, the survey was pretested by means of a pilot study on 20 individuals, including hunters, to ensure that the questions were well structured. The questions thereafter were retained in preparation for the main study.

#### **1.4.2.4 Data analysis**

The data were analysed by using SPSS 17.0 (SPSS Inc., 2009). This programme will render the empirical results for this study. The production of results assisted in establishing conclusions and recommendations with regard to the research topic. The following statistical methods were followed to analyse the data of the study.

- **Descriptive statistics**

This method was followed to describe the different areas in question, and that need to be tested in the different sections of the questionnaire. In this study the demographical profile of the hunter was identified in Section A by means of descriptive statistics. Descriptive statistics summarise data quantitatively by using graphs, tables and other measures (Singh, 2007:401). Thus these statistics identified and summarised the demographic profile of the hunter.

- **Exploratory factor analysis**

This type of analysis gathers information concerning the interrelationships between a set of variables (Pallant, 2005:172). Thus this technique was implemented to determine the interrelationships between the factors that influence the hunters' QoL and wildlife experience.



- **Correlations**

Correlations were used to explore the different strengths of the life domains as well as overall QoL. Correlations were used to describe the strength and direction of the relationships between two variables (Pallant, 2005:121; Singh, 2007:400; Gaur & Gaur, 2006:99; Bryman & Cramer, 1997:5; Singh, 2007:146).

- **ANOVA**

This data analysis was used to compare variances between different groups of variables (Pallant, 2005:214; Babbie, Halley & Zaino, 2007:421; Singh, 2007: 166; Gaur & Gaur, 2006:67). The F ratio was calculated. The ANOVA data analysis was used to compare the different demographic factors to the life domains of the hunter and the hunting experience in order to determine whether these factors had an influence on the hunters' QoL. Throughout all the statistical results, the  $p$  value was reported for statistical significance. This method determined which experiences had the biggest influence on the QoL of the hunter. These experiences were compared with one another, to determine whether they do in fact influence the QoL of the hunter during the hunting trip.

- **T-test**

This test was used to establish the significance between two different sets of variables (Babbie *et al.*, 2007: 432; Gaur & Gaur, 2006:52). The t-test was implemented to indicate the different effects that the hunting trip has on the life domains of the hunter as well as on the experience gained during the hunting trip.



## **1.5 Defining the concepts**

### **1.5.1 QoL**

Can be defined as the degree of well-being to which the individual experiences life which can prevail in the personal, social and economic conditions of this individual (Möller, Schlemmer & du Toit, 1987:3; Holden, 2008:108).

### **1.5.2 Life domains**

QoL is influenced by various multidimensional sets of domains that represent our daily life (Hajiran, 2006:31). The major life domains of QoL are family, work, community, health and leisure (Sirgy, 2002:36).

### **1.5.3 Bottom-up spillover theory**

The bottom-up spillover theory states that when overall life satisfaction is established, satisfaction has been reached in the major life domains and has spilled over into the overall life satisfaction domain, to cause overall life satisfaction (Neal, Uysal & Sirgy, 2007:154).

### **1.5.4 Tourism experience**

Experience can be defined as a blend of various elements, emotional, spiritual, physical and intellectual (Mossberg, 2007:61, Selstad, 2007:21). According to Ek, Larsen, Hornskov and Mansfeldt (2008:128) experience is also defined as the participation of the tourist during the event (hunting), thus being actively part of the sequence of occurrences during the event.



### **1.5.5 Hunting**

Hunting can be defined as wildlife tourism during which animals are killed or captured (Lovelock, 2008:10); thus being a consumptive type of tourism. Animals are usually hunted for trophies or for making biltong (Newsome *et al.*, 2004:103; Bauer & Herr, 2004:58 Van der Merwe *et al.*, 2003:105).

### **1.5.6 Hunter**

The hunter can be seen as the person who participates in the hunting activity (Lovelock, 2008:5, Newsome *et al.*, 2004:5). Hunters hunt different wildlife species for different purposes, for example biltong or trophies to exhibit in their homes (Shackley, 1996:75).

## **1.6 Chapter classification**

The study contains four chapters. The subsequent section summarises that which will be dealt with in each chapter.

### **Chapter 1: Introduction and problem statement**

Chapter 1 includes the introduction, problem statement, goals and objectives, method of research and the definition of key concepts. Furthermore, this chapter outlines the reason for undertaking this study on hunters' QoL. It also emphasises the importance of the study determining the influence of hunting on hunters' QoL.

### **Chapter 2: Literature review of QoL**

Chapter 2 will consist of the literature review on QoL. This chapter will indicate the different life domains applicable to the hunting trip and the manner in which each influences the hunters'



QoL positively or negatively. The entire travel trip will determine whether the trip does indeed influence the hunters' QoL as a whole. This will determine how a hunting trip affects hunters' QoL.

### **Chapter 3: Literature review of hunting experience**

Chapter 3 will consist of the literature review on hunting experience. This chapter will discuss the different areas in which the experiences gained can be affected by different factors, for example the accommodation; travel; and cost. The hunters' experiences and the satisfaction of the experiences gained will be discussed.

### **Chapter 4: Empirical study and results**

Chapter 4 will indicate the results and all the empirical statistics that were concluded from the study's questionnaire. A factor analysis will identify the various factors that influence each individual's QoL and hunting experience.

### **Chapter 5: Conclusions and recommendations**

The final chapter, Chapter 5, will present the conclusions drawn from the discussions in the previous chapters. Recommendations will also be made to assist the hunters in enhancing their quality of life while considering hunting as an important factor regarding a hunters' QoL.





## CHAPTER 2

# A LITERATURE REVIEW OF QUALITY OF LIFE

### 2.1 INTRODUCTION:

*Tourists are interested in nature and the sense that a part of improving their QoL is related to their interaction with nature.*

*(Wearing & Neil, 2009:7)*

Wildlife-based tourism is undertaken by tourists whose primary goal is to view or encounter wildlife and nature-related aspects ranging from captive wildlife to non-captive wildlife (Newsome, Dowling, Moore, Bentrupperbäumer, Calver & Rodger, 2004:18). Wildlife-based tourism has four divisions, of which hunting is one (Higginbottom, 2004:3; Fennel, 2008:31).

South African game farming has progressed over the past years and according to Radder (2000:129), it has had the fastest growth in the country's agricultural industry. According to Tonnini, Lunardi and Guido (cited by Wearing and Neil, 2009:7), tourists have an interest in nature and believe, or rather sense, that through interaction with nature itself, their QoL will be enhanced. Weaver (cited by Newsome *et al.*, 2004:6) mentions that being in nature provides the hunters with as much satisfaction as does the act of hunting. Hunting can also provide opportunities for enjoyment and self-actualization, and provide learning experiences for hunters. It is a stimulating and intense experience, physically and emotionally challenging and lastly, intrinsically rewarding (Radder, 2005:1142). These factors are seen as a motive for hunters to go hunting.



Newsome *et al.* (2004:86) state that hunting encourages self-growth and self-esteem and creates situations in which the hunter needs to solve a problem to achieve his goal; it also enhances his experience and provides different challenges. Potter, Hendee and Clark (cited by Hazel *et al.*,1990:384) add to this that the following can be classified as satisfaction variables: being in nature, escaping from everyday life, building companionship with other hunters, hunting of game, harvesting the game, out-group verbal and lastly out-group visual contact. These can further be seen as motivational factors for hunters to leave their everyday lives and go on a hunting trip either alone or with companions. Hunting is a life-long commitment and not only a satisfaction activity (Mattson, Boman, Ericsson, Paulrud, Lautila, Kriström & Brännlund, 2008:170). Tonnini *et al.* (cited by Wearing & Neil, 2009:7) add to this statement by demonstrating that part of the reason for tourists, and in this case hunters, being attracted to nature is that it has a positive impact on their QoL as a result of the interaction between an individual (hunter) and nature.

QoL is the degree of well-being, experienced by the individuals or aggregates of people under prevailing personal, social and economic conditions (Möller & Schlemmer & du Toit, 1987:3; Lora, 2008:3; Neal & Uysal & Sirgy, 2007:154; Costanza, Fisher, Ali, Beer, Bond, Boumans, Danigelis, Dickinson, Elliot, Farley, Gayer, Glenn, Hudspeth, Mahoney, McCahill, McIntosh, Reed, Rizvi, Rizzo, Simpatico & Snapp, 2006:268; Carr, Gibson & Robinson, 2001:1240). In previous studies QoL is evaluated as the financial, physical, emotional, social as well as cultural state of the individual (Lauer, 2005:28; Lauer & Lauer, 2004:9; Lauer & Lauer, 2008:10). Lauer (2005:401) adds that education and work situation influence the individuals' QoL. According to Rapley (2003:30) QoL is a multidimensional construct and this construct can be related to the normative expectations of the world and the world's view of life.

The following literature review will provide an overview of QoL. Objective indicators of QoL will be explained and identified in this chapter, which indicates which factors influence the individual objectively. Thus these factors that are seen or experienced by the hunter, positively or negatively, that occurred during the hunting trip. The literature review in this chapter is

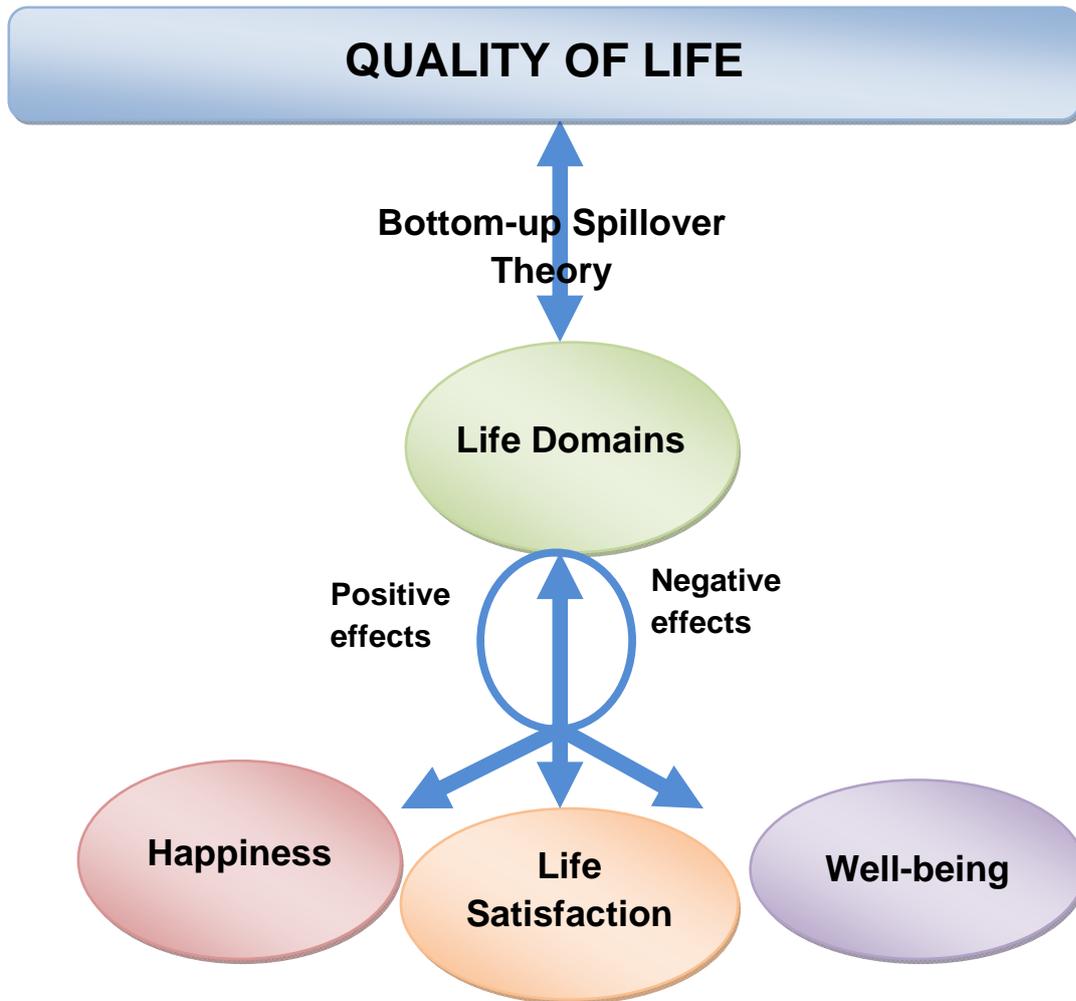


divided as follows: first defining the aspects of QoL; second to this the bottom-up spillover theory will be explained; third QoL's three synonyms will be identified and defined, namely happiness, life satisfaction and well-being and how these three concepts define QoL; fourthly the different life domains that will be implemented in this study will be defined and explained; and lastly the positive and negative effects that the different life domains can have on the overall QOL will be discussed.



## 2.2 QoL OVERVIEW

In the literature to follow the hunter and QoL will be reviewed. The following framework gives an indication how the literature will follow:



**Figure 2.1 Framework of the QoL literature review**

Tourism and leisure have a great impact on people's QoL and surrounding communities (Williams & Buswell, 2003:3). The importance of being outdoors, the awareness of ecological matters and the growth of one's self have increased during the past few years (Trauer, 2006:184). There are a few positive outcomes resulting from tourism and leisure experiences,

and this includes satisfaction, enjoyment, improved self esteem and a sense of achievement (Williams & Buswell, 2003:33). According to Beard and Ragheb (cited by Williams & Buswell, 2003:33), a few factors have been identified in the leisure motivational scale that do have an impact on QoL experiences. These factors are the following: psychological, educational, social, relaxation, physiological and aesthetic motivational factors. A hunter can also be motivated by these leisure motives. Tourists travel, according to Goeldner, Ritchie and McIntosh (cited by Swanson & Horridge, 2006:672), to seek satisfaction of their spiritual needs for social status, to escape from everyday life and lastly for cultural enrichment. A connection can be drawn between these identified needs and the needs of a hunter. A hunter is a tourist and participates in a specific activity and environment, namely hunting, as his/her tourism activity.

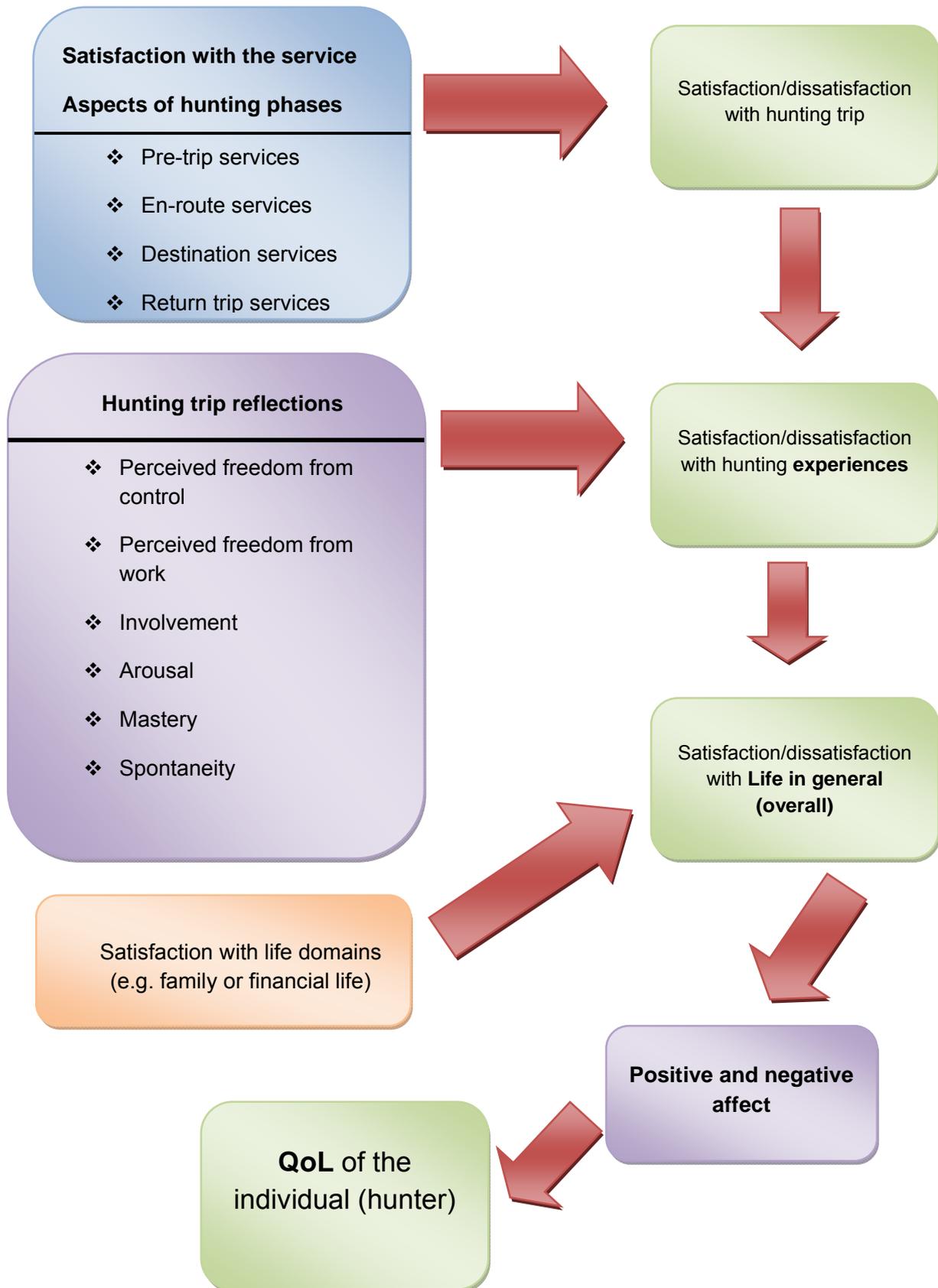
Hunting is also seen as a leisure activity (Olivier, 1991:22; Anon, 2007:18). Lloyd and Auld (2002:45) state that leisure participation and leisure satisfaction have a positive influence and can positively affect the individuals' QoL; in this case those of hunters. According to Costanza *et al.* (2006:268), QoL is based on the needs of the individual that are met and the satisfaction or dissatisfaction these in various life domains. When considering the positive outcomes mentioned by Williams and Buswell (2003:33), tourists (hunters) travel to enhance their QoL through satisfaction; this can be seen as a reason for the tourist (hunter) to travel/hunt. According to Neal, Sirgy and Uysal (2004:243) satisfaction gained during a travel trip can be divided into four sections; the pre-trip service, en-route services, destination services and lastly the return-trip services.

The pre-trip services are for example the marketing and booking of the hunting destination. Hunters need to be satisfied with the quality of service provided by the outfitters, while planning the trip. Making travel and accommodation arrangements for the hunting trip was basically problem-free, e.g. outfitters were knowledgeable. Hunters were not put on hold for a long time while making the booking. The cost of the services provided by the outfitters in helping the hunters with the travel logistics was reasonable and well worth it. En-route services



are for example the petrol stations and foodservice establishments that were used while travelling to reach the hunting destination. Hunters' travel to the hunting destinations was basically problem-free e.g. road signs and directions were clear, hunters did not get lost. The cost of travel to the hunting destination was reasonable and well worth it. Destination service is for example the hunting facilities (number of trophy animals available or the cleaning services of the accommodation, quality and experience of guides) and lastly, return trip service is for example the after trip marketing that the hunting destination provides which will motivate the hunter to return to the previous hunting destination or the after service regarding handling of trophies or the quality of the meat gained from the hunt. Furthermore, hunters could be satisfied with the quality of the services provided by those who assisted them on the way home, and the cost of travel home from the hunting destination was reasonable and well worth it.

Hammit, McDonald and Noe (1989:503) list various factors that influence the quality of experience of a hunting trip, for example the hunting conditions and the social companionship. These two examples can be identified in the different phases of service provided to the hunters during their hunting trip. The following model will indicate how the services are perceived and received during the trip and how these affect the individuals' life in general (QoL).



**Figure 2.2** The adopted model of how satisfaction with travel/tourism services determines QoL in life as general (Neal et al., 2004:245)

The model in Figure 2.2 indicates that various factors can influence the individuals' satisfaction gained during the travel trip, in the case of this study the hunting trip. This model also shows how each factor spills over or rather influences the next factor. This model however strengthens the theory of Neal *et al.* (2004) that leisure life, in this studies the leisure activity (hunting), has a great influence on the tourists' life satisfaction or QoL as a whole. Furthermore, satisfaction with the experiences gained during the trip can be theorised as a result from the satisfaction of the reflections that the tourist has of the trip, thus can also be known as post trip marketing (Neal *et al.*, 2004:244). For a hunter the trip reflections can be the following; the number of animals seen, the quality of the wildlife, the number of animals bagged and the quality of the experience gained during the hunting trip. However, the QoL of the hunter is determined by the positive and negative effects caused by the life domains that have an influence on the hunter. These effects are, for example, whether the hunter has enough money to afford the animal that he would like to hunt.

### **2.2.1 Bottom-up spillover theory**

The bottom-up spillover theory is that subjective well-being can be increased by allowing life domains to spill over onto the most major life domain, thus overall life (Sirgy, 2002:58). The bottom-up spillover theory states that when overall life satisfaction is established, satisfaction has been reached in the major life domains and has spilled over into the overall life satisfaction domain, to cause overall life satisfaction (Neal, Uysal & Sirgy, 2007:154). Sirgy (2002:51) defines the bottom-up spillover theory as the spillover effect from subordinate life domains (intellectual life, travel life, family life and self esteem of the individual) to major life domains, specifically from the leisure, work, social and health to overall life.

The bottom-up spillover theory also indicates that when satisfaction has been reached during a specific life event e.g. during a leisure activity such as going on a hunting trip, the life domain which this kind of activity belongs to will be affected positively or negatively (Neal, Uysal &



Sirgy, 2007:154). These effects can affect each other from influencing the next life domain (Sirgy, 2002:54). This is all caused by the bottom-up spillover effect. The bottom-up-spillover effect can indirectly affect the overall life of the individual positively if the major life domains overpower the negative effect of the sub-life domains, for example family life, self esteem and travel life. This term is always associated with QoL of an individual. The bottom-up-spillover-theory implies that the person him/herself has control over how he/she feels about life as a whole (Sirgy, 2002:58). There are only five factors that can influence the bottom-up- spillover theory: the connections between life events, life domains and life overall, and the manipulation of salient domains (family life, self esteem and travel life) and the effect that they have on the other life domains (Sirgy, 2002:61). For instance if the individual has a low self esteem, him/her will have to have more self-initiative to talk to the guide by themselves.

### **2.2.2 Quality of life**

The QoL of an individual should be defined as the result of the interaction between the life events of the individual and the individual's personality (Hajiran, 2006:33). Life events and episodes during these events occur in a multidimensional set of domains, for example leisure, financial, health and safety, self esteem, knowledge and social life (Hajiran, 2006:33). A good QoL according to Veenhoven (2006:78) is when the body or mind of the individual is working as it has been designed to function, thus in harmony. According to Megone (cited by Lloyd, 1996:19), QoL is the reflection on how well life is handling the person.

QoL is based on the basic needs that the person has in her/his life as a whole (Sirgy, 1986:331). The QoL of an individual is about the needs and hopes of the individual and about his /her personal environment (social, cultural and natural) (Bushell, 2009:23; Moscardo, 2009:162; Costanza *et al.*, 2006:269). Different types of tourists have different types of needs that motivate them to participate in the activity, for example hunting. Wildlife tourism motives would be to see more animals, to encounter wildlife up close or to learn more about the



environment and the wildlife (Pearce, Filep & Ross, 2011:145). To access the optimal need satisfaction for top QoL the following types of capitals should be considered (Moscardo, 2009:162; Costanza *et al.*, 2006:271):

- Social capital: This includes the individual's social network and the quality relationships
- Human capital: This includes the person's health, knowledge as well as educational achievements
- Physical capital: This is the facilities and infrastructure available for the individual to use
- Financial capital: This includes the individual's income, savings, investments and assets that he or she owns

Natural capital: This includes the environment in which the person finds him- or herself  
These capitals are the foundation for the concept QoL, because these capitals are the basis of the different life domains that form part of and influence the QoL of the individual.

Veenhoven (2006:75) states that there are four qualities of life, being chances, outcomes, outer and inner qualities of life. Chance or opportunities are the potentiality that the person may or may not have the best QoL (Veenhoven, 2006:75). A good example of these opportunities would be to move to the city for a better job; however it could feel too crowded for the individual. The second QoL is the outcomes or the results that occur during the individual's life that influence the potential of QoL (Veenhoven, 2006:75). This can be explained by this example: the person gets sick (for example flu); however because he or she has a good medical aid and due to his/her good financial status, this incident does not decrease the QoL of the person; yet the individual cannot go on the planned hunting trip. The outer qualities of life that Veenhoven (2006:76), identifies, are the environment of the person. This can be the work place, living circumstances or the social surroundings of the individual. Lastly the fourth QoL, the inner qualities, have to do with the individual him/herself (Veenhoven, 2006:76). This factor can be the individual's self esteem, which can influence the person's QoL.



QoL can be improved or rather be enhanced in certain areas of the individual's life as whole. Thus, when considering evaluating the person's QoL, the main focus should be on the broad spectrum of factors that have an influence on QoL as a whole. If the hunter does not have enough money to hunt the animals which he/she wants to hunt, the travel life will be negatively affected because of the hunter's financial life overall is not stable enough to afford these luxuries. The hunter shoots an animal; however never finds the animal because the shot only wounded the animal. The hunter still has to pay for the animal he wounded, thus influencing his/her overall QoL because he paid for something he never had the chance to enjoy. This can cause the hunter to be dissatisfied with his abilities to shoot, or the fact that the wounded animal was not found can have a negative effect and can spill over into in the hunter's life satisfaction in general.

There are subjective and objective indicators that also form part of QoL (Smith & Puczko, 2009:43; Möller *et al.*, 1987:5; Andereck & Jurowski, 2006:137; George, 2006:321; Lora, 2008:71; Veenhoven, 2006:75). This study focuses more on the objective indicators of QoL. Objective indicators can be identified as the following: the life expectancy of the individual, the employment status, mental status and the education level of the person as well as number of working hours per week, housing conditions and the crime rates in the area in which the individual resides, the poverty levels in the area, health care facilities and lastly the legal rights of the individual. Subjective indicators can be identified as the following: the happiness of the individual, job satisfaction, sense of belonging in the community, the relationship that he/she has with his/her family or the social relationships they have, as well as the stress levels of the person, the leisure time used, the degree of spirituality of the individual, sense of safety that he/she has and lastly the number of quality holidays taken by the person. Moller *et al.* (1987:14), adds that no matter what the objective/hard indicators tell the researcher, if the individual is unhappy or dissatisfied then the individual's QoL will be negative. QoL is concerned with the individual's perceived satisfaction with the circumstances in which he/she lives (Moscardo, 2009:162).



According to Lloyd (1996:20) leisure enhances the individual's QoL. Trauer (2006:189) adds that tourism as a leisure activity is an emotionally driven consumption and influences the tourist's QoL. Other synonyms for QoL are happiness, well-being and life satisfaction. In the following section these synonyms will be explained and the connection to QoL indicated. According to Yuan (cited by Dagger & Sweeney, 2006:3), QoL reflects the individual's life satisfaction, well-being and happiness.

### **2.2.3 Happiness**

The more people get to satisfy their developmental needs, the happier they are in life overall (Sirgy, 2002:35). Sirgy (2005:1439) adds to this statement that when the basic needs have been met, this causes happiness and unfulfilled needs cause unhappiness. The happiness of the individual can be an important indicator of the person's quality of life (Sirgy & Rahtz & Samli, 2003:1). The relationship between happiness and QoL can be considered very unique (Hajiran, 2006:33). QoL does not depend on happiness alone, but also on what makes the person happy and what one does to be happy (Csikszentmihalyi, 1997:22). Happiness of the individual depends on inner constitutional factors, health factors, external environment factors and cultural factors (Nordenfelt, 1993:22). To experience optimal happiness levels it is not enough for the person to be strong or healthy nor is it enough to live in a peaceful society or to have a good job and be financially stable. Thus there are various factors that contribute to the state of happiness of the individual (Nordenfelt, 1993:23). The ultimate goal of QoL of any person is to improve and enhance the scope, intensity and depth of happiness (Hajiran, 2006:34). On the other hand prudential happiness refers to the state of well-being of the individual (Sirgy, 2002:4). According to Veenhoven (cited by Sirgy, 2002:4), this kind of happiness can only be achieved when the person achieves a high state of well-being, both physically and mentally. Therefore this kind of life could lead to a great life for the individual (Sirgy, 2002:4).



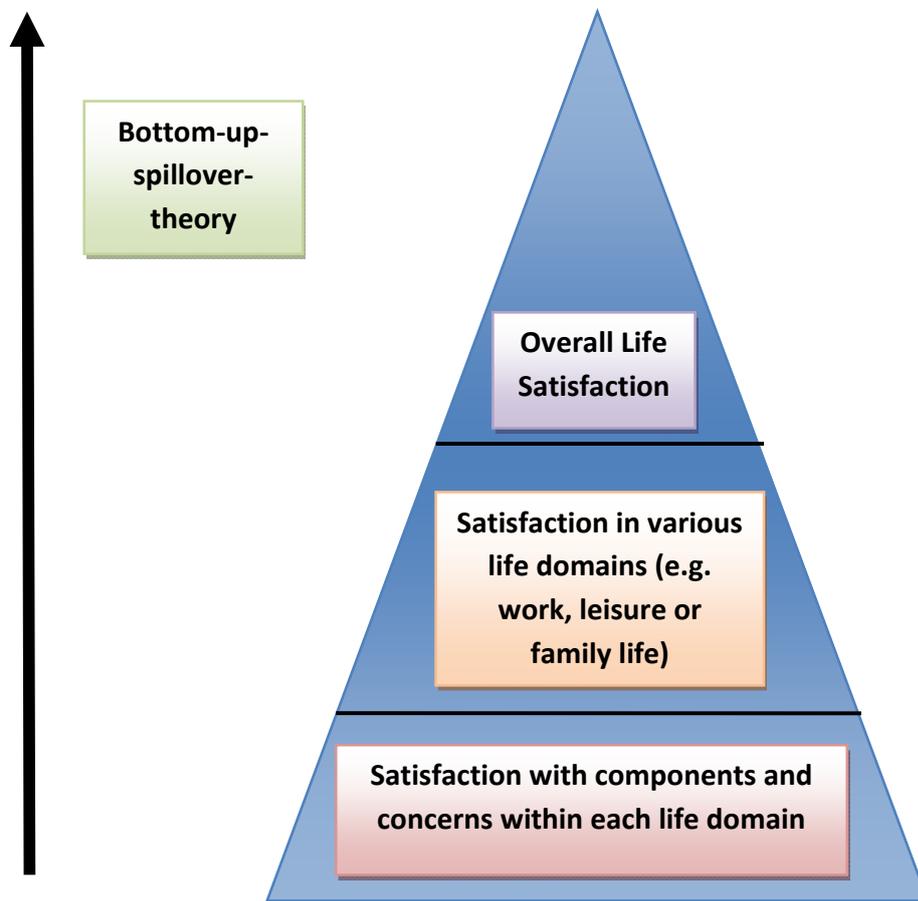
#### 2.2.4 Life satisfaction

Life satisfaction is defined as how one feels when the most important needs, goals and wishes are being met/satisfied in the most important life domains of the individual (Sirgy, 2002:23; Neal, Uysal & Sirgy, 2007:154). According to Neal, Sirgy and Uysal (1999:153), overall life satisfaction can only be determined in major life domains, and whether the individual is satisfied in these life domains. Life satisfaction is related to the person's satisfaction within certain domains, for example health, work, family or leisure (Bosque & Martin, 2008:552). Neal *et al.* (1999:158) add that life satisfaction is the positive function of satisfaction with non-leisure life (example health, safety, finances) and leisure life (Neal, Uysal & Sirgy, 2007:155; Neal, Sirgy & Uysal, 2004:243; Lloyd, 1996:19).

Leisure life can be identified as one of these major life domains, and hunting is classified as a leisure activity, thus implicating that if the hunter is satisfied with his or her hunting trip, the QoL of the individual will improve. Satisfaction in life in general can increase when the individual is satisfied with domains such as personal health, work, family and leisure (Neal *et al.*, 1999:155).



The following figure indicates the hierarchy of life satisfaction and the components that form the model (Neal *et al.*, 1999:155):



**Figure 2.3 The hierarchy model of life satisfaction (Neal *et al.*, 1999:155)**

Figure 2.3 indicates that the satisfaction within each life domain spills over into the life domains as a whole, which then has an effect on the individual's overall life satisfaction, thus, indirectly influencing a person's QoL as a whole. Satisfaction experienced with life events within, for an example, leisure life spills over upwards, vertically thus influencing life satisfaction overall. For example if the hunter has enough money (component that influences financial life domain) to

go on a hunting trip, the hunter's overall life satisfaction will be affected positively; also if the hunter had a successful hunting season.

### **2.2.5 Well-being**

According to Hajiran (2006:34) QoL determines the individual's well-being and then ultimately the person's happiness. Diener, Oishi and Lucas (cited by Bosque & Martin, 2008:552), state that one of the most important ways to access QoL, is to identify the well-being of the tourist (hunter in this case). According to Cummins (cited by Veenhoven, 2006:82), the psychological well-being of a person can be measured by seven domains that aggregate the subjective and objective components of QoL.

- Material well-being can be measured by the financial income, housing situation and the possessions of the individual
- Productivity of the individual can be measured by the activities such as work, leisure and education
- Health can be measured by the number of disabilities and medical consumption of the person
- Social status of the individual can be measured by the social activities and responsibilities that the individual has in the community
- Emotional well-being can be measured by the individual's enjoyment of life as a whole
- Any safety factors can be measured by the perceived safety at home, quality of sleep and other stressful factors
- Intimacy domain can be measured by the contact that the individual has with close friends and relatives and the support that is available during hardship



## **2.2.6 Life Domains**

QoL is influenced by various multidimensional sets of domains that represent daily lives (Hajiran, 2006:31). When studying the individuals' QoL, all life domains that have to do with the activity should be considered otherwise the well-being of the individual will be undervalued (Hajiran, 2006:31). QoL is influenced by all life events within all life domains (depending on the activity being participated in) (Hajiran, 2006:33). Other life domains can be influenced through the government or product owners providing a top quality product (Friedman, 1997:62). Different life issues can influence different life domains, for example family issues can influence other life domains, like social life, because the individual's partner may not like hunting (Lauer & Lauer, 2008:354). The major life domains of QoL are family, work, community, health and leisure (Sirgy, 2002:36). Within each life domain, affective experiences (emotional responses to the domain outcome) are further segmented into life events that have occurred in the person's life (Sirgy, 2002:37). The positive emotions that occur during these events can be joy, pride, and the negative emotions can be for example a sadness and anger (Sirgy, 2002:37). Not all life domains are equal when determining the individual's QoL (Sirgy, 2002:38; Lora, 2008:81). The balance between the life domains contributes towards the enhancement of the QoL of the individual (Sirgy, 2002:261; Smith & Puczko, 2009:43). Each life domain houses affective experiences concerning that domain (Sirgy, 2002:36).

Not all life domains are as influential; however, it depends on the situation in which the individual finds him/herself, for example the event (hunting) (Sirgy, 2002:13).

## **2.2.7 Positive and Negative effects**

Any feelings experienced during tourism activities (hunting) can influence life domains positively or negatively. These activities can be, for example, hunting with a group of friends, thus influencing the individuals' social life. Social interaction is normally a positive experience



and is central to most leisure activities as identified by Auld and Case (cited by Lloyd & Auld, 2002:46). However the state of mind and the attitude of the participant must be kept in mind to determine whether the experience will have a positive or negative effect on the QoL (Lloyd & Auld, 2002:46). A life domain is positively defined when it contains significantly more positive effects than negative effects generated from satisfaction of human developmental needs (Sirgy, 2002:65), and *vice versa* for the negative effects of life domains. Within this study the following can be used as an example, if the hunter's intellectual life has a negative outcome, this could affect the social life of the individual caused by the spillover theory, because the hunter would not have the confidence to communicate or to make new friends. This in return spills over into the dimension that overall QoL is influenced.

## 2.3 Conclusion

The aim of this chapter is to give a literature overview of QoL in the tourist's perspective and to indicate through the literature the link to a hunter's QoL.

Tourism is the kind of industry that does not merely improve the community's financial well-being, but also offers the type of experiences that can provide enduring satisfaction that has a positive outcome on the QoL of the individual who partake in the experience activity (Neal, Uysal & Sirgy, 2007:162). Studies show that leisure activities do enhance the individual's QoL positively (Lloyd & Auld, 2002:47). Leisure activities are part of tourism. In 1986 Sirgy (1986:341) stated that QoL is the hierarchical level of need satisfaction of the members of society and individuals. QoL, happiness and well-being of the individual (tourist) reflect the individuals' satisfaction or fulfilment with the experience gained during various activities (Benckendorff, Edwards, Jurowski, Liburd, Miller & Moscardo, 2009:172). Argyle (cited by Pearce, Filep & Ross, 2011:89) states that it does not only entail health issues, but the individual's personality attributes and QoL are closely related to that person's manner of engaging with his/her surroundings. Tourists seek a better QoL through top quality



experiences gained in tourism or leisure activities (Jennings, 2010:87). What makes a tourism destination truly competitive against any other destinations is the ability to increase the tourism expenditure that would increase the number of visitors while providing them with memorable experiences (Haven-Tang & Jones, 2010:167). Haven-Tang and Jones (2010:167) add that the destination should also make a profit while enhancing the well-being of the residents; natural capital while enhancing the QoL of the visitors (tourists).

In the following chapter a literature overview will be given on tourism experience and hunting experiences.





## CHAPTER 3

# THE HUNTING EXPERIENCE

### 3.1 INTRODUCTION

*The experience of just being outdoors is more satisfying for hunters than the success of the hunt itself.*

*(Hammitt, McDonald & Noe, 1989:506)*

One of the most limitless activities where people travel everywhere and see everything is tourism. This industry is a service industry where the mission of the company is to provide and facilitate experiences to tourists (Selstad, 2007:20). Tourism is becoming one of the most important industries in the world (Nawijn, Marchand & Veenhoven, 2010:2, Komppula, 2006:136; Trauer, 2006:183), and especially in South Africa wildlife is one of the main attractions (van der Merwe & Saayman, 2003:104). The number of foreign visitors is a good indicator of the South African tourism growth (Van der Merwe, Saayman & Krugell, 2007:184). In the experience economy, tourism is one of the pioneers of the industry (Quan & Wang, 2004:297), and wildlife tourism one of the leading foreign exchange contributors in many countries (Reynolds & Braithwaite, 2001:32). Tourism is an experience based industry, thus meaning that tourism cannot function without tourists' gaining experience. Services rendered to the tourist determine whether the experiences gained are satisfactory (Brunner-Sperdin, Peters & Strobl, 2012:24). One of the most important challenges for the tourism destinations is to create a place where all satisfaction factors for tourist experiences are satisfied and gained (Beeho & Prentice, 1997:76; Chhetri, Arrowsmith & Jackson, 2002:31).

According to Driver, Brown, Stanky and Gregoire (cited by Floyd & Gramann, 1997:113) managers of an experience based tourism destination strive to achieve two positive outcomes



when providing their services. They thus provide activities to achieve particular states such as affiliation or stress release and secondly to uphold and obtain at least one of these outcomes within the settings that the activity takes place in. Experience can be defined as a blend of various emotional, spiritual, physical and intellectual elements (Mossberg, 2007:61, Selstad, 2007:21). Ek, Larsen, Hornskov and Mansfeldt (2008:128) describe experience as the participation of the tourist during the event (hunting), thus being actively part of the sequence of occurrences during the event, creating memories and stirring emotional sensations during or after the event (Ek *et al.*, 2008:128). Hunters have the opportunity of gaining satisfaction from being in natural surroundings for example, seeing game, experiencing the fresh air of an early morning and hunting the animal (Hammit, McDonald & Noe, 1989:503). Radder (2000:129), adds that hunting experiences offers tangible elements such as accommodation, cooling and slaughtering facilities, transportation and food; however also intangible elements such as perceptions, value-consideration, expectations and hope for fulfilment.

According to previous literature, game farm managers make assumptions that hunters achieve satisfaction just by the fact that they have hunted some game (animals). However, according to the research of Schroeder *et al.* (2006:380) and Hammit, McDonald and Patterson (1990:331) there are new findings to this assumption. Hautaluoma and Brown (cited by Schroeder *et al.*, 2006:380) state that hunters' satisfaction can be enhanced by nature itself, escape from everyday life, the shots taken, the skill of the hunter himself, the equipment used during the hunt, the trophies that the hunter gets to take home and lastly the harvest and not the number of animals hunted. Hunting experience encourages the hunter to participate in physical and mentally stimulating activities and that enhance adrenaline-rushed experiences (Radder, 2005:1142).

Shepard (cited by Bulbeck, 2005:146), states that a tourist merely gazes across landscapes whereas the attentiveness of a hunter is embodied by an experience involving taste, sound, smell and/or touch, usually in a specific location. Hunting is an opportunity where the hunter can actualize his social, psychological, emotional and physical benefits (Daigle & Ajzen, 2002:2). Schroeder, Fulton and Lawrence (2006:380) suggest that managers of hunting destinations should consider all the factors and elements that satisfy the hunters during their



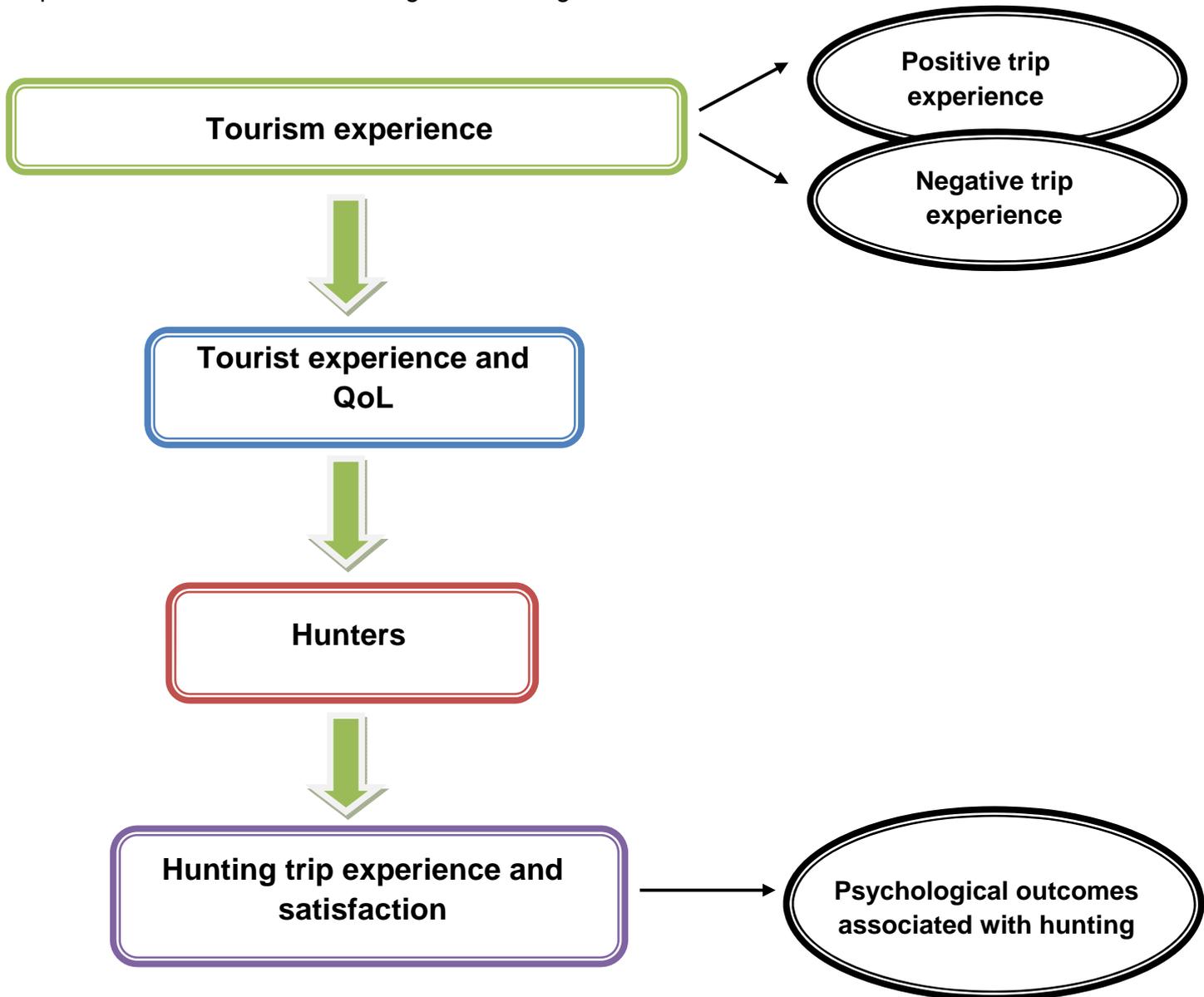
hunting trip. Literature on experience-based management applied to hunting is very limited (Floyd & Gramann, 1997:114, Decker, Brown & Gutierrez, 1980:323).

The aim of this chapter is to identify and discuss the various aspects of tourism experiences as well as hunting experiences and the satisfaction factors that have an influence on the hunters. The literature review in this chapter defines and describes the aspects concerned with experience, hunting experience as well as tourism experience, and the positive and negative outcomes thereof. The concept *experience* will be defined, and furthermore how hunting experience is gained by the hunter. All these factors will be recognized to link between experience with satisfaction or dissatisfaction.



### 3.2 LITERATURE OVERVIEW OF THE TOURISM EXPERIENCE

In the literature to follow the hunter and the experience gained by the hunters during their hunting trip will be reviewed. The following framework gives an indication of the literature to follow:



*Figure 3.1 Framework for hunting experience.*

The literature of this chapter is based on the framework in Figure 3.1. In Figure 3.1 it illustrates that tourism and tourists' experiences are the bases from which hunting and the hunters'

experience derive. It is important to note that hunters are also tourist based according to the definition of tourist as explained in chapter 1.

### 3.2.1 Tourism experience

In the following table literature is presented of previous studies that have been conducted on tourism experiences and satisfaction of tourists' experiences gained. However there is a lack of literature on hunters and hunting experience influences their QoL.

**Table 3.1: Previous research regarding tourism experiences and tourism satisfaction**

Author	Title of article	Short description
Beeho & Prentice (1997)	Conceptualizing the experiences of heritage tourists.	This article identifies the different grids to point out which factors are important to the tourists and the experiences gained.
Ritchie & Hudson (2009)	Understanding and meeting the challenges of consumer/tourist experience research.	This article seeks to provide a framework to understand the major challenges in tourist experience research.
Prebensen & Foss (2011)	Coping and co-creating in tourist experiences.	The purpose of this article is to identify the different coping mechanisms that tourists use to cope with people during a vacation.
Tussyadiah & Fesenmaier (2009)	Mediating tourist experiences: Access to places via shared videos.	This article clarifies the importance of videos and visual marketing to enhance the tourists experience satisfaction.

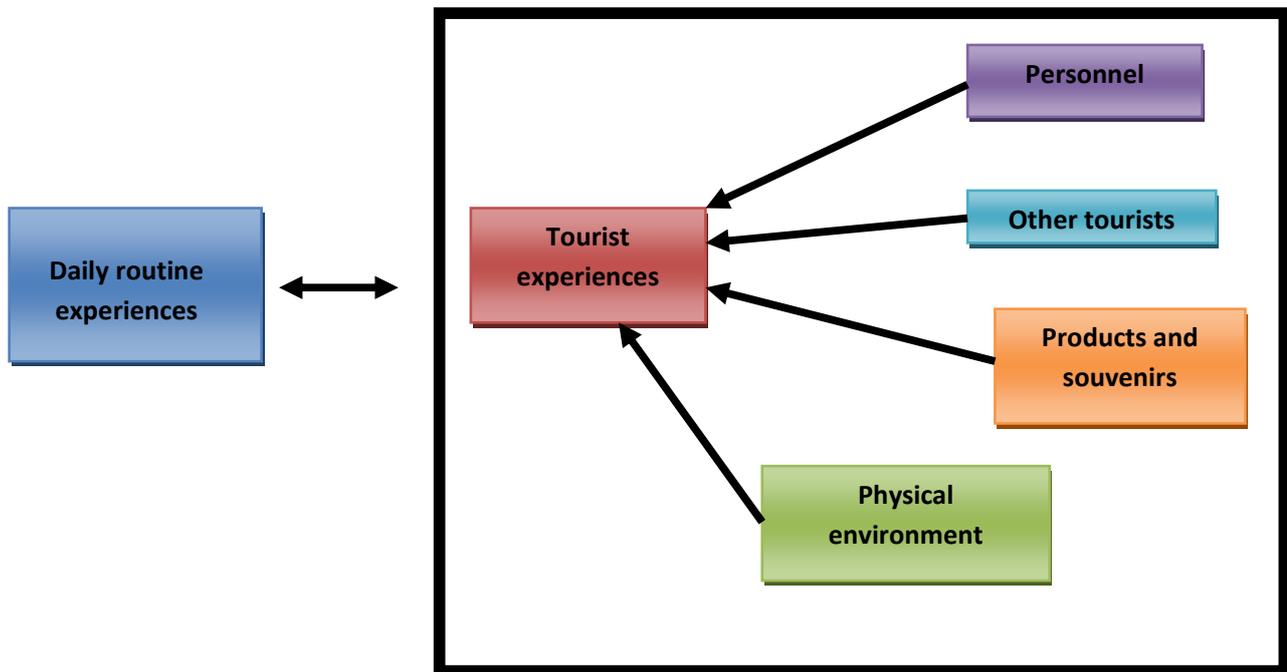
Author	Title of article	Short description
Brunner-Sperdin <i>et al.</i> (2012)	It is all about the emotional state: Managing tourists' experiences.	The purpose of this article identifies services provided to tourists and their emotional satisfaction of the tourist.
Larsen (2012)	Aspects of a psychology of the tourist experience.	The expectations and the memories of the tourists are emphasized to influence the tourists' satisfaction levels when participating in an experience based activity.
Kang & Gretzel (2012)	Effects of podcast tours on tourist experience in a national park.	This article studies the influence that podcasts and social presence have on tourist experiences.
Chhetri <i>et al.</i> (2002)	Determining hiking experiences in nature-based tourist destinations.	The purpose of this article is to identify underlying dimensions influencing visitor experiences through natural surroundings.

From the literature reviewed in Table 3.1 it is clear that numerous research has been conducted on tourism and tourist experience. The majority of the research is focussed on the factors that have an influence on the experience gained (Beeho & Prentice, 1997). Because of the complexity of tourism and tourist experience, research has been conducted to create a measurable framework in order to measure which factors and challenges can influence a tourist's experience; thus the perceptions or memories of the tourists have to be categorized to indicate which one has the greatest influence on each individual (Ritchie & Hudson, 2009; Prebensen & Foss, 2011). And through this research, studies have shown that tourists have developed

methods to deal with and cope with people and other factors that make their stay unpleasant (Prebensen & Foss, 2011). Other methods were identified through the literature that influence the tourist satisfaction during their experience based activities. They are, for example, visual aspects, perceptions, expectations, services provided, social presence of guides, and emotional well-being of the tourist him/herself (Tussyadiah & Fesenmaier, 2009; Brunner-Sperdin *et al.*, 2012; Larsen, 2012; Kang & Gretzel, 2012). Through these findings a structure of experience based tourism can be formed.

Experience occurs in an endless array of variable places, such as cities, sporting areas, nature and wildlife environments and even well-known tourist attractions (Mossberg, 1997:62). According to Selstad (2007:21), perceptions are the core of any experience. The social and cultural backgrounds of the tourists can influence the perceptions of the experience gained (Trauer, 2006:189; O'Dell, 2007:35). Larsen (cited by Selstad, 2007:21) adds that experience is a psychological phenomenon which originates from the individual tourist.

According to Quan and Wang (2004:297) the experience factors are regarded as extensions to the tourists experience gained during their trip, and are either taken for granted or overlooked, for example the accommodation or transport of the tourists. These factors should be considered when determining the experience satisfaction of the tourists. Experience should also be authentic and unique when participated in by different tourists (Wang, 1999:365; Bulbeck, 2005:192; Orbaslo & Woodward, 2009:327), thus should be exclusive to each setting. A tourist experience is educational, gives enjoyment and lets the tourist escape from everyday life (Kang & Gretzel, 2012:442). The following figure (Figure 3.2) identifies various factors such as personnel at the tourism destination, other tourists and product and services, to mention a few aspects that influence tourist experiences while visiting a tourism destination.



**Figure 3.2 Factors influencing the tourist experience within the context of tourism (Mossberg, 2007:65).**

- **Personnel**

The personnel are the employees at the tourism destination who ensure that the tourist has an enjoyable stay. These members are the cleaners, or the receptionist who welcomes the guests to the tourism destination, or the guides who assist the tourists in the activities that they participate in. The service provided by the employees of the destination can influence the tourists' experience and perceptions (Mossberg, 2007:66; Brunner-Sperdin *et al.*, 2012:23). Personnel at a hunting destination are the guides available, and the front-of-house-staff members, or cleaners at the accommodation facilities. These different individuals at the destination each has his/her own unique duties to ensure that the hunters are satisfied during their hunting trip at the destination. The service that these personnel render to the hunters, for example the friendliness and professionalism of the reception, can determine the satisfaction of the hunters' stay.

The housekeeping staff or the barmen who serve the hunters during their stay at the hunting destination also influence the satisfaction of their stay.

- ***Other tourists***

Another factor that influences the tourists' experience gained is the effect of other tourists that the individual encounters or is accompanied by during the trip (Mossberg, 2007:67). These "other" tourists are the tourists who share the hunt, amenities and services with the individual during his/her stay at the tourism destination. The interaction between the tourists has an effect on their satisfaction levels and contributes to the total tourist experience (Larsen, 2012:8). The other tourists are the hunters accompanying the hunters on their hunting trips. If there are personality differences that clash it could have a negative influence on his or her experience.

- ***Products and souvenirs***

The products and souvenirs are the facilities that the tourists use during their stay at the destination and the products, figurines or photos taken which the tourists take back home as memorabilia. The standard of services rendered to the tourists during their stay at the destination has an effect on their emotions and thus on their satisfaction levels (Brunner-Sperdin *et al.*, 2012:24). In this study it is the biltong and trophies that the hunters take back and show to their friends and family. These products are results of their hunting trip. These souvenirs are also the gifts that the hunters take home for their families after visiting the hunting destination. At the hunting destination itself, these could be the cold rooms or the slaughter facilities that the hunting destination provides (Radder, 2000:131).

- ***Physical environment***

The physical environment influences the tourist experience, because the experience activities take place in specific areas and surroundings and these have to facilitate the tourists' needs (Mossberg, 2007:65; Brunner-Sperdin *et al.*, 2012:24). This is the environment in which the tourist is on vacation, thus for example the bushveld or at the seaside. The area and surroundings have an influence on the tourist satisfaction or

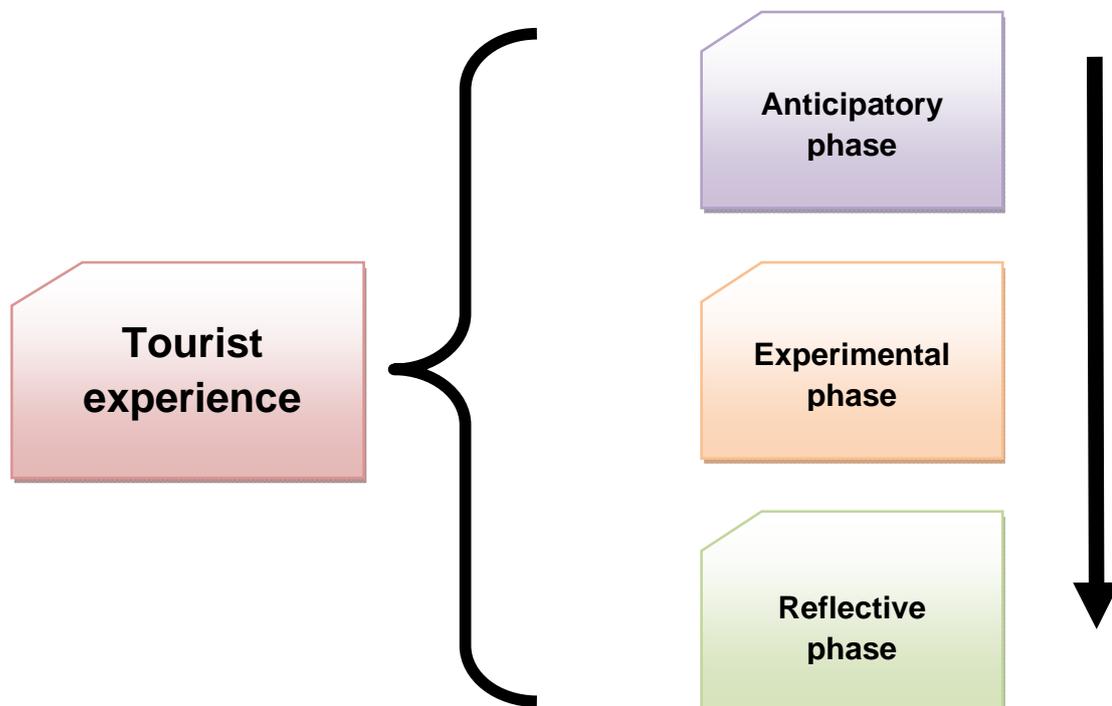


dissatisfaction with their tourism experiences gained. Lastly there is the effect that other facilities may have that can influence the tourists' experience, for example the marketing of the destination or souvenirs that tourists can take home with them (Mossberg, 2007:68). The physical environment at a hunting destination is the wildlife area, thus the fauna and flora and the number of animals seen. At the hunting destination, these facilities could be quality of the game, number of species available, the cold rooms or the slaughter facilities that the hunting destination provides (Radder, 2000:131).

### **3.2.1.1 Phases of tourist experiences**

Expectations that the tourists have of the destination can influence the experience that they gain on their trip because they could have expected a better or different experience, and this influences their satisfaction level (Carl, Kindon & Smith, 2007:52; Larsen, 2007:9; Larsen, 2012:9). This means that the perceptions of the destination and activity have an effect on the hunters' satisfaction and experience gained. The tourist expectations and perceptions have an influence on each phase of the tourist experience. Figure 3.3 has been adapted from the work of *Tussyadiah and Fesenmaier, (2009:27)* and modified, based on available literature contributing to the topic of the study. It indicates the different phases that a tourist encounters when going on a travel trip and gaining experience.





**Figure 3.3 Modified phases of tourist experience (Tussyadiah & Fesenmaier, 2009:27).**

Figure 3.3 indicates the different experience phases which the tourist encounters during the travel trip. Firstly the tourist transitions through the anticipatory phase. In this phase the tourist seeks and finds the destination which s/he wants to visit, thus retrieving information about the destination and what could be expected from this holiday destination. The tourist thus anticipates and looks forward to the travel trip. This phase also includes the methods and manner of travel to the destination and preparation for the travel trip. The experimental phase is where the tourist experiences the activities at the holiday destination. Lastly is the reflective phase; this includes the memories made, the trip back home, and the physical and emotional satisfaction or dissatisfaction gained at the destination. A tourist's trip can be divided in the following travel phases.

- Planning Phase or Pre-trip

This phase consists of the booking of the trip, for example the accommodation or the activities that the tourist wants to participate in, for example the number of animals that he/she wants to hunt. Preparation for the travel trip includes passport, if needed, medication, for example malaria pills if necessary, and packing of the right clothing. Preparation for the hunting trip includes ammunition preparation, cleaning of equipment, purchasing of hunting permits and other association fees.

- Journey/en-route Phase

This phase includes the journey to the tourism destination, fuel, food and beverages bought during the road trip. During the trip to the hunting destination, the hunter thinks about the perceptions that s/he has of the hunting destination.

- Destination Phase

During this phase the tourist uses and enjoys the facilities at the tourism destination. Most the facilities of the tourism destination are used by the tourists during their stay, for example the accommodation, food, drinks, and other services rendered by the tourism destination. During this phase the hunters hunt the animals that they want or have planned to hunt. All the facilities of the hunting destination that are used by the hunters during their stay, for example the accommodation, food, drinks, number of game, number of animal species available to hunt, the number of game hunted and other services rendered by the game farm, form part of the experience.

- Return Journey Phase

This phase consists of the journey back home. The road trip back home, thus the distance the tourist has to travel back home, has an effect on the tourist's travel satisfaction. This phase consists of the journey back home, the meat products such as biltong that are being prepared of the game hunted, and the taxidermy services. In this instance the road back is the road travelled to the home destination as well.



- Revival Phase

The memory of the previous trip that will also influence the next trip is part of the revival phase (Larsen, 2007:13; Larsen, 2012:13). The revival phase includes the videos and photos taken during the hunting trip (Van der Merwe *et al.*, 2007:185,186).

All the different factors within the different phases can influence the tourist's trip positively or negatively; this will be explained in the next section.

### 3.2.2 Positive and negative trip experience

Tourists go on travel trips to escape from everyday life and to strive for a more satisfying life or lifestyle (Nawijn *et al.* 2010:2). Selstad (2007:20) adds one of the tourist quests through tourism experiences is identity and self-realization. Tourism and leisure experiences may have a positive effect on the tourist (hunter) in the sense of enjoyment, satisfaction, sense of achievement and self-esteem, and other positive outcomes, for example happiness (Williams & Buswell, 2003:33; Brunner-Sperdin, 2012:25). According to Selstad (2007:21) tourists seek meaningful representations that merit security through experiences. However, according to Nawijn *et al.* (2010:3), the positive effects caused by the travel trip taken do not last very long after the trip. Westman and Eden (cited by Nawijn *et al.*, 2010:3) state that when the tourists head back to everyday life they quickly fall back into routine and return to their pre-trip stress levels. Stress caused during the tourist's holiday is negatively associated with post-trip happiness (Nawijn *et al.*, 2010:3), thus it can influence the amount of satisfaction and happiness experienced after the trip.

When gaining experience in any form there are a few risks that have to be considered which can influence the individual negatively (Trauer, 2006:191). These risks can be classified as physical risks such as injuries that can be caused by the activities, or the health risks linked to the experience, for example catching the flu. Technical risks must be considered; these risks include the facilities at the destination such as accommodation, transport and other facilities that the tourists might utilise during their trip. Social risks are also encountered by tourists during their travel trip; these risks can include the risk of what other people will think of the



individual after the travel trip (status related). Tourists may fear that they will not gain any satisfaction from the experience gained, thus this could also be seen as a risk. The last two risks are the financial risk that the tourist is taking. i.e. that the individual will not receive value for money, and the time risk, that the tourist will waste his/her time when s/he could have been doing something more productive. A tourist goes to a hunting destination and during the stay the weather is rainy and wet, thus the tourist cannot enjoy the stay to the full, for example. All the different factors that influence the experience either positively or negatively have different outcomes on the tourist experience. In the following section tourist experience will be defined and the link drawn to QoL.

### **3.2.3 Tourist experience and Quality of life**

The tourists' experience can be defined as the association with different interpretations from environmental, social and activity components of the overall experience (Tussyadiah & Fesenmaier, 2009:24). Tourists' experiences are multi-dimensional and cannot be pin-pointed to a specific satisfaction factor (Uriely, 2005:199; Trauer, 2006:192; O'dell, 2007:34). Tourist experiences involve a constant flow of perceptions that the tourists have, and these perceptions leads to the symbolic representation of aesthetics and actions (Selstad, 2007:20). According to Nawijn *et al.* (2010:3), the quality of the individual's life can be determined by estimating the gap between the reality and the common standards of the good. The experience of the tourists plays an important role in the satisfaction of economic and social life (Quan & Wang, 2004:297).

The individual's full potential of QoL cannot be evaluated without considering the experience gained by the individual (Glatzer, 2004:4). Betham's' theory (cited by Nordenfelt, 1993:26) indicates that the following contribute to the level of pleasure/satisfaction of experience gained during the hunting trip:

- Intensity of the experience
- Duration of the experience
- The certainty or uncertainty of the experience



- Propinquity or remoteness of the experience
- The fecundity of the experience
- The purity and tranquillity of the experience
- Extension of the experience gained

The overall analysis of human experience has been expressed by the definition QoL across many disciplines (Costanza, Fisher, Ali, Beer, Bond, Boumans, Danigelis, Dickinson, Elliot, Farley, Gayer, Glenn, Hudspeth, Mahoney, McCahill, McIntosh, Reed, Rizvi, Rizzo, Simpatico & Snapp, 2006:268). The tourist's experience can be influenced by the events taking place during the tourist's trip, thus, for example, the other tourists on the trip do in fact influence the individual's whole experience (Larsen, 2007:8).

The following literature indicates the experience factors as well as the satisfaction that the hunters receive just by going on a hunting trip.

#### **3.2.4 Hunters**

Hunting is one of the oldest activities known to mankind; man has been hunting for food from the beginning of time (Bulbeck, 2005:14). In 1989 Decker and Connelly implemented a study on the motivations for deer hunters in America. Four motivations were identified by their study; including the appreciation of nature and wildlife, the motivation to achieve their goals, the affiliation with other hunters or family, and lastly the out-group contact that the hunters get during their hunting trips (Decker & Connelly, 1989:458). Cooper, Fletcher, Gilbert and Wanhill (cited by Mulder, 2011:50) found that motivation is grounded in sociological and psychological norms, attitudes, cultures and perceptions, and these lead to person-specific forms of motivation. Experiences are imaginative and seemingly without bounds (Selstad, 2007:20). Hunters are known as some of the biggest conservationists because of their love of the land and wildlife (Bulbeck, 2005:147). Thus they do not just go and kill animals; they conserve



nature (keeping balance between predators and prey). Radder and Bech-Larsen (2008:254) state that the following can be seen as personal values that are linked to hunters motivational goals: sense of achievement; hedonism, stimulation of the self; self-direction for the hunter; universalism; respect for new traditions, sense of security and conformity.

Nowadays hunters are sometimes restricted from hunting the animals that they really want because of restrictions that they may encounter. These restrictions can be the numerous legislations, hunting laws and regulations that hunters are subjected to when going on hunts, this can affect the hunters' satisfaction during his/her hunting trip. Different hunters have different motivations to go on a hunting trip. A motivation for some hunters, especially among new hunters, is the fact that their families support and encourage them to go on hunting trips (Decker & Connelly, 1989:456). Other components that can influence hunting can be the timing of the hunting season; the length of the season; the age and sex of the animals hunted; the bagging limit that the hunter has; and lastly the legal hunting devices that the hunters may use during their hunts (Fulton & Manfreda, 2004:36). Hunters expect different factors from different sites, and these different expectations of the sites have the greatest influence for the hunters in their choice of a hunting destination (Floyd & Gramann, 1997:115). The hunting trip experience and the factors that influence the hunters' satisfaction will be explained next.

### **3.2.5 Hunting trip experience and satisfaction**

Hunting satisfaction is normally treated as a measure of quality in outdoor recreation (Fulton & Manfreda, 2004:37). Hunting is not a rational experience; rather, it is very intense involving identification with the prey hunted as well as the environment in which the hunt takes place (Bulbeck, 2005:146). Cundy, Schreyer and Krannich (cited by Hammitt *et al.*, 1990:331), state that hunting experiences are influenced by many factors, including desired psychological outcomes such as experiencing wildlife and being outdoors; social factors, for example crowding and companionship; wildlife parameters such as number of wildlife seen, shots taken and harvesting; and lastly the management parameters for example the rules and regulations. Radder (2005:1143) adds that trophy hunting is also self-directed, meaning that the hunters are living their dream life's and collecting the trophies they desire; it is also biological, thus an



escape from everyday life and lastly the social aspect where the hunter experiences fellowship. Biltong hunters combine their experiences of hunting with the need to collect meat (venison) when participating in a hunting trip (Radder & Bech-Larsen, 2008:252). Miller and Hay (cited by Brunke & Hunt, 2008:318) add that the previous year's hunt can influence this year's probability and intensity of the hunt. Top quality hunting experiences vary to the weather conditions, the value of the outdoors, social encounters and the harvest success (Hammit *et al.*, 1989:503; Fulton & Hundertmark, 2004:8).

Crowding can influence the hunters hunting satisfaction negatively because hunters then try to hunt quickly before the "other" hunters see the animal (Hendee, 1974:104). Thus a number of other hunters accompanying the hunters during their hunting trip is seen as crowding. Hunting is a stimulating and intense experience which enhances the hunters intellectually, it can be rewarding, it is emotionally challenging, there are opportunities for enjoyment and relaxation, hunters learn more about nature and lastly it promotes self-actualization (Radder, 2005:1142).

Radder (2000:131) adds that the following factors can influence the experience gained by the hunters:

- Cooling facilities
- Processing facilities
- Slaughtering facilities
- The size of the game
- The size of the game farm or area where the hunt is conducted
- Transportation on the game farm
- Comfort of the accommodation facilities
- Abundance of wildlife
- Meals and refreshments available
- The professional services (Professional hunters, skimmers)
- Waterholes to see game close up



Another factor that influences the hunting experience is the competency and professionalism of the guide provided to the hunters (Reynolds & Braithwaite, 2001:37). The hunting satisfaction can directly be linked to the hunting experience; for example, if a hunter had a satisfactory hunt it will impact positively on the hunting experience. The following literature is based on previous studies that were conducted on hunting satisfaction.

Hautalauma (cited by Floyd & Gramann, 1997:115), identifies six dimensions for Elk hunter experiences: skill, equipment, excitement and nature; out-group contact; harvest; easy hunt; frustration release; and in-group contact. The outcome of the dimensions depends on the hunter types that differ on social and management preferences such as the number of hunters during the trip, accessibility of the environment, access improvement, information dissemination and lastly the preferred types of hunting licenses and permits (Floyd & Gramann, 1997:115). Several dimensions have been identified that contribute to hunting satisfaction, including enjoyment of nature, equipment used for harvesting, the out-group contact made, and lastly skill development (Hautaluoma & Brown, 1979:278; Floyd & Gramann, 1997:115). These dimensions can influence the hunting satisfaction positively or negatively (Floyd & Gramann, 1997:115).

In Floyd and Gramann's (1997) study various components are identified that influence the hunters' satisfaction during their hunting destination. The five components that are prominent above all others are nature enjoyment (being in nature, smells, noises and scenery); the hunters' performance (bagging and the amount compared to their companions); the social interaction (meeting new people, being with friends, doing something with their friends); equipment and test their skills (facilities and equipment available for the hunters) and lastly the trophy harvest (shooting and getting the trophies that the hunter has targeted) (Floyd & Gramann, 1997:119). Fulton and Manfredo (2004:41) add that hunting can have the following constraints that can influence the hunters' experience satisfaction; cost constraints, thus meaning that the hunters cannot hunt the animals they want because they are not financially able to afford these animals. Family constraints are next on the list; this constraint identifies where the family plays a great role, and this may hinder the hunter especially if the family are against hunting. The third constraint is called the convenience constraint; this includes the



effort that the hunter has to go through or make to go on the hunting trip. Hunting partner constraints are normally considered as the friends or fellow hunters who accompany the hunters on their trips. And lastly, the regulatory constraints are the laws and permits that have been requested so that they can go on the hunting trips (Brunke & Hunt, 2008:317).

Hazel, Langenau and Levine (1990:384) add to this study that the following variables can influence the satisfaction of the hunter: being in nature, escaping from everyday life, building companionship with other hunters, shooting of the game hunted, harvesting the game, out-group verbal and lastly out-group visual contact (Floyd & Gramann, 1997:123; Hammitt *et al.*, 1989:503; Schroeder *et al.*, 2006:380). This draws concern that the hunters might achieve fulfilment just by being in nature and out with friends, more than from the actual hunt itself. The success of the harvest is not the most important factor that contributes to the hunters' satisfaction of their experience (Hammitt *et al.*, 1989:503). Another factor contributing to the hunters' satisfaction is the number of hunters at the destination, because hunters dislike crowding (Hammitt *et al.*, 1989:507).

Schroeder *et al.* (2006:382) implemented a study on waterfowl hunting. Although this study was implemented on waterfowl hunters the satisfaction variables can be linked to South African hunters such as (from most important to least): seeing wildlife and being in nature; the behaviour of fellow hunters; escaping the crowds of people; seeing a lot of wildlife; hunting with friends; reducing tension and stress; hunting with family; getting a chance to think about personal values; using hunting equipment; developing their hunting skills; sharing their hunting skills and knowledge; getting information concerning the hunting season; bagging of the game; being on their own; getting food for their families; and lastly hunting until their limit is reached. These satisfaction variables were the same when Fulton and Hundertmark conducted a study on moose hunters (Fulton & Hundertmark, 2004:8).

According to Hammitt, McDonald and Patterson (cited by Floyd & Gramann, 1997:114), hunters seek a variety of non-harvest and harvest experiences and satisfactions for the hunting trip they partake in. Hammitt *et al.* (1989:504), identify the following variables regarding hunting satisfaction: size of the animal population available, seeing more game



(Brunke & Hunt, 2008:319), getting more shots, weather conditions, quality of the outdoor environment and the social companionship.

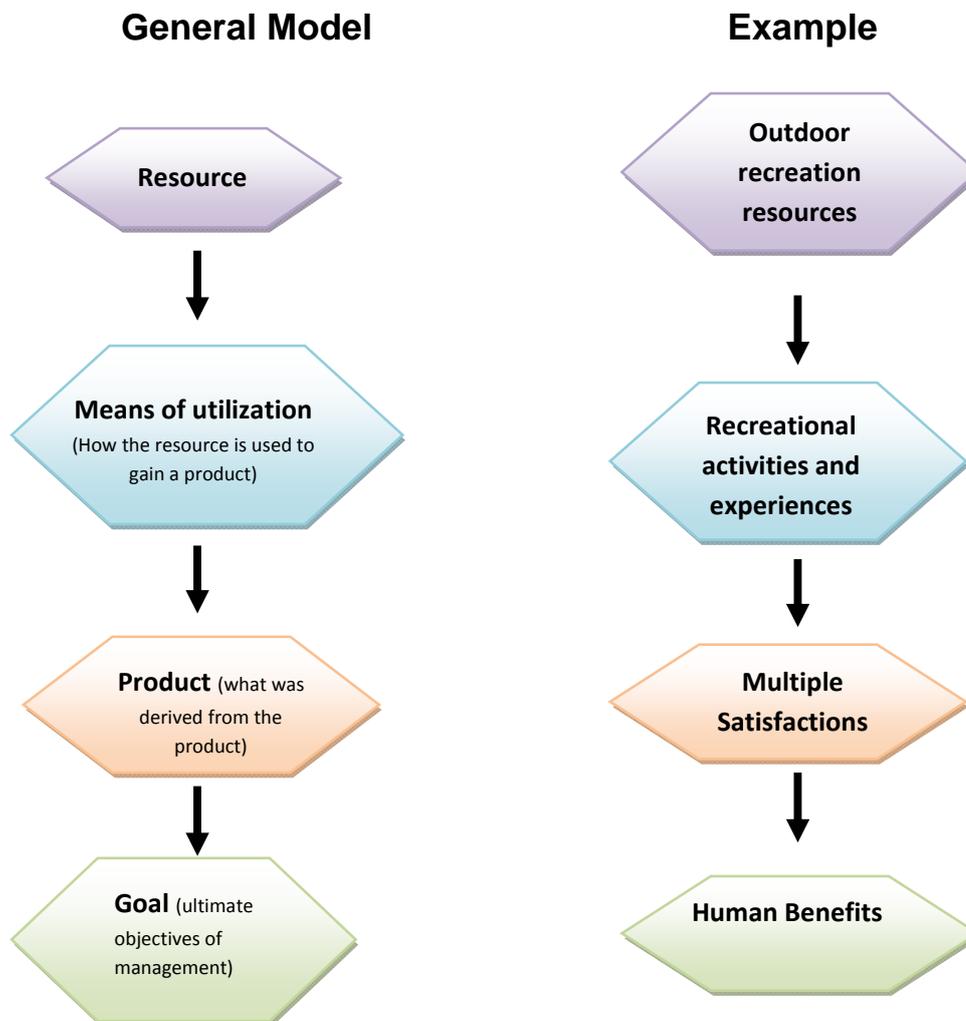
Satisfaction is but one factor that influences QoL. However because of the lack of studies conducted on the quality of life of hunters, the satisfaction factors of hunters are used as guideline. Hammitt *et al.* (1990:333) implemented a study on multiple determinants that influence deer hunters' overall satisfaction during their hunting trips. In this study the following factors were considered the most influential: previous experiences, management skills of the hunting destination, crowding of hunters, other hunters' behaviour, being outdoors in nature, the bagging and harvest of deer, and lastly the quality of the hunt self. Hundee (cited by Decker *et al.*, 1980:323) states that the primary objective of wildlife management is to provide the tourists with experiences that cause long-term benefits.

From the above the following factors contributing to the hunters' satisfaction or experience can be summarised as:

- Facilities at the hunting destination
- Crowding or number of hunters at game farm
- Competency and professionalism of the hunting guide
- Social components and interaction during hunting trip with other hunters
- Being in nature
- The hunters' performance
- Equipment and skills of the usage of these equipment
- Different constraints e.g. financial
- Harvesting of the animals
- Environment and the wildlife hunted
- Previous experiences
- Bagging of the animals

The following model Figure 3.4 takes all these factors into consideration and combines them on how they influence a hunter's hunting trip and the experience gained. According to Decker

*et al.* (2007:326), the primary indicators for hunting satisfaction for hunters are to be outdoors, to enjoy nature and to see wildlife. The secondary aspects for hunting satisfaction are to get shots at the wildlife, the usage of their hunting skills and lastly to get away from everyday problems and to get a chance to relax (Decker *et al.*, 1980:326). Hendee (1974:106), created a model for multiple-satisfaction concepts.



**Figure 3.4 The multiple-satisfaction concept of recreation resource management (Hendee, 1974:106).**

Figure 3.4 indicates how the hunters gain satisfaction from the resources (hunting destination with their wildlife). The hunting destination with all its facilities is seen as the resource, the hunting experience and the hunting trip are the means of utilisation. The hunter utilizes these

facilities by hunting the animals and going on the hunting trip; this should cause satisfaction or dissatisfaction. This causes that the hunters gain benefits from the entire experience. These benefits could be physical (health), psychological (self esteem), personal benefits (social relationships gained) and economic (such as food, biltong).

Another aspect that can be considered is the link between the hunter and the owner or professional guide that contributes to the hunter's satisfaction or dissatisfaction gained during their hunting experience (Radder, 2000:129).

### **3.2.6 Psychological outcomes associated with hunting**

According to Floyd and Gramann (1997:114), psychological experiences are linked to physical and social settings; thus wildlife, crowds, litter and tranquil scenes could constrain or facilitate the desired experiences that the tourist would like to gain. Previous studies have determined that hunting can benefit the hunters' psychological state of mind (Hammit *et al.*, 1990:331; Hendee, 1974:106).

## **3.3 Conclusion**

The aim of this chapter was to illustrate the literature of hunting experiences and the factors that influence the satisfaction levels of each hunter. Tourists currently seek more satisfaction from experiences gained than services rendered (Ek *et al.*, 2008:122). When running an experienced based establishment the norm seeks to provide social and psychological; experiences to the participants (Floyd & Gramann, 1997:113). Thus from a manager's perspective, if the physical and social settings are run well, the hunters and wildlife recreationists could experience positive psychological experiences (Floyd & Gramann, 1997:114). This study is of great importance to hunting destinations because it could help them to provide a top class service and the demanded experiences. Nature-based activities are often marketed as memorable, unforgettable and unique experiences (Komppula, 2006:137).



The majority of the hunting destinations' objectives are to provide the hunters with a quality hunting experience (Hammit *et al.*, 1989:503, Hendee, 1974:104). More (cited by Floyd & Gramann, 1997:115) states that different hunters seek different things from different sites, and these expectations, in conjunction with their satisfaction needs, influence the demand for a specific site or hunting destination. According to Komppula (2006:138), it is possible to produce emotional experiences. Especially in nature, tourists seek unique and authentic surroundings in which to gain their experience (Wang, 1999:366). Tourists', and in this case hunters', satisfaction depends on the degree of the tourists' participation in the process, thus of the hunters' participation at the hunting destination (Prebensen & Foss, 2011:56). To conclude, human satisfaction and the ability to provide a high-quality recreation experience should be top priority for wildlife management, according to Hendee and Potter (cited by Hammit *et al.*, 1990:331). Hendee adds (1974:105), that in order to provide a top quality service to the hunters, the management should know what satisfies the hunters.

To conclude this chapter: experience can influence the hunter positively or negatively and there are many factors that contribute to their experienced gained. This experience thus then has an influence on the individual's quality of life; all these factors will be identified in the following chapter where the results from the study will be explained.



## CHAPTER 4

# EMPIRICAL STUDY AND RESULTS

### 4.1 INTRODUCTION

In Chapters Two and Three literature on the concept of QoL and tourist experience (hunting experience) was discussed and in this chapter the interpretation of the results will follow. The literature that discussed in Chapter Two was linked to the various life domains and QoL overall. In Chapter Three the different experience phases and all components that are linked to the hunters' experience gained were discussed.

The aim of this chapter is to identify and elaborate on the remarks that were made and answers given by the hunters who completed the questionnaire. This chapter therefore gives an overview of the statistical processes followed and reports the results of the study. The latter will be discussed in the following sections:

- Section 1 gives an overview of the demographic profile of the hunters
- Section 2 illustrates the factor analysis which identifies the various factors that have an influence on the hunters' QoL and the hunting experience
- Section 3 consists of the correlations, which will explore the different relationships of the life domains as well as overall QoL
- Section 4 discusses the analysis of variance (ANOVA). In this particular section the various factors that make up the demographic profile of the hunter are compared with the various QoL factors and the hunting experience gained on the hunting trip



## **4.2 STATISTICAL METHODS**

The capturing of the data was done in Microsoft® Excel® while SPSS (SPSS, 2009) was used for additional data analyses. Using the descriptive analysis, it was possible to identify the demographical analysis of the hunters. The statistical analyses will be presented in four sections, namely the demographics of the hunters; factor analysis and correlations and ANOVAs. The statistical analyses used in each section will consequently be discussed.

### **4.2.1 Demographic profile of the hunter**

In this first section the demographical statistics of the hunters will be analysed through descriptive statistics in various graphs and tables. Section A consists of the demographical questions such as year born, gender, marital status and so forth. (see Appendix A), and comprised ten questions. All the results were used to obtain and give accurate statistical analyses that describe the hunters who participated in this study by means of descriptive statistics, thus describing the data collected (Kremelberg, 2011:495, Pallant, 2007:46).

### **4.2.2 Exploratory factor analysis**

The exploratory factor analysis is used in the beginning of the research to explore the interrelationships between variables (Pallant, 2007:179). An exploratory factor analysis allows a large group of variables to condense into a more manageable number of factors, thus summarising the patterns of correlations between the closely related variables (Pallant, 2007:102; Gaur & Gaur, 2006:132; Gaur & Gaur, 2009:132; Kremelberg, 2011:496; Clark & Watson, 1995:311; Fielding & Gilbert, 2007:312; Yang, 2010:155). In an exploratory factor analysis, the number of factors is not predetermined, nor is it predefined which variables will load which factors (Kremelberg, 2011:288, Fielding & Gilbert, 2007:312); thus when the variables are analysed, it is not known beforehand how many factors there will be. The Cronbach alpha coefficient indicates the internal consistency of the variables grouped together in the factor analysis (Pallant, 2007:95), with a value of 0.6 or higher being reliable (Pallant, 2007:181). The commonalities were calculated thus giving the variance



accounted for particular variable by all the factors (Gaur & Gaur, 2006:133). All the factor loadings were calculated to measure the correlation between each variable and the factor (Kremelberg, 2011:496; Yang, 2010:158). The mean of each factor was calculated to measure the average tendency between the variables (Kremelberg, 2011:499; Fielding & Gilbert, 2007:315; Pallant, 2007:55). The factor analysis determines which factors stand out for the hunter's hunting trip.

### **4.2.3 Correlations**

Correlations measure the relationship between two variables (Gaur & Gaur, 2006:99; Gaur & Gaur, 2009:99; Kremelberg, 2011:495; Clark & Watson, 1995:313; Pallant, 2007:101; Yang, 2010:19). This statistical test contains two variables which are both continuous (Larson-Hall, 2010:148) and measures the strength between these two variables (Larson-Hall, 2010:390; Kirkpatrick & Feeney, 2011:79), for example QoL and Travel life. In this study the non-parametric version for ordinal or non-normal data will be implemented, namely Spearman's rank order correlation. The correlation coefficient is calculated to give a mathematical value for measuring the strength between the linear relationships (Gaur & Gaur, 2006:99; Yang, 2010:73; Kerr, Hall & kozub, 2003:169). This is also a measure of association for continuous variables obtained by dividing the covariance by the product of the standard deviations of the two variables selected (Fielding & Gilbert, 2007:310). This determines which factors correlate more with which factors and have a greater influence on the hunters' QoL.

### **4.2.4 ANOVA's and T-test**

The analysis of variance is used to compare the means between more than two groups (Gaur & Gaur, 2006:67; Gaur & Gaur, 2009:67; Kremelberg, 2011:493; Yang, 2010:72). : In many research studies, researchers are often interested in comparing the mean scores of more than two groups. One-way analysis of variance involves one independent variable (factor) which has a number of different levels. These levels correspond to the different groups or conditions Pallant, 2010:249. For example, comparing how QoL has an influence on the marital status of hunters. There would be one factor (QoL) with three levels (married, single and divorced hunters). The dependent variable is a continuous variable (marital status). The ANOVA compares the variance within the group to the variance between the different groups to see whether the results are applicable to define them in



different populations (Larson-Hall, 2010:268; Kirkpatrick & Feeney, 2011:40). Throughout all the statistical results, the  $p$  value will be reported for statistical significance. The  $p$ -value presents the probability that there is a difference in the samples, under the hypothesis that no differences exist (Gaur & Gaur, 2006:35). However because in this study a random sample was not used, no generalisation can be made and thus the effect sizes, which indicate the importance of the effect in practice, will be focussed on and reported. A convenient sampling (non-probability) was implemented.

An independent samples t-test was implemented for this study. This was done by comparing two groups (Gaur & Gaur, 2006:53; Gaur & Gaur, 2009:53; Kremelberg, 2011:498; Pallant, 2007:103; Kerr *et al.*, 2003:58). These tests will indicate whether any of the demographic profiles of the hunters have an influence on their experiences gained.

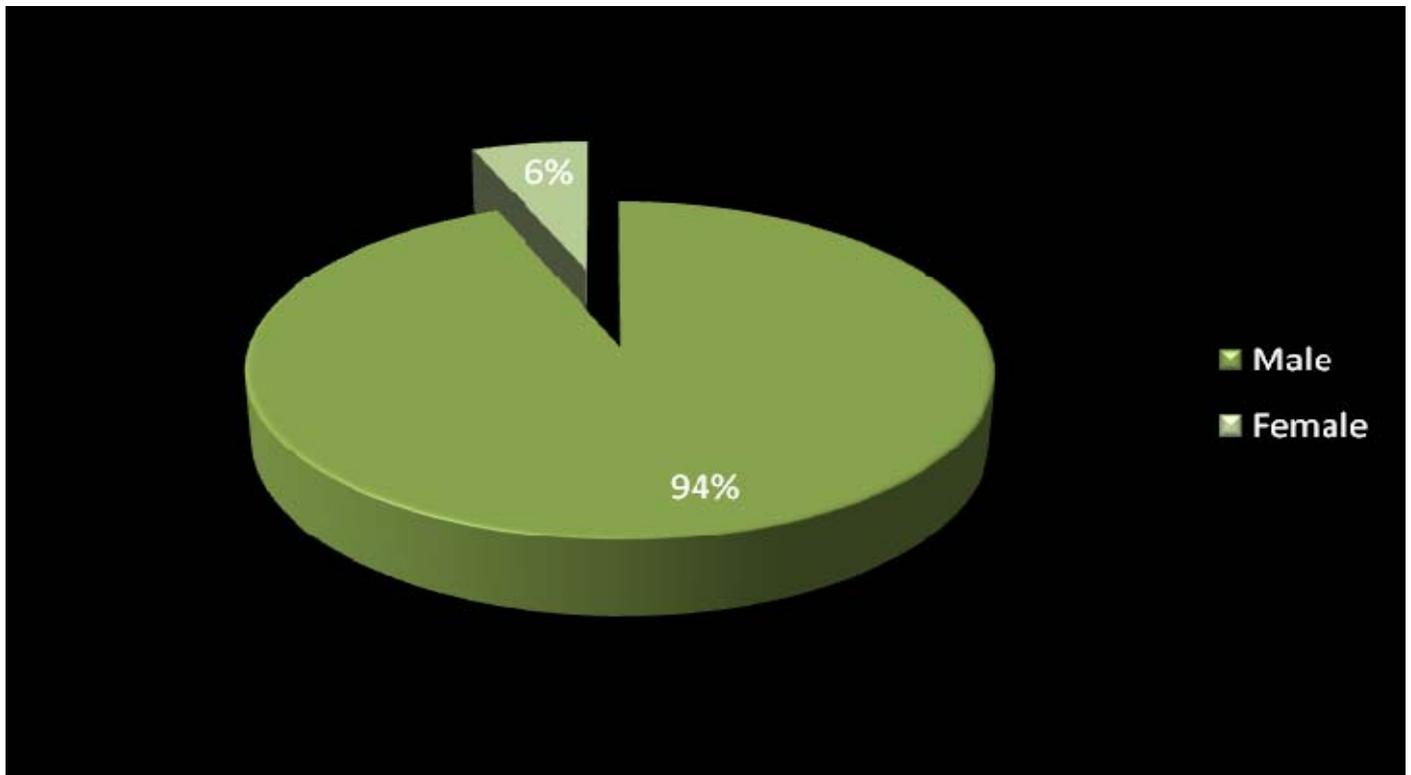
## **4.3 RESULTS**

The results are discussed in four sections. Firstly, an overview of the demographics of the hunters is presented, followed by a discussion regarding the exploratory factor analyses conducted on the QoL and the experience gained during the hunting trip; thirdly the correlations between the different life domains are presented, and lastly, the results of the ANOVAs are discussed to compare the variances between the different variables or factors identified.

### **4.3.1 The demographic profile of the hunters**

The following section will discuss the demographic profile of the 158 hunters that participated in this study. Descriptive statistics were used to describe the characteristics of the participants in this study.

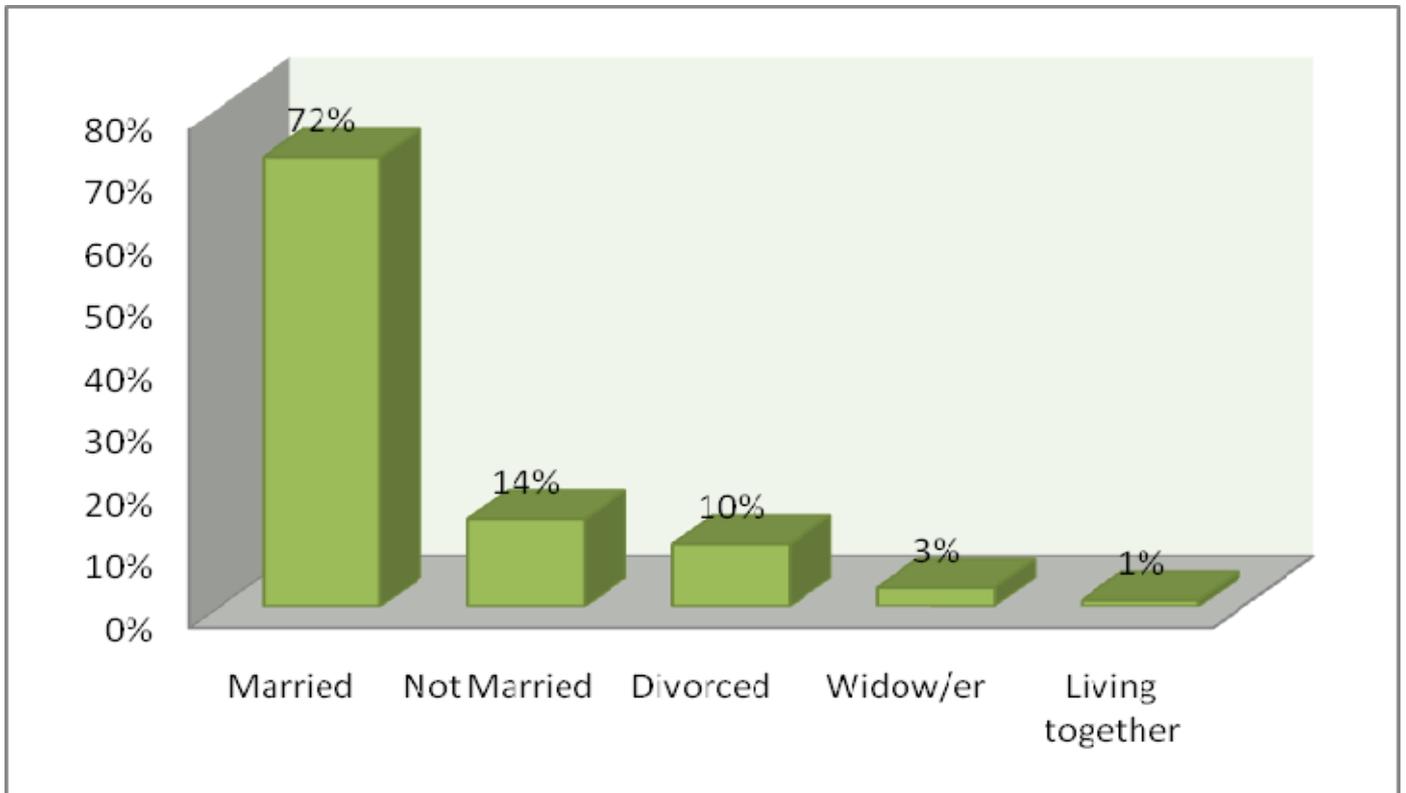
#### 4.3.1.1 Gender



***Figure 4.1 Gender of hunters***

Of the hunters who participated in the study, ninety four percent (94%) were male and only 6% were female. These results are very similar to previous studies because most hunters are male and the minority are female (Van der Merwe, Scholtz & Saayman, 2011:3).

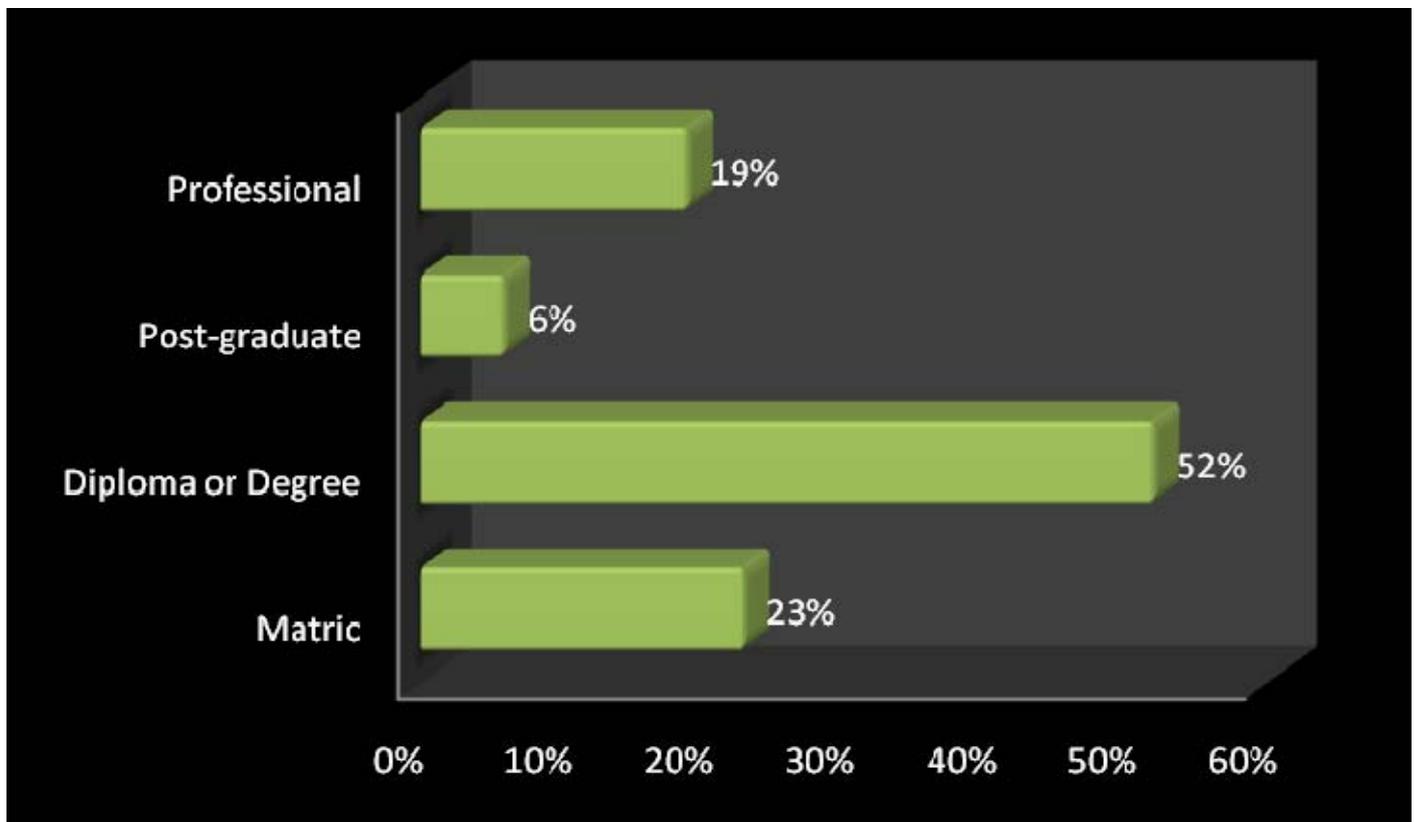
#### 4.3.1.2 Marital status



**Figure 4.2 Marital status of hunters**

In Figure 4.2, the marital status of the hunters is indicated. Seventy two percent (72%) of the hunters were married and only 14% stated that they were single. This figure illustrates that 10% of the hunters were divorced and 3% were widowed, and lastly that only 1% of the hunters lived with their partners. This is supported by the findings and results of Van der Merwe *et al.* (2011:5) which indicate that most hunters in South Africa are married.

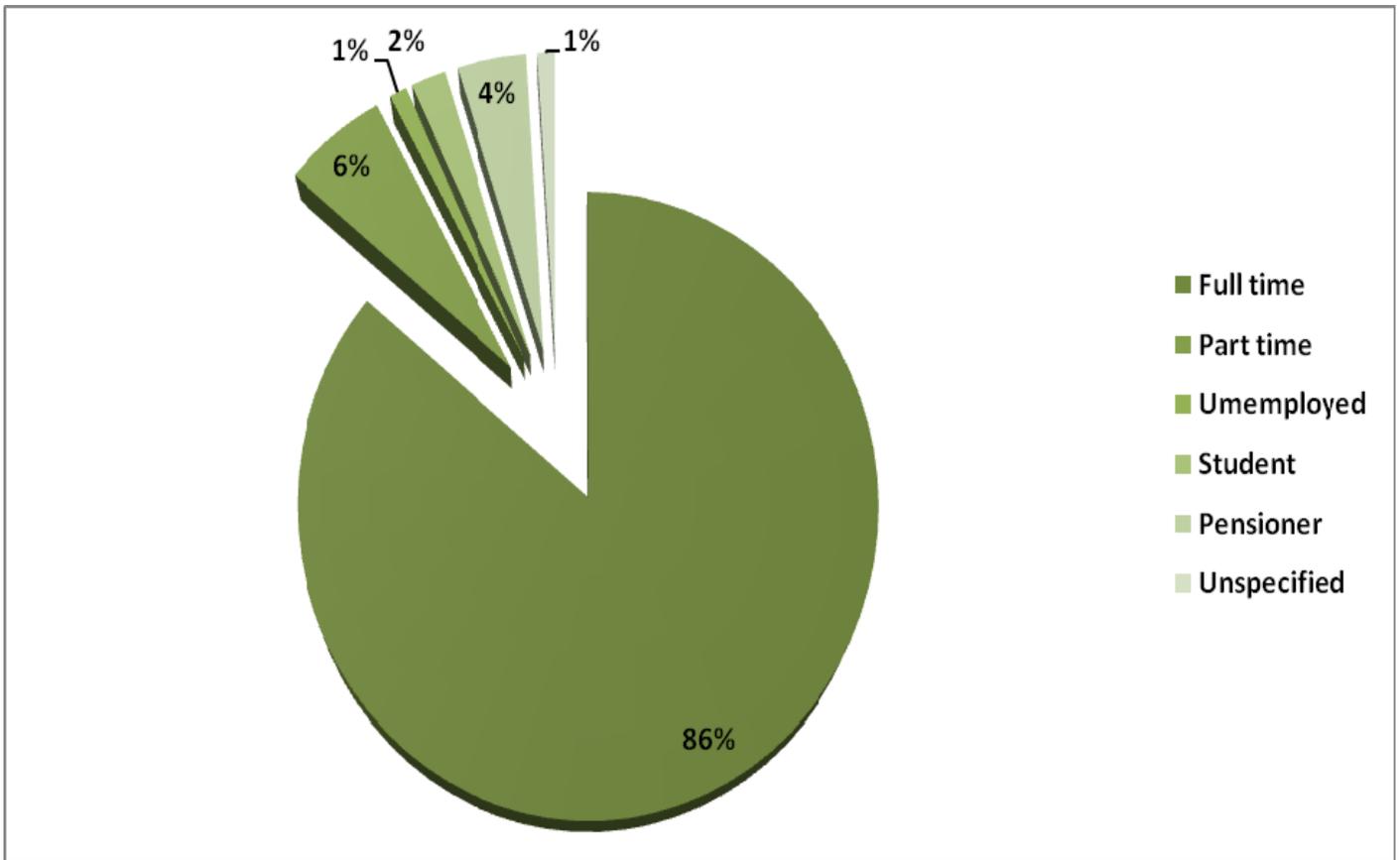
### 4.3.1.3 Highest level of education



**Figure 4.3 Highest level of education of hunters**

This figure illustrates that 52% of the hunters had a degree or a diploma and only 6% of the hunters had a post graduate degree. Van der Merwe *et al* (2011:6) state that on average most hunters have a degree or diploma. Twenty three percent (23%) of the hunters' highest level of education was that they had matriculated. Lastly, 19% of the hunters were classified professional businessmen.

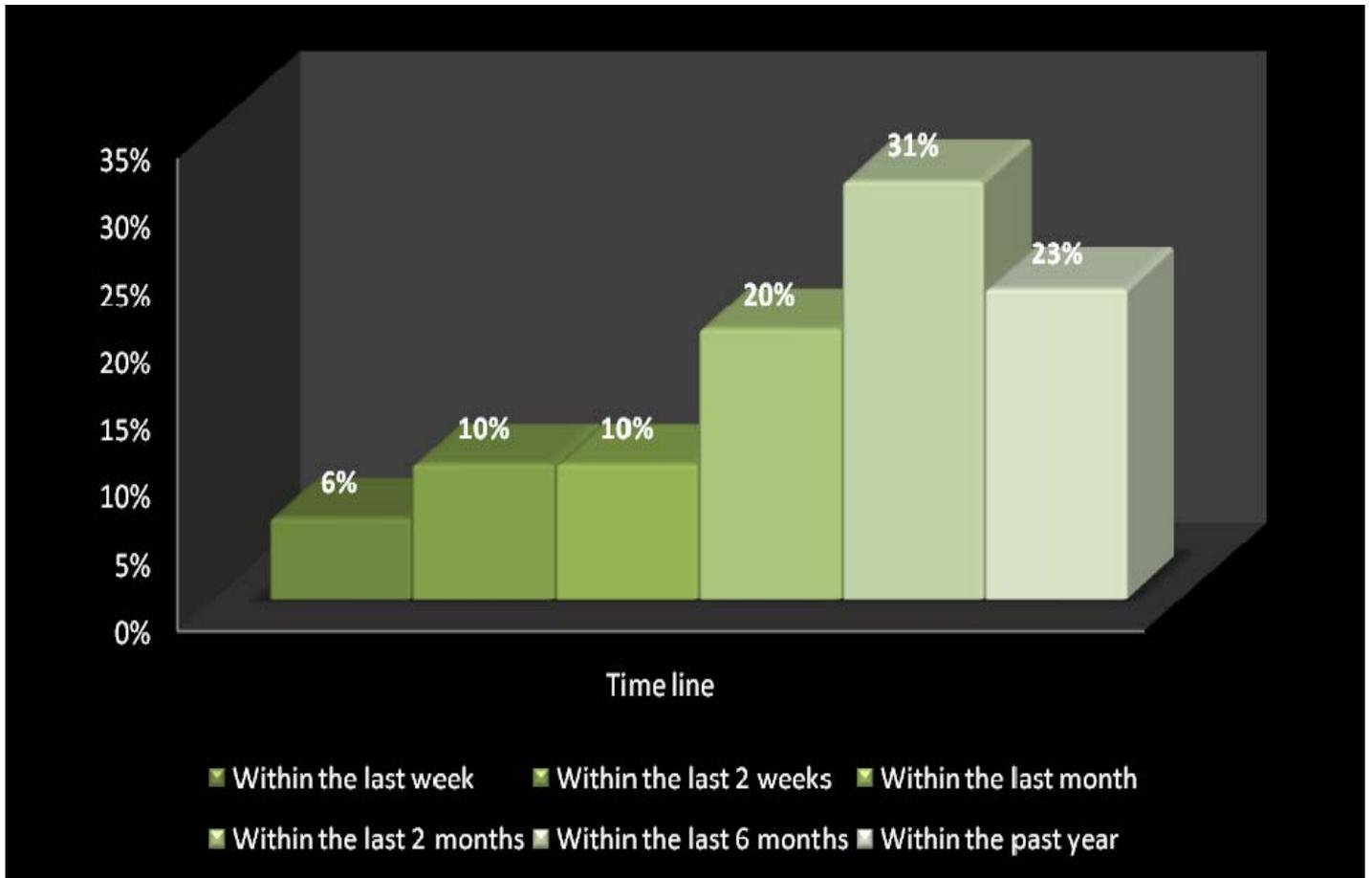
#### 4.3.1.4 Current work status



**Figure 4.4 Work statuses of hunters**

Eighty six percent (86%) of the hunters stated that they were employed full time, and a mere 1% indicated that they were unemployed. Only 6% of hunters stated that they were employed part time, and 2% of the participants indicated that they were still students. Four percent (4%) of the hunters stated that they were pensioners.

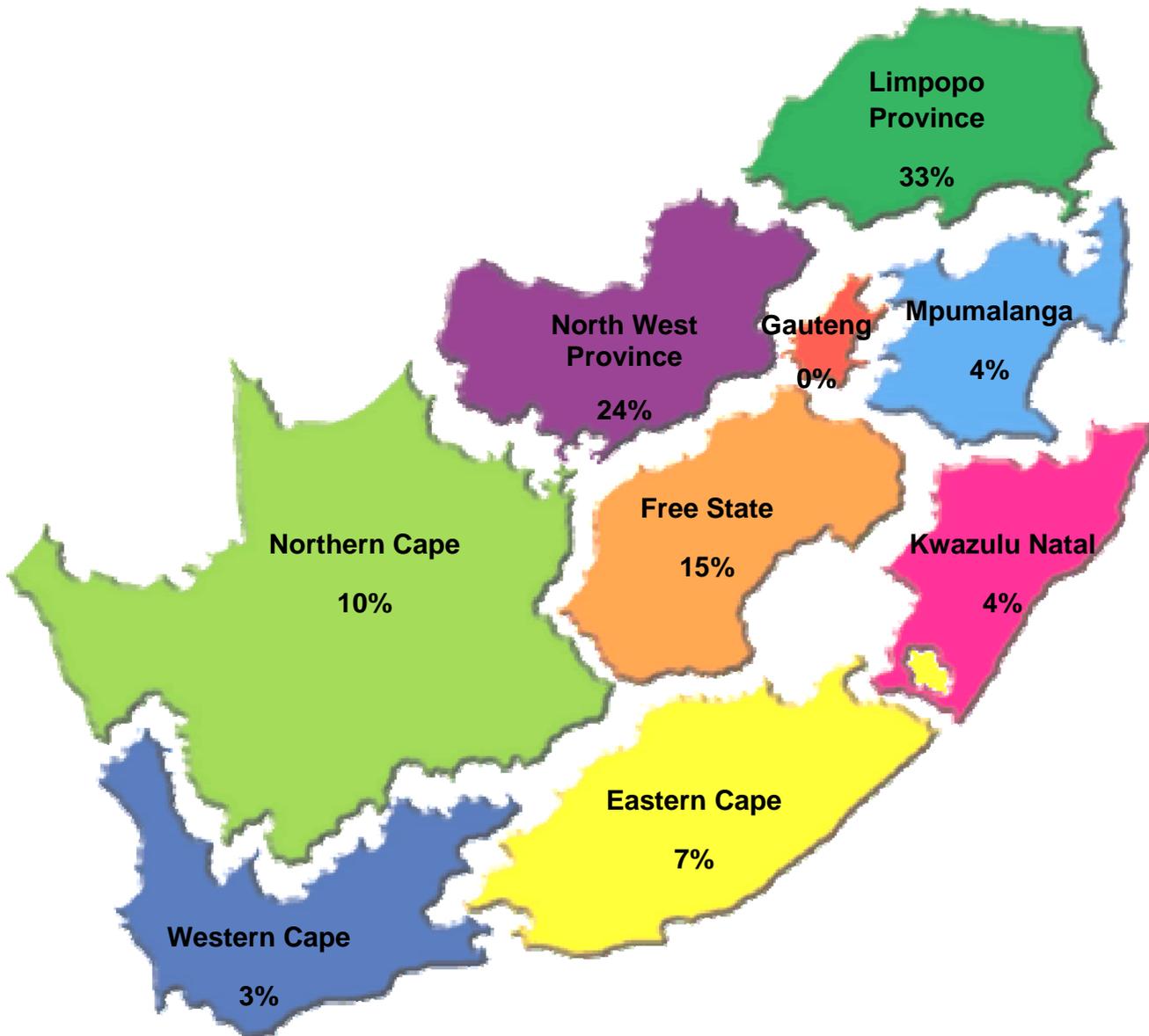
#### 4.3.1.5 Previous hunting trip



**Figure 4.5 Last hunting trip period**

In Figure 4.5, highest proportion of the hunters (31%) indicated that their last hunting trip had been within the last six months. Only 6% of the hunters stated that they had gone on a hunting trip within the last week. Twenty three percent (23%) of the hunters stated that had been on a hunting trip during the past year and 20% stated that their last hunting trip had taken place in the past two months. Hunters who had gone on their last hunting trip within the past month or past two weeks were a mere 10% of the questioned population.

#### 4.3.1.6 Recent-out-of-home hunting trip of hunters



**Map 4.1: Hunting destinations provinces of South Africa**

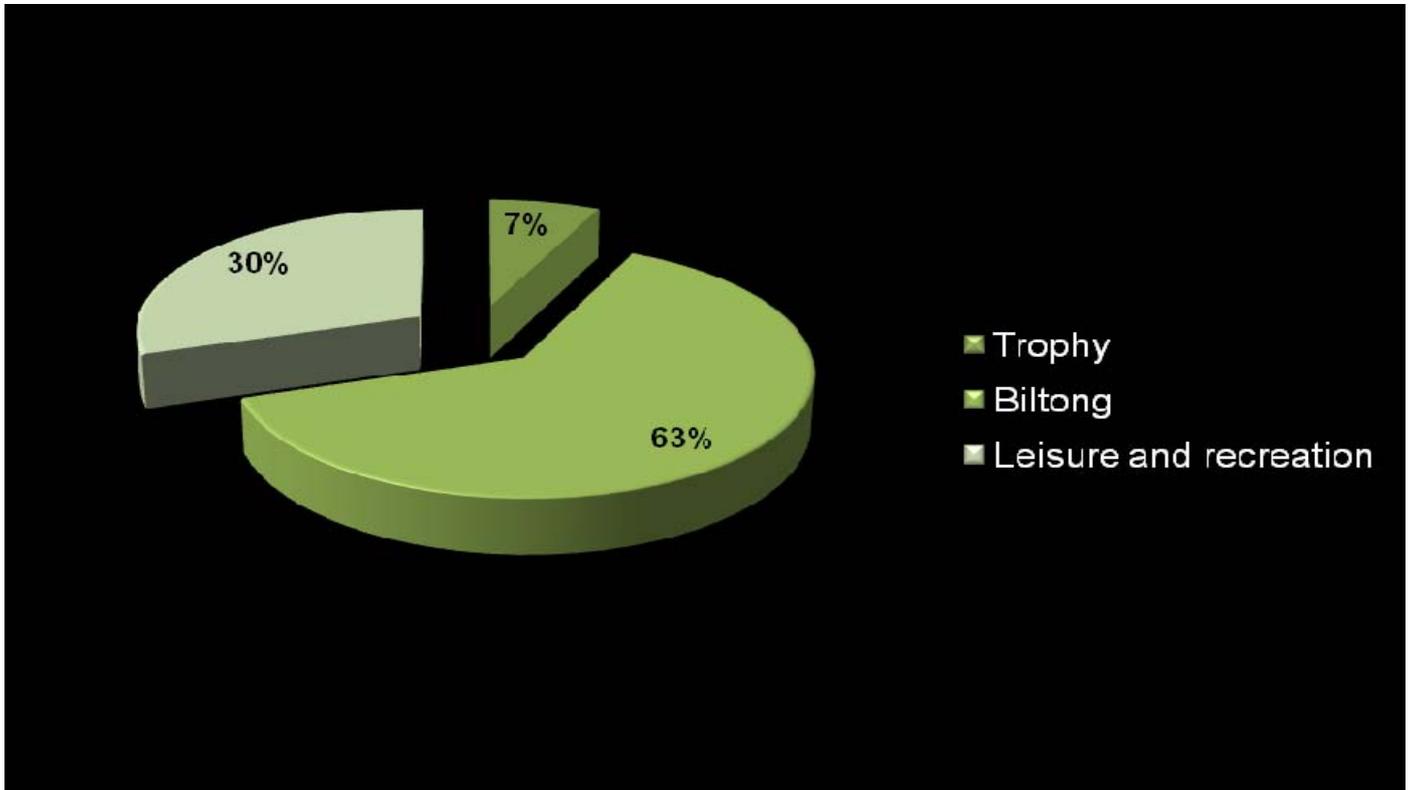
The various hunting destinations were indicated by the hunters. However for a more reliable distribution chart these destinations were plotted in their provinces to give a more accurate indication where these hunters last hunted. Please see Appendix B for more detailed hunting destinations, where the hunters hunted. In Figure 4.6, the province which the hunters preferred to hunt in is the Limpopo province (33%), and the North West province is second with a percentage of 24%. These

two provinces were indicated by the hunters as to where their last hunting trip destinations had taken place. The province with the least visits from hunters is Gauteng. However, considering the areas and the habitation of these provinces, the most game farms do occur in the Limpopo province, North West province and the Northern Cape, thus the hunters should choose those areas to go on their hunting trip (Van der Merwe *et al.*, 2011:13). According to Van der Merwe *et al.* (2011:13) most hunters prefer to hunt in the Limpopo province and secondly in the North West province.

#### **4.3.1.7 Game category hunted**

Ninety nine percent (99%) of answers indicated that the hunters were plain game hunters, thus hunted antelope and other small animals, whereas 1% indicated that they hunted dangerous game like the big five or other big cat species.

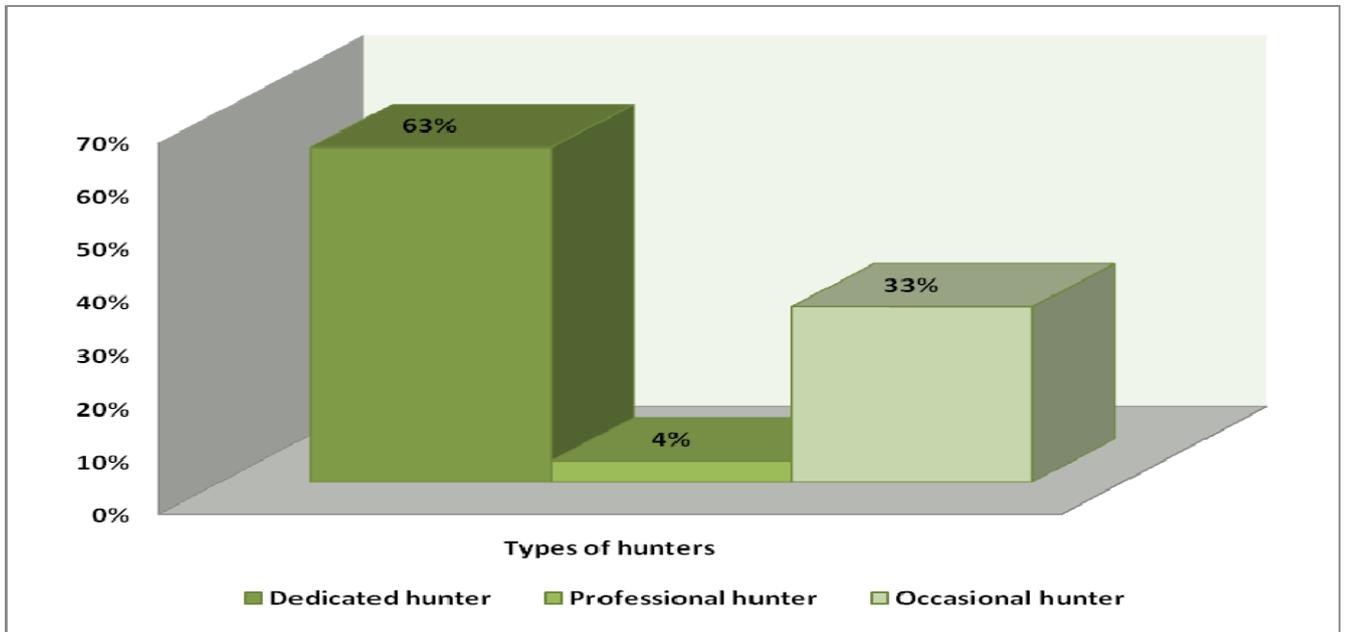
#### 4.3.1.8 Main reasons for hunting



**Figure 4.6 Main reasons why hunters hunt**

Most of the hunters (63%) stated that they were biltong hunters and a mere 7% identified themselves as trophy hunters. In Figure 4.6, the hunters indicated that 30% of them could be classified as leisure or recreational hunters.

#### 4.3.1.9 Category of hunters



**Figure 4.7 Category of different types of hunters**

This figure illustrates that 63% of the hunters were dedicated hunters and a mere 4% were categorised as professional hunters. Thirty three percent (33%) of the hunters indicated that they were occasional hunters, thus only hunted seldom or when the opportunity arose. According to the study implemented by Van der Merwe *et al.* (2011:23) the majority of hunters classify themselves as dedicated hunters, hunters that hunt every season.

#### 4.3.2 Results of the exploratory factor analysis

An exploratory factor analysis allows a large group of variables to condense into a more manageable number of factors, thus summarising the patterns of correlations between the closely related variables (Pallant, 2007:102). The reliability of the various factors were calculated by Cronbach's alpha. The Cronbach alpha coefficients were determined to indicate the average correlation between all the

variables in the different factors (Pallant, 2007:6). According to Briggs and Cheek (cited by Pallant, 2007:7), because of the number of variables in each factor the inter-item correlation will also be reported to give an optimal result of the correlation between the variables.

#### 4.3.2.1 Results of factor analysis regarding factors or life domains of Quality of life

In the factor analysis regarding the QoL of the hunter, a principal components analysis with Oblimin rotation was implemented according to the life domains that form part of QoL. Based on the results accumulated through Table 4.1, nine factors were identified. The pattern matrix was used to determine all the factor loadings.

**Table 4.1: Factor analysis of factors that influence the hunters' QoL**

Factor	QOL	Factor loadings	Mean	Std. deviation	Average mean inter-item correlation	Minimum communalities	Maximum communalities	Cronbach Alpha
1	<b>QOL Overall</b>		4.54	.50	.45	.46	.82	.82
	Fulfilling life	.87						
	Overall happiness	.82						
	Life in general	.74						
	Overall experience gained	.60						
	Self esteem in general	.39						
	Quality time with friends	.20						
2	<b>Travel life</b>		4.39	.51	.42	.52	.70	.79
	Visiting new places	.75						
	Being	.75						

	outdoors							
	Break away from routine	.72						
	Visit other destinations	.63						
	Visiting same destination	.51						
	Travel life	.57						
<b>3</b>	<b>Negative effects</b>		<b>1.73</b>	<b>.82</b>	<b>.68</b>	<b>.54</b>	<b>1.11</b>	<b>.92</b>
	Spend time alone	.83						
	Feel bad about returning with debt	.80						
	Feel bad about spending too much money	.77						
	Spend more money on hunting	.67						
	Feel tired after hunt	.59						
<b>4</b>	<b>Leisure and recreational life</b>		<b>4.46</b>	<b>.50</b>	<b>.33</b>	<b>.60</b>	<b>.82</b>	<b>.59</b>
	To go on the hunting trip	.79						
	To be in nature	.30						
	Leisure and recreational life in general	.80						
<b>5</b>	<b>Self esteem</b>		<b>3.83</b>	<b>.87</b>	<b>.55</b>	<b>.66</b>	<b>.76</b>	<b>.71</b>

	Learn more about myself	.84						
	To be on my own during trip	.78						
<b>6</b>	<b>Social life</b>		<b>3.90</b>	<b>.89</b>	<b>.50</b>	<b>.58</b>	<b>.77</b>	<b>.82</b>
	Financial life	.69						
	Spend time away from family	.65						
	Meeting new people	.57						
	Teach hunting methods to others	.55						
	Social life	.67						
<b>7</b>	<b>Financial life</b>		<b>3.69</b>	<b>.77</b>	<b>.42</b>	<b>.60</b>	<b>.70</b>	<b>.58</b>
	Spend money on hunting	.73						
	Hunting is worth the money	.65						
<b>8</b>	<b>Intellectual life</b>		<b>4.13</b>	<b>.58</b>	<b>.40</b>	<b>.61</b>	<b>.72</b>	<b>.77</b>
	Talk about experience	.78						
	Gain more experience	.57						
	Learn more about hunting	.54						
	Learn something new on trip	.41						
	Intellectual life	.66						
<b>9</b>	<b>Family life</b>				<b>.18</b>	<b>.37</b>	<b>.69</b>	<b>.38</b>

Family support	.50	<b>4.52</b>	<b>.67</b>				
Miss significant other	.69	<b>3.70</b>	<b>1.31</b>				
Obnoxious people	.40	<b>2.46</b>	<b>1.48</b>				
Family life in general	.57	<b>4.18</b>	<b>.82</b>				

The factors were labelled according to similar characteristics as follows: *Quality of life Overall* (Factor 1), *Travel life* (Factor 2), *Negative effects* (Factor 3) and *Leisure and Recreational life* (Factor 4), *Self Esteem* (Factor 5), *Social life* (Factor 6), *Financial life* (Factor 7), and lastly *Intellectual life* (Factor 8). Reliability coefficients were examined for each factor to check the reliability of the data within each factor, and to serve as a measure of internal consistency among the items. Most of the reliability coefficient values were above 0.6. However, *family life* was not reliable and individual items such as *family in general*; *family support* and *being around obnoxious* people during the trip are reported separately because their reliability coefficient was low. The mean values and standard deviations per factor were also calculated. According to Briggs and Cheek (cited by Pallant, 2007:7) the average inter-item correlation is another measure of reliability.

In Table 4.1, QoL is labelled as factor number 1; all the factor loadings were above 0.6, except *self esteem* of the hunter and the *quality time that the hunter spent with their friends*. In QoL all the communalities were above .30, thus all the variables fit in this factor (Pallant, 2007:196). The Cronbach alpha coefficient is .82 thus indicating that all the variables in QoL have a very good internal consistency. *Travel life* has similar results thus indicating that all the variables are applicable for this factor.

In Table 4.1 the third factor, *Negative effects*, has the highest Cronbach alpha coefficient (0.92), thus indicating all the variables that contributed to the *Negative effect* factor have internal consistency. As mentioned in Chapter One regarding positive and negative effects that have an influence on the QoL overall, all the negative effects have grouped together in this factor analysis and the positive effects are incorporated within the remaining factors. The fourth factor, *Leisure and recreational life* has one



of the lowest Cronbach coefficient coefficient of 0.59. This factor also has the lowest inter-item correlation of 0.33. *Self esteem and financial life* (Factor 5 and 7) only have 2 variables that construct the factors, thus the inter-item correlation of 0.55 and 0.42 respectively has to be considered in the interpretation of the results and not only the Cronbach coefficient coefficient of 0.71 and 0.58 respectively.

The alpha coefficient for self esteem is high (0.71), however for *Financial life's* coefficient is 0.58 thus a medium coefficient. *Social life* has the second highest Cronbach coefficient coefficient (0.82) and the second highest inter-item correlation thus indicating that these variables have an internal consistency in the social life factor. *Family life* has a too low coefficient alpha to be considered as a factor to be interpreted because the value is below 0.5 thus it is not reliable.

The four factors that stand out above all of the other 9 factors are; *QoL* (4.54) with six constructs (Fulfilling life, Overall happiness, Life in general, Overall experience gained, Self esteem in general, Quality time with friends), *Travel life* (4.39) with six constructs (Visiting new places, Being outdoors, Break away from routine, Visit other destinations, Visiting same destinations, Travel life), *Leisure and recreational life* (4.46) with 3 constructs (To go on the hunting trip, To be in nature and Leisure and recreational life in general), and lastly *Intellectual life* (4.13) with five constructs (Talk about experience, Gain more experience, Learn more about hunting, Learn something new and Intellectual life). These four factors have the highest mean values, all above 4.00, thus indicating that these values were the most reliable values retrieved through this study, and implicating that these four factors are more important to the hunters than the other five factors.

#### **4.3.2.2 Results of factor analysis regarding factors influencing experience gained by hunters on their hunting trip**

In the factor analysis regarding the hunting experience of the hunter, a principal components analysis with Oblimin rotation was implemented according to the experience factors that form part of the hunting experience. An Oblimin rotation provides information about the degree of the correlation between the various factors (Pallant, 2007:184). Based on the results accumulated through Table



4.2, nine factors were identified. The pattern matrix was used to determine all the factor loadings for these experiences.

**Table 4.2: Factor analysis of the hunters' experience**

Factor	Experience overall	Factor loadings	Mean	Std. Deviation	Average mean inter-item correlation	Minimum communalities	Maximum communalities	Cronbach Alpha
1	<b>Wildlife experiences</b>		4.50	.53	.40	.41	.63	.82
	Management of environment	.66						
	Management of species	.63						
	Hunting quota hunted	.53						
	Variety of species	.47						
	Prices of games	.46						
	Number of species	.45						
Close to game	.42							
2	<b>Hunting guide</b>		4.72	.80	.79	.81	.87	.94
	Guide's hunting knowledge	.92						
	Friendliness	.92						
	Guide's skills	.91						
	Knowledge of species	.87						
3	<b>Trophy and biltong animals</b>		4.39	.87	.45	.87	.60	.77

	Number of trophy animals	.89						
	Quality of trophy animals	.86						
	Presentation of trophies	.57						
	Serving game hunted	.50						
<b>4</b>	<b>Pre-trip phase</b>		<b>4.64</b>	<b>.51</b>	<b>.39</b>	<b>.51</b>	<b>.78</b>	<b>.66</b>
	Getting information	.85						
	Availability of information	.84						
	Preparation for trip	.35						
<b>5</b>	<b>Hunting</b>		<b>3.87</b>	<b>.83</b>	<b>.28</b>	<b>.36</b>	<b>.73</b>	<b>.74</b>
	Lie and wait							
	Shooting behaviour of other hunters	.82						
	Hunting from hides	.73						
	Hunting from vehicles	.72						
	Companionship of hunters	.54						
		.30						
<b>6</b>	<b>Overall hunting experience</b>		<b>4.69</b>	<b>.42</b>	<b>.35</b>	<b>.46</b>	<b>.69</b>	<b>.73</b>
	Being close to nature	.79						
	Observing wildlife	.74						
	State of game	.49						

	Telling about hunting experience	.31						
	Overall hunting experience	.53						
<b>7</b>	<b>Hunting facilities</b>		<b>4.31</b>	<b>.57</b>	<b>.26</b>	<b>.27</b>	<b>.61</b>	<b>.70</b>
	Quality of accommodation	.36						
	Butcher facilities	.68						
	Meat Processing facilities	.62						
	Cold room facilities	.56						
	Hunting vehicles	.55						
	Accessibility of products	.25						
	Accommodation value for money	.39						
<b>8</b>	<b>External factors</b>		<b>4.31</b>	<b>.51</b>	<b>.27</b>	<b>.37</b>	<b>.72</b>	<b>.68</b>
	Hunting season	.82						
	Weather conditions	.65						
	Preparation at shooting range	.41						
	Directions provided	.35						
	Distance travelled	.49						
	Road	.28						

	conditions							
9	Stalk during hunt	.67	4.36	.90				

The factors were labelled according to similar characteristics as follows: *Wildlife experience* (Factor 1), *Hunting guide* (Factor 2), *Trophy and biltong animals* (Factor 3) and *Pre-trip phase* (Factor 4), *Hunting methods* (Factor 5), *Overall hunting experience* (Factor 6), *Hunting facilities* (Factor 7), and lastly *External factors* (Factor 8). The hunting method to stalk and hide was identified as a unique factor. The hunting method which most hunters preferred (Factor nine) is to walk and stalk (Van der Merwe *et al.*, 2011:21); thus the majority of hunters preferring this method could explain the abnormality of this factor. Reliability coefficients were examined for each factor to check the reliability of the data, and to serve as a measure of internal consistency among the items. All the reliability coefficients values were above 0.6, thus indicating that these factors had satisfactory internal consistency.

In Table 4.2, *Wildlife experience* has the second highest (0.82) Cronbach alpha coefficient in the results collected and grouped in the 9 factors, thus also indicating that all the variables in this factor have a very good internal consistency. The lowest minimum communality was 0.42, thus indicating that all the variables did indeed fit this factor. The second factor identified was the *Hunting guide*; this factor has the highest Cronbach alpha coefficient (0.92). The inter-item correlation value was also the highest of all the factors that influenced the hunters hunting experience (0.79).

*Trophy and biltong animals* has the third highest Cronbach alpha coefficient (0.77) of all the factors identified through the factor analysis. The fourth factor indicated in Table 4.2 is the *Pre-trip phase* of the hunting experience. This factor has the lowest Cronbach alpha coefficient, 0.66. This value indicates that the variables grouped together in the factor have a satisfactory internal consistency. *Hunting methods*, the fifth factor, has one of the lowest inter-item correlation values (0.28); however the Cronbach alpha coefficient is 0.74 thus indicating that all the variables do have an internal consistency within the factor itself. In Table 4.2, the sixth factor is the *Overall hunting experience* of the hunter; this factor has a Cronbach alpha coefficient of 0.73.

The seventh factor identified was the *Hunting facilities*, this factor had the lowest value for the inter-item correlation (0.26). However the factor's Cronbach alpha coefficient is 0.70. This factor has a low minimum communality (0.27), thus giving an indication that one of these variables might not necessarily fit in this factor. If the factor loadings are observed, the three variables, *Quality of the accommodation* (0.36), *Accessibility of products* (0.25) and *Accommodation value for money* (0.39) could give an indication why the inter-item correlation value is so low.

The four factors that stand out above the other nine is *Wildlife experience* (4.50) with seven constructs (Management of environment, Management of species, Hunting quota hunted, Variety of species, Prices of game, Number of species and close to game) and the *Hunting guide* (4.72) with four constructs (Guides hunting knowledge, Friendliness, Guide's skills and Knowledge of species), *Pre-trip phase* (4.64) with three constructs (Getting information, Availability of information and Preparation for trip) and lastly *Overall hunting experience* (4.69) with five constructs (Being close to nature, Observing wildlife, State of game, Telling about hunting experience and Overall hunting experience), thus indicating that the hunt is just not about shooting animals, but also about being in nature and seeing wildlife, and that the guides as well as the planning of the trip play a more important role than what would be expected..

### **4.3.3 Results of Spearman rank order correlations**

The Spearman's rank order correlation was used to examine associations between the different factors. This version (Spearman rank order) is a non-parametric rank order of Pearson's correlation test and it tests the possibility of a monotone relationship between two interval-scale or non-normal variables (Larson-Hall, 2010:401; Kerr *et al.*, 2003:172). This correlation gives the coefficient rho ( $\rho$ ) which indicates the strength of the relationship between the two variables (Marston, 2010:241). The medium and large correlations will only be interpreted if these correlations have more relevant significance to the factors. In this study's correlation a two tailed significant test was implemented, which is a non-directional hypothesis, thus the equality or non-directional inequality of the relationships between the correlations was tested (Gaur & Gaur, 2006:36; Gaur & Gaur, 2009:36;



Kirkpatrick & Feeney, 2011:32; Kremelberg, 2011:505; Fielding & Gilbert, 2007:323; Kerr *et al.*, 2003:44).

#### 4.3.3.1 Correlations between QoL and hunting experience

In this study a non-parametric correlation is implemented to determine the strength between the different factors, thus the Spearman's rank order correlation order. According to Cohan (cited by Pallant, 2007:132) the following guidelines should be used when analysing the strength of the relationships between the various factors.

Small  $r = .10$

Medium  $r = .30$

Large  $r = .50$

**Table 4.3: Correlations between QoL and the hunting experience**

	QoL	Negative Affects	Leisure life	Self esteem	Social life	Financial life	Intellectual life	Travel life	Family support	Miss significant other	Family life	Obnoxious people
Wildlife experience	.34**	-.37**	.15	-.10	.23**	.15	.11	.27**	.02	.09	.05	-.13
Hunting guide	.25**	-.35**	.10	-.09	.30**	.21**	.11	.07	.05	.05	.08	-.16
Trophy and biltong animals	.32**	-.31**	.09	-.01	.48**	.25**	.18	.24**	-.08	.05	-.02	-.04
Pre-trip phase	.24**	-.21**	.07	-.07	.15	.14	.10	.14	.12	.00	-.01	-.12
Hunting methods	.23**	-.22**	.20*	.00	.37**	.34**	.28**	.18*	.06	.17*	.16	.02
Overall hunting experience	.21**	-.13	.22**	.12	.01	-.02	.31**	.16*	.09	.04	.15	-.16
Hunting facilities	.26**	-.20	.09	-.08	.18	-.04	.19	.26**	.19	.19	.12	-.22**
External factors	.41**	-.31**	.16	.09	.38**	.22**	.34**	.30**	.06	.05	.13	-.13



Stalk during hunt	-.04	.08	.23**	.18*	-.27**	-.26**	.10	.04	.15	.16*	.06	.02
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\*\* Correlation is significant at the 0.01 level (2-tailed)

\* Correlation is significant at the 0.05 level (2-tailed) (Pallant, 2007:132)

In Table 4.3, the correlation between *QoL* and *Wildlife experience* is ( $r=0.34$ ) thus indicating that this relationship is a medium correlation. *External factors* influence *QoL* the most with a coefficient of ( $r=0.41$ ). Although this result is still classified as a medium strength it is the highest correlation with *QoL*. The correlation between *Negative effects* and *Hunting experience* is overall medium, with the highest correlation between *Negative effects* and *Wildlife experiences* with the value of ( $r=-0.37$ ). This indicates that the factor *Negative effects* has a negative impact on *Wildlife experiences*. For example, one of the sections within this factor is that the hunters have to deal with obnoxious hunters, however, according to literature tourists have coping mechanisms to cope with such tourists (Prebensen & Foss, 2011:54). *Leisure life* and *Self esteem* on the other hand have a very low correlation with all the factors of *Hunting experience*.

Of all the factors correlations between *QoL* and *Hunting experience*, *Social life* correlates the highest with the factor *Trophy and biltong animals* with a value of ( $r=0.48$ ). *Social life* also has a medium correlation with the *Hunting methods* and *External factors*; all these values were above ( $r=0.30$ ). *Financial life* has only one medium correlation ( $r=0.34$ ) with *Hunting methods*. The factor *Intellectual life* has two medium correlations, one with *Overall hunting experience* ( $r=0.31$ ) and the second one with *External factors* ( $r=0.34$ ). This could indicate that the hunters have to have some knowledge of hunting before they can fully enjoy/get satisfaction from the overall hunting experience.

The variable within the group *External factors* indicate that the hunters have to have some insight on where the hunting destination is and how to handle bad hunting conditions. The only medium correlation of *Travel life* was with the factor *External factors* ( $r=0.30$ ), thus indicating that the distance travelled and also the road conditions have an influence on the hunters' travel life. The correlations of the last four factors, *Family support*, *Miss significant other*, *Family life* and *Obnoxious people* with *QoL* factors were too low to report in this study.

The largest correlation between *QoL* and the *Hunting experiences* and the factors was the correlation between *Social life* and *Trophy and biltong animals*, thus indicating that the hunt is not all about the hunt itself, but about the social aspects as well

#### 4.3.3.2 Correlations between the different life domains

The same guidelines were used to evaluate the correlations between the various life domains that form part of *QoL* as a whole.

According to Cohan (cited by Pallant, 2007:132) the following guidelines should be used when analysing the strength of the relationships between the various factors.

Small  $r = .10$

Medium  $r = .30$

Large  $r = .50$

**Table 4.4: Correlation between the different life domains that form part of *QoL***

	QoL	Negative effects	Leisure life	Self esteem	Social life	Financial life	Intellectual life	Travel life	Family support	Miss significant other	Family life	Obnoxious people
QoL	1.00	-.41**	.33**	.12	.46**	.30**	.43**	.51**	.17	.10	.29**	-.15
Negative effects	-.41**	1.00	-.10	.06	-.28**	-.37**	-.14	-.26**	-.17	-.05	-.10	.18
Leisure life	.33**	-.10	1.00	.15	.15	.19	.41**	.23	.52**	.24	.35**	-.10
Self esteem	.12	.06	.15	1.0	-.01	.04	.30**	.08	.03	.22**	.09	.14
Social life	.46**	-.28**	.15	-.01	1.00	.45**	.36**	.24**	.03	.17	.20	.03
Financial life	.30**	-.37**	.19	.04	.45**	1.00	.26**	.20	.05	.14	.29**	-.04
Intellectual life	.43**	-.14	.41**	.30**	.36**	.26**	1.00	.40**	.24**	.21	.37**	-.06
Travel life	.51**	-.26**	.23	.08	.24**	.20	.40**	1.00	.12	.01	.19	-.11

<b>Family support</b>	.17*	-.17*	.52**	.03	.03	.05	.24**	.12	1.00	.40**	.34**	-.27**
<b>Miss significant other</b>	.10	-.05	.24**	.22**	.17*	.14	.21*	.01	.40**	1.00	.40**	-.10
<b>Family life</b>	.29**	-.10	.35**	.09	.20*	.29**	.37**	.19*	.34**	.40**	1.00	-.10
<b>Obnoxious people</b>	-.15	.18*	-.10	.14	.03	-.04	-.06	-.11	-.27**	-.10	-.10	1.00

\*\* Correlation is significant at the 0.01 level (2-tailed)

\* Correlation is significant at the 0.05 level (2-tailed) (Pallant, 2007:132)

In Table 4.4, *QoL* has an overall medium correlation with most of the life domains except self esteem with which the correlation is very low. The highest correlation result was found between *QoL* and *Travel life* ( $r=0.51$ ), thus indicating that hunters do like to get away and go on hunting trips and don't mind travelling the distance, just for the purpose of the hunt (Van der Merwe *et al.*, 2011:24). *QoL* has also a large correlation ( $r=0.46$ ) with *Social life* domain, thus indicating that tourism (hunting) is an extremely social activity as well, and this contributes to the hunters' overall quality of life (Sirgy *et al.*, 2010:7).

*Negative effects* however have two medium correlations, *QoL* ( $r=-0.40$ ) with *Financial life* ( $r=-0.37$ ), *Social life* ( $r=-0.28$ ) and *Travel life* ( $r=-0.26$ ). This indicates that the negative effects encountered before, during or after the hunting trip only have a negative effect on the hunters' overall *QoL* and on some of the individual life domains. *Leisure life* domain has three medium correlations, *QoL* ( $r=0.33$ ), *Intellectual life* ( $r=0.41$ ) and *Family life* ( $r=0.35$ ) and one large correlation *Family support* ( $r=0.52$ ). This indicates that the leisure activity, in this case hunting, has an influence on the hunters' *QoL* and this activity requires some kind of background knowledge. *Self esteem's* correlations are overall very low; however the one medium correlation result was between *Self esteem* and *Intellectual life* ( $r=0.30$ ). This indicates that the hunters need knowledge of hunting or nature to feel good about themselves during the hunting trip.

*Social life* has three medium correlations, with *QoL* ( $r=0.46$ ), *Financial life* ( $r=0.45$ ) and *Intellectual life* ( $r=0.36$ ) respectively. This indicates that the hunters' social life is influenced by their financial life



because the hunting cannot take place if the hunter has no money to spend on the hunting trip, or no money to go on a hunting trip at all. These values also indicate that the social life domain is positively influenced if the intellectual well-being of the hunter is of a high standard, thus he/she can participate in conversations or activities that require hunting or nature knowledge. *Financial life* has a medium correlation with *QoL* ( $r=0.30$ ) and *Negative effects* ( $r=0.37$ ). This indicates that if the hunters have a negative financial situation it can affect the hunters' QoL negatively, and bad finances are seen as a negative effect. *Intellectual life* has a medium correlation with most of the life domains.

The correlation between *Travel life* and *Intellectual life* is medium ( $r=0.40$ ) thus indicating that the hunter needs some kind of knowledge of hunting and hunting destinations to have a positive outcome on their travel life. This life domain has also a medium correlation with *Family life* ( $r=0.37$ ). The correlation between *Family support* and *Leisure life* ( $r=0.52$ ) is the highest of all the correlations between the life domains that form part of QoL. Two other medium correlations formed from the results between *Family support* and *Miss significant other* ( $r=0.40$ ) and *Family life* ( $r=0.34$ ). These three these factors make out family life in general and influences family life positively or negatively. *Missing significant other* factor has a medium correlation with *Family life* ( $r=0.40$ ); this indicates that the hunters' family can be correlated with missing their partners at home. The largest correlation between the QoL factors was between *Leisure life* and *Family support*, thus indicating that without the family's support to go on hunting trips the hunters QoL would not be influenced positively.

#### 4.3.3.3 Correlations between the different hunting experiences

These guidelines were used to evaluate the correlations between all the hunting experience factors. According to Cohan (cited by Pallant, 2007:132) the following guidelines should be used when analysing the strength of the relationships between the various factors.

Small	$r= .10$
Medium	$r= .30$
Large	$r= .50$

**Table 4.5: Correlation between the different hunting experiences gained during hunting trip.**

	Wildlife experience	Hunting guide	Trophy and biltong animals	Pre-trip phase	Hunting methods	Overall hunting experience	Hunting facilities	External factors	Stalk during hunt
Wildlife experience	1.0	.40**	.39**	.24**	.35**	.44**	.53**	.35**	.13
Hunting guide	.40**	1.00	.26**	.28**	.08	.22**	.26**	.17*	.00
Trophy and biltong animals	.39**	.26**	1.00	.17*	.35**	.26**	.36**	.37**	-.08
Pre-trip phase	.24**	.28**	.17*	1.00	.09	.17*	.22**	.22**	.06
Hunting methods	.35**	.08	.35**	.09	1.00	.19	.32**	.24**	.11
Overall hunting experience	.44**	.22**	.26**	.17*	.19	1.00	.35**	.31**	.31**
Hunting facilities	.53**	.26**	.36**	.22**	.32**	.35**	1.00	.45**	.16
External factors	.35**	.17*	.37**	.22**	.24**	.31**	.45**	1.00	.03
Stalk during hunt	.13	.00	-.08	.06	.11	.31**	.16	.03	1.00

\*\* Correlation is significant at the 0.01 level (2-tailed)

\* Correlation is significant at the 0.05 level (2-tailed) (Pallant, 2007:132)

In Table 4.5, *Wildlife experiences* have on average medium correlations with the other factors and a large correlation with *Hunting facilities* ( $r=0.53$ ). This factor indicates that the hunters regard the *Wildlife experience* as a very important factor in their hunting experience as a whole. The *Hunting facilities* play a great role within the hunters' satisfaction at the hunting destination. The only medium correlation for the factor *Hunting guide* was with the factor *Wildlife experiences* ( $r=0.40$ ). This indicates that the guides do have an effect on the hunters' wildlife experience, for example their knowledge of the surroundings and nature itself.

*Trophy and biltong animals* have various medium correlations with various factors. *Hunting methods'* correlation ( $r=0.35$ ) is medium against the *Trophy and biltong animals*, thus indicating the manner that hunters prefer to hunt and how they present their hunting skills through trophies and biltong to their families. The *Hunting facilities* correlation is also medium ( $r=0.36$ ) with *Trophy and biltong animals* factor, thus indicating that the facilities at the hunting destination play a role in the hunters' choice of presentation or serving of the animals hunted, being slaughtered for biltong or mounted as a trophy. The *Pre-trip phase* has no correlations that are medium; all of the correlations are low. Thus this could indicate that the *Pre-trip phase* does not have such a great influence on the hunters' hunting experience.

The factor *Hunting methods* has a medium correlation with *Wildlife experiences* ( $r=0.35$ ) and *Hunting facilities* ( $r=0.32$ ). This indicates that the wildlife experience that the hunters gain from the hunting trip is determined by the hunting methods that they use. The *Hunting facilities* that are available to the hunter during their hunting trip do have an effect on the hunters' choice of hunting method and the manner how the hunters hunt their target animals. *Overall hunting experience* has a medium correlation ( $r=0.44$ ) with the *Wildlife experience*, thus the hunters find it important that the wildlife experience has a positive outcome to influence the overall hunting satisfaction positively. The *Overall hunting experience* also has a medium correlation with the hunting facilities of the hunting destination ( $r=0.35$ ), thus indicating that overall hunting experience can be positively affected by whether the hunting facilities of the destination are up to standard, and this will influence the hunter to hunt in a certain manner. The only medium correlation found in these results for the factor *Stalk during the hunt* was with the *Overall hunting experience* ( $r=0.31$ ). The largest correlation made between the *Hunting experiences* correlations was between the *Wildlife experience* and the *Hunting facilities* available for the hunters' use. This indicates that if the hunting destination does not have the preferred facilities, the hunters' hunting experience will be influenced negatively.



#### 4.3.4 Analysis of variance (ANOVA) on the hunters' demographic profile and factors influencing their QoL as well as their hunting trip experience

A small p-value (smaller than 0.05) indicates that the result is statistically significant (Ellis & Steyn, 2003:51). According to Ellis and Steyn (2003:53) the effect size calculated as the standardized difference between means is used to determine whether the values differed in practice.

Guidelines for interpretation (Steyn, 2002:11; Steyn, 2009:4):

Small effect: smaller than 0.2 = non-significant

Medium effect: 0.5 = significant

Large effect: larger than 0.8 = practically important

##### 4.3.4.1 Marital status influencing QoL, life domains and hunting experience

*Table 4.6: Results of ANOVA for QoL life domains and hunting experience.*

		N	Mean	Std. Deviation	P Value	effect size 1 with	effect size 2 with
QoL	1 (Married)	115	4.47	.52	.079	0.47*	0.26
	2 (Single)	22	4.72	.36			
	3 (Divorced)	16	4.61	.42			
Travel life	1 (Married)	115	4.32	.53	.089	0.45*	0.16
	2 (Single)	22	4.56	.44			
	3 (Divorced)	16	4.49	.42			
Leisure life	1 (Married)	115	4.47	.51	.316	0.12	0.48
	2 (Single)	22	4.53	.43			
	3 (Divorced)	16	4.29	.50			
Self esteem	1 (Married)	115	3.82	.87	.994	0.02	0.02
	2 (Single)	22	3.80	.98			
	3 (Divorced)	16	3.81	.73			
Social life	1 (Married)	115	3.70	.91	.000	0.77**	0.07
	2 (Single)	22	4.40	.57			
	3 (Divorced)	16	4.44	.40			
Financial life	1 (Married)	115	3.57	.79	.003	0.75**	0.46
	2 (Single)	22	4.16	.47			
	3 (Divorced)	16	3.81	.75			
Intellectual life	1 (Married)	115	4.07	.57	.001	0.81**	
	2 (Single)	22	4.53	.44			



	3 (Divorced)	16	4.00	.53		0.12	1.00**
Wildlife experience	1 (Married)	115	4.44	.56	.192		
	2 (Single)	22	4.60	.41		0.28	
	3 (Divorced)	16	4.65	.43		0.37	0.12
Hunting guide	1 (Married)	115	4.67	.83	.383		
	2 (Single)	22	4.70	.54		0.04	
	3 (Divorced)	16	4.97	.85		0.35	0.31
Trophy and biltong animals	1 (Married)	115	4.23	.91	.003		
	2 (Single)	22	4.78	.54		0.61*	
	3 (Divorced)	16	4.77	.65		0.59*	0.03
Pre-trip phase	1 (Married)	115	4.59	.55	.063		
	2 (Single)	22	4.86	.27		0.51*	
	3 (Divorced)	16	4.67	.46		0.15	0.43
Hunting methods	1 (Married)	115	3.74	.85	.015		
	2 (Single)	22	4.20	.75		0.54*	
	3 (Divorced)	16	4.16	.54		0.50*	0.05
Overall hunting experience	1 (Married)	115	4.66	.44	.212		
	2 (Single)	22	4.84	.18		0.39	
	3 (Divorced)	16	4.66	.51		0.00	0.34
Hunting facilities	1 (Married)	115	4.28	.60	.512		
	2 (Single)	22	4.27	.54		0.01	
	3 (Divorced)	16	4.46	.45		0.29	0.33
External factors	1 (Married)	115	4.32	.52	.156		
	2 (Single)	22	4.55	.44		0.44	
	3 (Divorced)	16	4.35	.50		0.06	0.39
Negative affects	1 (Married)	115	1.79	.81	.341		
	2 (Single)	22	1.51	.61		0.33	
	3 (Divorced)	16	1.66	1.09		0.11	0.14

\* Medium effect

\*\* Large effect

In Table 4.6, the effect sizes for the difference between *married* hunters and *single* for QoL are medium (0.47) indicating that *single* hunters experience practically significantly more importance in the field of QoL and the hunting trip experience than *married or divorced* hunters. This is also applicable with the effect size of *Travel life* (0.45) thus indicating that for *single* hunters travel life is more important than for *married* hunters. However, the effect size value between *single and divorced*



hunters in *Leisure life* is also medium, thus indicating that the *divorced* hunters' leisure life is significantly more important in this field of QoL than for *single* hunters. In the long run, however, these hunters that are *divorced* are also "single". These values can indicate that the hunter has more freedom to travel as much as he/she wanted because they don't have any dependents.

The following seven factors are not affected by the marital status of the hunters because their values were too low: *Self esteem*, *Wildlife experience*, *Hunting guide*, *Overall hunting experience*, *Hunting facilities*, *External factors* and lastly *Negative effects*. If these factors are considered, these values are correct because the hunters' marital status should not effect any of these factors. *Social life* on the other hand has two large effect sizes, *married* with *single* (0.77) and *married* with *divorced* (0.81) thus indicating that the *married* hunters do attach a significant lower importance to social life than others in the field of hunting and overall QoL. *Financial life* has only one large effect size, *married* with *single* (0.75) and one medium effect size, *single* with *divorced* (0.46). This indicates that the *single* and *divorced* hunters have fewer dependents than married hunters and only need to financially support themselves; thus they can spend more on their hunting trips than married hunters. However, this also depends on whether the *divorced* hunters have children to support. *Intellectual life* effect sizes are large with *married* and *single* (0.81) and large with *single* and *divorced* (1.00). This could indicate that because the *single* and *divorced* hunters have more time for themselves they are more enlightened about hunting methods and are more willing to learn more about new hunting techniques than married hunters.

*Trophy and biltong animals* have two medium effect sizes *married* and *single* (0.61) and *married* with *divorced* (0.59). The lower mean values (4.23) of *married hunters* vs. *single* (4.78) and *divorced* (4.77) hunters indicate that it is more important for *single* and *divorced* hunters than *married* hunters. The effect sizes of the *Pre-trip phase* are medium between *married* with *single* (0.51); the means indicate that the *single* hunters have more time to spend on the planning phase of the trip than to take care of their family. *Hunting methods* effect sizes are medium for *married* with *single* (0.54) and *married* with *divorced* (0.50). The mean for *single* was (4.20) and for *divorced* (4.16) thus indicating which mean is stronger, showing in the effect sizes as well. This indicates that the *single* or *divorced* hunter has more time or money to spend on different hunting methods and hunting trips than *married*



ones because they do not have a family to report back to. This depends on the number dependants of the *divorced* hunters.

#### 4.3.4.2 Level of education influencing the QoL, life domains and hunting experience

**Table 4.7: Results of ANOVA for QoL life domains and hunting experience.**

		N	Mean	Std. Deviation	P Value	effect size	effect size
						2 with	3 with
QoL	2 (Matric)	37	4.56	.50	.608		
	3 (Diploma/degree)	91	4.55	.51		0.01	
	5 (Professional)	30	4.45	.47		0.21	0.2
Travel life	2 (Matric)	37	4.58	.51	.041		
	3 (Diploma/degree)	91	4.33	.54		0.45*	
	5 (Professional)	30	4.33	.39		0.49*	0.01
Leisure life	2 (Matric)	37	4.50	.51	.819		
	3 (Diploma/degree)	91	4.44	.51		0.12	
	5 (Professional)	30	4.47	.43		0.07	0.05
Self esteem	2 (Matric)	37	4.08	.85	.108		
	3 (Diploma/degree)	91	3.78	.83		0.36	
	5 (Professional)	30	3.67	.97		0.43	0.12
Social life	2 (Matric)	37	3.95	.79	.307		
	3 (Diploma/degree)	91	3.96	.95		0.00	
	5 (Professional)	30	3.68	.77		0.35	0.29
Financial life	2 (Matric)	37	3.73	.62	.170		
	3 (Diploma/degree)	91	3.75	.73		0.02	
	5 (Professional)	30	3.45	.99		0.28	0.3
Intellectual life	2 (Matric)	37	4.28	.65	.201		
	3 (Diploma/degree)	91	4.10	.57		0.28	
	5 (Professional)	30	4.06	.47		0.34	0.07
Wildlife experience	2 (Matric)	37	4.49	.59	.709		
	3 (Diploma/degree)	91	4.52	.55		0.06	
	5 (Professional)	30	4.43	.39		0.09	0.17
Hunting guide	2 (Matric)	37	4.68	.70	.069		
	3 (Diploma/degree)	91	4.82	.83		0.18	
	5 (Professional)	30	4.44	.77		0.30	0.46*
Trophy and biltong animals	2 (Matric)	37	4.41	.91	.384		
	3 (Diploma/degree)	91	4.44	.86		0.03	
	5 (Professional)	30	4.19	.85		0.24	0.29
Pre-trip	2 (Matric)	37	4.52	.56	.190		



phase	3 (Diploma/degree)	91	4.70	.49		0.31	
	5 (Professional)	30	4.61	.46		0.16	0.18
Hunting methods	2 (Matric)	37	3.82	.80	.773		
	3 (Diploma/degree)	91	3.91	.86		0.10	
	5 (Professional)	30	3.81	.80		0.02	0.12
Overall hunting experience	2 (Matric)	37	4.66	.44	.405		
	3 (Diploma/degree)	91	4.73	.38		0.15	
	5 (Professional)	30	4.61	.52		0.09	0.21
Hunting facilities	2 (Matric)	37	4.27	.63	.848		
	3 (Diploma/degree)	91	4.33	.59		0.09	
	5 (Professional)	30	4.28	.45		0.02	0.08
External factors	2 (Matric)	37	4.36	.53	.606		
	3 (Diploma/degree)	91	4.38	.49		0.04	
	5 (Professional)	30	4.27	.53		0.16	0.2
Negative affects	2 (Matric)	37	1.67	.84	.001		
	3 (Diploma/degree)	91	1.59	.68		0.10	
	5 (Professional)	30	2.22	1.00		0.54*	0.62*

\* Medium effect

\*\* Large effect

In Table 4.7, the following effect sizes of the level of education were too low for the factors to have any significant influence on QoL or Hunting experience; *QoL, Leisure life, Self esteem, Social life, Financial life, Intellectual life, Wildlife experiences, Trophy and biltong animals, Pre-trip phase, Hunting methods, Overall hunting experiences, Hunting facilities* and lastly *External factors*. This indicates that the level of education does not affect the majority of the factors in QoL and hunting experience. These findings could be clarified by the fact that hunters do not learn about hunting at school or tertiary institutions, but are taught by someone else in the industry, education thus having no effect on the QoL in general or their hunting experience gained.

*Travel life*, however, has medium effect sizes, *Matric with Diploma/Degree* (0.45) and *Matric with Professional* (0.49), thus indicating that the hunters need to be educated in some manner to choose the right hunting destinations area to pursue their ideal hunting trip. This is indicated with the highest mean being of *Matric* (4.58) and the mean values of the hunters with a *professional background* or *degree/diploma* is (4.33). The effect size between *diploma/degree* with *professional* with the factor



hunting guide is medium (0.46). However the mean value of *professional* was the lowest (4.44) and *diploma/degree* the highest (4.82), and *matric* (4.68), thus indicating that the hunting guide has more effect on those hunters that have a degree or diploma. *Negative effects* have a medium effect size of 0.54 between *Matric* with *Professional* and *Diploma/degree* with *Professional* (0.62), thus indicating that the negative effects that could occur during a hunting trip will affect the professional hunters more than the other educated hunters. The mean values of *matric* is (1.67), *diploma/degree* (1.59) and lastly *professional* (2.22), these values are very low.

#### 4.3.4.3 Working status influencing the QoL, life domains and hunting experience of the hunter.

**Table 4.8: Results of ANOVA for QoL life domains and hunting experience.**

		N	Mean	Std. Deviation	P value	effect size 1 with	effect size 2 with
QoL	1 (Full time)	136	4.53	.49	.943	0.02	0.11
	2 (Part time)	10	4.52	.70			
	5 (Pensioner)	7	4.60	.54			
Travel life	1 (Full time)	136	4.37	.53	.634	0.31	0.34
	2 (Part time)	10	4.53	.45			
	5 (Pensioner)	7	4.38	.38			
Leisure life	1 (Full time)	136	4.46	.49	.418	0.28	0.55*
	2 (Part time)	10	4.30	.58			
	5 (Pensioner)	7	4.62	.56			
Self esteem	1 (Full time)	136	3.76	.85	.008	0.58*	1.04**
	2 (Part time)	10	4.25	.75			
	5 (Pensioner)	7	4.64	.75			
Social life	1 (Full time)	136	3.87	.88	.582	0.32	0.32
	2 (Part time)	10	4.16	.79			
	5 (Pensioner)	7	3.77	1.20			
Financial life	1 (Full time)	136	3.67	.78	.461	0.30	0.56*
	2 (Part time)	10	3.90	.61			
	5 (Pensioner)	7	3.43	.84			
Intellectual life	1 (Full time)	136	4.11	.56	.277	0.27	0.14
	2 (Part time)	10	4.30	.71			
	5 (Pensioner)	7	4.40	.62			
Wildlife experience	1 (Full time)	136	4.51	.49	.029	0.27	
	2 (Part time)	10	4.64	.44			



	5 (Pensioner)	7	4.00	.98		0.52*	0.65*
Hunting guide	1 (Full time)	136	4.73	.80	.533		
	2 (Part time)	10	4.46	.77		0.32	
	5 (Pensioner)	7	4.89	.98		0.17	0.43
Trophy and biltong animals	1 (Full time)	136	4.35	.84	.400		
	2 (Part time)	10	4.50	1.38		0.11	
	5 (Pensioner)	7	4.79	.76		0.52*	0.21
Pre-trip phase	1 (Full time)	136	4.63	.51	.741		
	2 (Part time)	10	4.57	.52		0.13	
	5 (Pensioner)	7	4.76	.66		0.20	0.30
Hunting methods	1 (Full time)	136	3.84	.81	.475		
	2 (Part time)	10	4.14	.59		0.37	
	5 (Pensioner)	7	4.01	1.09		0.16	0.12
Overall hunting experience	1 (Full time)	136	4.69	.43	.757		
	2 (Part time)	10	4.72	.45		0.07	
	5 (Pensioner)	7	4.57	.39		0.27	0.33
Hunting facilities	1 (Full time)	136	4.30	.55	.701		
	2 (Part time)	10	4.42	.48		0.21	
	5 (Pensioner)	7	4.43	.82		0.16	0.01
External factors	1 (Full time)	136	4.33	.48	.325		
	2 (Part time)	10	4.58	.73		0.34	
	5 (Pensioner)	7	4.37	.81		0.05	0.26
Negative affects	1 (Full time)	136	1.75	.81	.730		
	2 (Part time)	10	1.82	1.07		0.07	
	5 (Pensioner)	7	1.51	.72		0.29	0.29

\* Medium effect

\*\* Large effect

The following factors had too low results from the effect sizes from the ANOVA between the hunters' working status and the factors of QoL and hunting experience; *QoL, Travel life, Social life, Hunting guide, Pre-trip phase, Hunting methods, Overall hunting experience, Hunting facilities, External factors* and lastly *Negative effects*. The effect size between *part time* hunter and hunter that is a *pensioner* is a medium effect size (0.55) in the Leisure life domain. This can indicate that the hunters that only work *part time* or on *pension* have more time to pursue their leisure activity desires, and the mean value is the highest (4.62).

*Self esteems'* effect sizes are high with the value of *full time* hunter with a *pensioner* being large (1.04) thus illustrating that the hunters do feel more self confident when working full time. The *Financial life* effect size between part time hunters and pensioners is medium (0.56); however *part time* working hunters' mean value is (3.90); the highest of the three values. It indicates that because of their limited pension funds this can influence the hunters' ability to go on hunting trips, as they might not have the financial stability to afford this luxury. *Intellectual life's* effect size between *full time* and *pensioner* is medium (0.47) thus indicating that the older the hunter, the greater the effect on the individual's intellectual life. The effect sizes of *wildlife experiences* are both affected with medium results between *pensioners* and occur again with *Trophy and biltong animals* between *full time* and *pensioners* (0.52); however the mean value of the pensioner is the lowest (4.00). The working status of the hunters especially with the hunters that are pensioners does have an effect on the QoL as a whole and the hunting experience that was gained. This indicates that the hunters' QoL and hunting experience are affected by the hunters' working status because this has an influence on the time available to go on trips, or the financial aspects which are linked to affording this kind of activity.

#### 4.3.4.4 Last hunting trip influencing QoL

Table 4.9: Results of ANOVA for QoL life domains.

		N	Mean	Std. Deviation	P value	effect size 6 with	effect size 5 with
QoL	1 (Within the last week)	10	4.41	.54	.42	0.55*	0.29
	2 (Within the last 2 weeks)	16	4.28	.73		0.58*	0.40
	3 (Within the last month)	16	4.36	.57		0.60*	0.36
	4 (Within the last 2 months)	31	4.56	.40		0.37	0.02
	5 (Within the last 6 months)	47	4.57	.49		0.28	
	6 (Within the past year)	37	4.71	.35			
Travel life	1 (Within the last week)	10	4.38	.41	.01	0.46	0.05
	2 (Within the last 2 weeks)	16	4.02	.80		0.68*	0.48*



	3 (Within the last month)	16	4.20	.59		0.63*	0.35
	4 (Within the last 2 months)	31	4.47	.40		0.23	0.14
	5 (Within the last 6 months)	47	4.40	.49		0.33	
	6 (Within the past year)	37	4.57	.35			
Leisure life	1 (Within the last week)	10	4.57	.35	.08	0.02	0.45*
	2 (Within the last 2 weeks)	16	4.29	.45		0.52*	0.08
	3 (Within the last month)	16	4.44	.54		0.22	0.19
	4 (Within the last 2 months)	31	4.61	.44		0.11	0.54*
	5 (Within the last 6 months)	47	4.33	.52		0.44	
	6 (Within the past year)	37	4.56	.52			
Self esteem	1 (Within the last week)	10	3.60	.91	.69	0.40	0.14
	2 (Within the last 2 weeks)	16	3.75	.89		0.23	0.02
	3 (Within the last month)	16	4.03	.69		0.10	0.31
	4 (Within the last 2 months)	31	3.82	.96		0.14	0.09
	5 (Within the last 6 months)	47	3.73	.95		0.24	
	6 (Within the past year)	37	3.96	.75			
Social life	1 (Within the last week)	10	3.46	.54	.00	1.09**	1.01**
	2 (Within the last 2 weeks)	16	3.27	.91		1.05**	1.05**
	3 (Within the last month)	16	3.16	.81		1.32**	1.32**
	4 (Within the last 2 months)	31	3.88	.94		0.38	0.38
	5 (Within the last 6 months)	47	4.23	.77		0.00	
	6 (Within the past year)	37	4.24	.71			
Financial life	1 (Within the last week)	10	3.20	1.21	.05	0.54*	0.53*
	2 (Within the last 2 weeks)	16	3.34	.85		0.60*	0.58*
	3 (Within the last month)	16	3.66	.81		0.24	0.23
	4 (Within the last 2 months)	31	3.63	.80		0.28	0.27
	5 (Within the last 6 months)	47	3.84	.64		0.02	



	6 (Within the past year)	37	3.85	.62			
Intellectual life	1 (Within the last week)	10	4.20	.63	.01	0.16	0.05
	2 (Within the last 2 weeks)	16	3.74	.63		0.89**	0.68*
	3 (Within the last month)	16	3.89	.59		0.68*	0.47
	4 (Within the last 2 months)	31	4.21	.47		0.14	0.09
	5 (Within the last 6 months)	47	4.17	.52		0.22	
	6 (Within the past year)	37	4.30	.61			
Negative affects	1 (Within the last week)	10	1.77	.53	.40	0.22	0.15
	2 (Within the last 2 weeks)	16	1.46	.48		0.17	0.47
	3 (Within the last month)	16	1.77	1.02		0.17	0.15
	4 (Within the last 2 months)	31	1.73	.71		0.17	0.19
	5 (Within the last 6 months)	47	1.91	.96		0.33	
	6 (Within the past year)	37	1.59	.79			

\* Medium effect

\*\* Large effect

In Table 4.9, the time period the hunter last went on a hunting trip does not have an effect on the following two factors that form part of *QoL*: *Self esteem* and *Negative effects*. This indicates that no matter when the hunters went on their hunting trip, the hunters' self esteem was not affected and the negative effects that occur also didn't bother the hunters at all. *QoL* has a medium effect size between the *past year* with all three variables below a *month*. This indicates that the more frequently the hunter goes on a hunting trip, the more s/he is influenced by the hunting trip rather than by a mere memory in the past. The same medium effect sizes are resulted with *Travel life* as well. However *Leisure life* has a medium effect size between the *past six months* and *the past two months* (0.54) thus indicating that the hunters' leisure is longer affected than the previously mentioned factors which were only affected for a short while after the hunting trip. However these mean values (4.33) of the three indicators that have the largest effect sizes are the lowest.



*Social life* on the other hand has the largest effect sizes of the life domains that form part of QoL. All these large effect sizes occur within the time period that the hunter went on a hunting trip within the *last month or less*. The mean values within the *last six months* are the lowest values; the *last week* (3.46), *last two weeks* (3.27) and lastly (3.16), indicating that the hunters' *Social life* is more affected by the most recent time period when the hunter last went on a hunting trip. *Financial life* is only affected by the hunter that went on a hunting trip within the *last week* (3.20) or two (3.34), thus indicating that the hunter feels that the financial implications of the hunting trip only affect the financial wellbeing of the hunter in that time period after the hunt. *Intellectual life* is large between the effect sizes of the *past year* (4.30) with the *past two weeks* (3.74), thus in the weeks to follow the hunters' hunting trip the hunters feel that their knowledge about hunting and nature is more enhanced than long after the hunting.

#### 4.3.4.5 Last hunting trip influencing hunting experience

This table illustrates the p-values and effect sizes that resulted from the ANOVA between the time periods which the hunter went on a hunting trip last against all the hunting experience factors.

**Table 4.10: Results of ANOVA for hunting experience.**

		N	Mean	Std. Deviation	P value	effect size 6 with	effect size 5 with
Wildlife experience	1 (Within the last week)	10	4.11	.46	.15	0.68*	0.93**
	2 (Within the last 2 weeks)	16	4.46	.42		0.08	0.28
	3 (Within the last month)	16	4.41	.35		0.17	0.38
	4 (Within the last 2 months)	31	4.50	.57		0.02	0.21
	5 (Within the last 6 months)	47	4.62	.54		0.18	
	6 (Within the past year)	37	4.51	.58			
Hunting guide	1 (Within the last week)	10	4.18	1.01	.23	0.48*	0.64*
	2 (Within the last 2 weeks)	16	4.69	.56		0.03	0.16
	3 (Within the last month)	16	4.58	.87		0.10	0.28

	4 (Within the last 2 months)	31	4.84	.61		0.21	0.02
	5 (Within the last 6 months)	47	4.82	.84		0.19	
	6 (Within the past year)	37	4.66	.83			
Trophy and biltong animals	1 (Within the last week)	10	4.03	.79	.00	0.60*	0.87**
	2 (Within the last 2 weeks)	16	4.14	1.02		0.42	0.57*
	3 (Within the last month)	16	3.77	.96		0.84*	1.00**
	4 (Within the last 2 months)	31	4.24	.87		0.37	0.55*
	5 (Within the last 6 months)	47	4.72	.60		0.18	
	6 (Within the past year)	37	4.57	.88			
Pre-trip phase	1 (Within the last week)	10	4.63	.46	.64	0.02	0.26
	2 (Within the last 2 weeks)	16	4.52	.58		0.17	0.40
	3 (Within the last month)	16	4.58	.39		0.07	0.40
	4 (Within the last 2 months)	31	4.62	.63		0.00	0.20
	5 (Within the last 6 months)	47	4.75	.42		0.25	
	6 (Within the past year)	37	4.62	.52			
Hunting methods	1 (Within the last week)	10	3.92	.67	.00	0.18	0.31
	2 (Within the last 2 weeks)	16	3.64	1.00		0.43	0.50*
	3 (Within the last month)	16	3.43	.86		0.74*	0.82**
	4 (Within the last 2 months)	31	3.54	.74		0.62*	0.81**
	5 (Within the last 6 months)	47	4.14	.70		0.08	
	6 (Within the past year)	37	4.07	.85			
Overall hunting experience	1 (Within the last week)	10	4.72	.42	.97	0.12	0.11
	2 (Within the last 2 weeks)	16	4.74	.25		0.16	0.14
	3 (Within the last month)	16	4.66	.44		0.01	0.01
	4 (Within the last 2 months)	31	4.74	.37		0.16	0.14

	5 (Within the last 6 months)	47	4.67	.48		0.01	
	6 (Within the past year)	37	4.66	.45			
Hunting facilities	1 (Within the last week)	10	4.37	.68	.18	0.02	0.10
	2 (Within the last 2 weeks)	16	4.21	.61		0.23	0.36
	3 (Within the last month)	16	4.02	.56		0.54*	0.74*
	4 (Within the last 2 months)	31	4.24	.54		0.19	0.36
	5 (Within the last 6 months)	47	4.44	.50		0.13	
	6 (Within the past year)	37	4.36	.62			
External factors	1 (Within the last week)	10	4.24	.63	.40	0.36	0.27
	2 (Within the last 2 weeks)	16	4.30	.39		0.39	0.20
	3 (Within the last month)	16	4.18	.61		0.48*	0.38
	4 (Within the last 2 months)	31	4.32	.49		0.31	0.17
	5 (Within the last 6 months)	47	4.41	.55		0.11	
	6 (Within the past year)	37	4.47	.42			

\* Medium effect

\*\* Large effect

In Table 4.10, there are only two factors that have a too low effect size that indicates that these factors do not have any significant importance to hunting experience and time period which was last hunted: *Pre-trip phase* and *Overall hunting experience*. These effect sizes indicate that the hunters' *Overall hunting experience* is not affected by the time period and the pre-trip because it is before the time, not after the hunting trip. Thus the organization and preparation for the trip has no influence on the hunters' hunting experience; this indicates that during this phase and after that phase then do have an effect on the hunters' experience. The *Wildlife experience* is only affected within the last week that the hunter last went on a hunting trip, thus those memories are still very fresh in their minds. This also occurs with medium effect size result in the hunting guide as well. However, hunted within the *last week* has the lowest mean of all the time periods (4.11).

*Trophy and biltong animals'* effect sizes range from medium to large from the *last week to the past two months*; however, in this time period the hunters eat their biltong and enjoy it and admire their trophies, thus the effect can be logically explained. The factor, *Hunting methods* is on average medium to large within the time period on one *to two months* last hunted and has the lowest mean values in this time period: (3.43) and (3.54). *Hunting facilities* only has two medium effect sizes between the *past year* with the *past month* (0.54) with a mean of (4.02), and the *past six months with the past month* (0.74). *External factors* has only one medium effect size between the past year and the past month (0.48). The time period (*hunted within the last month*) has the lowest mean value (4.18) of the group, implying the effects of the *External factors* only influence the hunter within the past month after the hunting trip.

#### 4.3.4.6 Main reason for hunting influencing QoL

Table 4.11 illustrates the p-values and effect sizes that resulted from the ANOVA between main reasons to hunt against all the QoL factors.

**Table 4.11: Results of ANOVA for QoL and life domains.**

		N	Mean	Std. Deviation	P value	effect size 1 with	effect size 2 with
QoL	1 (Trophy)	11	4.66	.40	.26	0.33	0.22
	2 (Biltong)	99	4.48	.55			
	3 (Leisure and recreation)	46	4.61	.39			
Travel life	1 (Trophy)	11	4.39	.40	.43	0.15	0.42
	2 (Biltong)	99	4.31	.55			
	3 (Leisure and recreation)	46	4.54	.42			
Leisure life	1 (Trophy)	11	4.18	.64	.04	0.39	0.29
	2 (Biltong)	99	4.43	.50			
	3 (Leisure and recreation)	46	4.58	.41			
Self esteem	1 (Trophy)	11	3.86	.92	.97	0.03	
	2 (Biltong)	99	3.84	.85			

	3 (Leisure and recreation)	46	3.80	.92		0.06	0.04
Social life	1 (Trophy)	11	3.91	.82	.77		
	2 (Biltong)	99	3.88	.90		0.04	
	3 (Leisure and recreation)	46	3.99	.88		0.09	0.13
Financial life	1 (Trophy)	11	3.41	1.07	.27		
	2 (Biltong)	99	3.66	.76		0.24	
	3 (Leisure and recreation)	46	3.80	.69		0.37	0.19
Intellectual life	1 (Trophy)	11	4.03	.36	.46		
	2 (Biltong)	99	4.11	.63		0.12	
	3 (Leisure and recreation)	46	4.22	.49		0.38	0.18
Negative affects	1 (Trophy)	11	1.90	1.11	.40		
	2 (Biltong)	99	1.78	.88		0.11	
	3 (Leisure and recreation)	46	1.61	.57		0.27	0.19

\* Medium effect

\*\* Large effect

Table 4.11 illustrates no large or medium effect sizes with any of the QoL factors which indicates that the main reason why the hunters go on a hunting trip has no or little effect on the hunters' quality of life.

#### 4.3.4.7 Main reason for hunting influencing hunting experience

Table 4.12 illustrates the p-values and effect sizes that resulted from the ANOVA between the main reasons to hunt against all the hunting experience factors.

**Table 4.12: Results of ANOVA for hunting experience.**

		N	Mean	Std. Deviation	P value	effect size 1 with	effect size 2 with
Wildlife experience	1 (Trophy)	11	4.43	.58	.87		
	2 (Biltong)	99	4.49	.52		0.1	

	3 (Leisure and recreation)	46	4.52	.55		0.16	0.06
Hunting guide	1 (Trophy)	11	4.93	.94	.63		
	2 (Biltong)	99	4.69	.82		0.26	
	3 (Leisure and recreation)	46	4.69	.71		0.26	0.00
Trophy and biltong animals	1 (Trophy)	11	4.32	.72	.08		
	2 (Biltong)	99	4.28	.88		0.05	
	3 (Leisure and recreation)	46	4.62	.85		0.36	0.39
Pre-trip phase	1 (Trophy)	11	4.61	.44	.89		
	2 (Biltong)	99	4.63	.51		0.04	
	3 (Leisure and recreation)	46	4.67	.53		0.11	0.08
Hunting methods	1 (Trophy)	11	3.96	1.11	.79		
	2 (Biltong)	99	3.83	.78		0.12	
	3 (Leisure and recreation)	46	3.91	.88		0.05	0.09
Overall hunting experience	1 (Trophy)	11	4.53	.60	.26		
	2 (Biltong)	99	4.67	.42		0.25	
	3 (Leisure and recreation)	46	4.75	.37		0.37	0.18
Hunting facilities	1 (Trophy)	11	4.00	.76	.09		
	2 (Biltong)	99	4.36	.50		0.48	
	3 (Leisure and recreation)	46	4.24	.64		0.31	0.20
External factors	1 (Trophy)	11	4.27	.33	.53		
	2 (Biltong)	99	4.33	.52		0.11	
	3 (Leisure and recreation)	46	4.42	.52		0.28	0.17

\* Medium effect

\*\* Large effect

Table 4.12 illustrates no large or medium effect sizes with any of the experience factors which indicate that the main reason why the hunters go on a hunting trip has no or little effect on the hunters' hunting experience gained.

## 4.3.5 T-test between various variables and QoL and the hunting experience gained

### 4.3.5.1 T-test between gender and QoL and hunting experience

Table 4.13 illustrates the p-values and effect sizes that resulted from the T-test between the gender of the hunters against all the QoL and hunting experience factors.

**Table 4.13: Results of the T-test for different life domains and hunting experience.**

	Gender		N	Mean	Standard Deviation	P value	effect size
	1 (Male)	2 (Female)					
QoL	1 (Male)		148	4.55	.48	.39	0.29
	2 (Female)		10	4.35	.69		
Travel life	1 (Male)		148	4.39	.51	.96	0.02
	2 (Female)		10	4.40	.64		
Leisure life	1 (Male)		148	4.47	.49	.61	0.17
	2 (Female)		10	4.37	.60		
Self esteem	1 (Male)		148	3.84	.87	.36	0.28
	2 (Female)		10	3.60	.77		
Social life	1 (Male)		148	3.89	.90	.18	0.30
	2 (Female)		10	4.16	.56		
Financial life	1 (Male)		148	3.69	.78	.94	0.02
	2 (Female)		10	3.70	.54		
Intellectual life	1 (Male)		148	4.12	.58	.19	0.42
	2 (Female)		10	4.36	.51		
Wildlife experience	1 (Male)		148	4.50	.54	.33	0.22
	2 (Female)		10	4.39	.34		
Hunting guide	1 (Male)		148	4.73	.78	.44	0.26
	2 (Female)		10	4.48	1.00		
Trophy and biltong animals	1 (Male)		148	4.41	.88	.13	0.41
	2 (Female)		10	4.05	.65		
Pre-trip phase	1 (Male)		148	4.65	.50	.59	0.18
	2 (Female)		10	4.53	.63		
Hunting methods	1 (Male)		148	3.85	.85	.02	0.39
	2 (Female)		10	4.18	.33		
Overall hunting experience	1 (Male)		148	4.70	.42	.43	0.27
	2 (Female)		10	4.56	.51		
Hunting	1 (Male)		148	4.31	.58	.34	0.19

facilities	2 (Female)	10	4.20	.32		
External factors	1 (Male)	148	4.35	.52	.96	0.01
	2 (Female)	10	4.36	.34		
Negative affects	1 (Male)	148	1.71	.81	.49	0.23
	2 (Female)	10	1.93	.93		

\* Medium effect

\*\* Large effect

Table 4.13 illustrates no large or medium effect sizes with any of the QoL and experience factors which indicate that the gender of the hunters has no or little effect on the hunters' quality of life and experience gained.

#### 4.3.5.2 T-test between category of hunter and QoL and hunting experience

Table 4.14 illustrates the p-values and effect sizes that resulted from the T-test between the category of hunter against all the QoL and hunting experience factors.

**Table 4.14: Results of the T-test for different life domains and hunting experience.**

	Category	N	Mean	Standard Deviation	P value	effect size
QoL	1 (Dedicated)	93	4.53	.53	.69	0.06
	3 (Occasional)	52	4.50	.47		
Travel life	1 (Dedicated)	93	4.39	.54	.57	0.09
	3 (Occasional)	52	4.44	.50		
Leisure life	1 (Dedicated)	93	4.48	.51	.37	0.15
	3 (Occasional)	52	4.40	.47		
Self esteem	1 (Dedicated)	93	3.78	.89	.25	0.18
	3 (Occasional)	52	3.94	.72		
Social life	1 (Dedicated)	93	3.84	.92	.23	0.19
	3 (Occasional)	52	4.02	.83		
Financial life	1 (Dedicated)	93	3.61	.79	.07	0.28
	3 (Occasional)	52	3.84	.64		
Intellectual life	1 (Dedicated)	93	4.07	.57	.13	0.26
	3 (Occasional)	52	4.22	.57		



Wildlife experience	1 (Dedicated)	93	4.53	.55	.65	0.08
	3 (Occasional)	52	4.48	.51		
hunting guide	1 (Dedicated)	93	4.80	.78	.11	0.28
	3 (Occasional)	52	4.58	.77		
Trophy and biltong animals	1 (Dedicated)	93	4.33	.94	.24	0.19
	3 (Occasional)	52	4.51	.81		
Pre-trip phase	1 (Dedicated)	93	4.65	.53	.90	0.02
	3 (Occasional)	52	4.64	.47		
Hunting methods	1 (Dedicated)	93	3.86	.89	.98	0.00
	3 (Occasional)	52	3.86	.76		
Overall hunting experience	1 (Dedicated)	93	4.72	.38	.47	0.12
	3 (Occasional)	52	4.66	.48		
Hunting facilities	1 (Dedicated)	93	4.37	.57	.26	0.19
	3 (Occasional)	52	4.26	.54		
External factors	1 (Dedicated)	93	4.35	.52	.53	0.10
	3 (Occasional)	52	4.40	.49		
Negative affects	1 (Dedicated)	93	1.77	.83	.53	0.11
	3 (Occasional)	52	1.68	.81		

\* Medium effect

\*\* Large effect

Table 4.14, illustrates no large or medium effect sizes with any of the QoL and experience factors which indicates that the category of the hunters has no effect on the hunters' hunting experience gained and quality of life.

#### 4.4 Conclusion

To conclude this chapter of the results collected from the hunters, there are many *factors* that need to be considered when researching a hunters' QoL. As previously mentioned there is no or very little literature about hunters' experience gained and whether these trips have an influence on the hunters'

QoL overall. The demographic profile of the hunter can be identified as the following: A man, who is married, has a degree or diploma, has a full time job, hunts plain game in the Limpopo province for the use of biltong, and lastly is classified as a dedicated hunter. The results from the exploratory factor analysis indicate that there are factors that influence the hunters' QoL and the hunting experience gained during their hunting trips: QoL, Travel life, Leisure and recreational life, Intellectual life, Wildlife experience, Pre-trip phase, Hunting guide and lastly Overall hunting experience.

The largest correlation within QoL and hunting experience as a whole was between the factor QoL and the External factor. Within all the life domain factors, the largest correlation was between QoL and Travel life. The largest correlation within the hunting experience factors was between wildlife experience and the hunting facilities available. The results from the marital status in the ANOVA show that the single hunters' hunting trip influences their QoL more positively than the married hunters, as well as the hunters with some kind of education (either matric or degree/diploma) thus their QoL increases. However, the hunters that only work part time or are pensioners increase their quality of hunting more than hunters that have a full time job, this indicates the time and money that the hunters have to spend on hunting as a leisure activity. The time period in which the hunters hunted last has a great influence on their QoL, especially on the revival phase, the further the memory the less the impact on the hunters' life overall. The reason or purpose of the hunting trip has no or very little effect on the hunters' hunting experience and QoL, thus indicating there is a deeper meaning than just the shooting of animals, like for example the enjoyment of the other hunters' companionship and being in nature. This was all discovered in the T-tests implemented.

Previous studies were conducted on motives for hunting and satisfaction of hunting, however none of these studies did research on whether the hunting does influence the hunters' QoL. Based on the results of this study, there is a clear indication that the hunting trip and the hunting experience gained during the trip does have an influence on the hunters' QoL.

The following chapter will conclude the conclusions and the findings, with regard to the literature, empirical study and recommendations made.



## **CHAPTER 5**

# **CONCLUSIONS AND RECOMMENDATIONS**

### **5.1 INTRODUCTION**

The aim of this study was to determine whether a hunters' QoL is influenced by the hunting experience. To achieve this aim, the following objectives were formulated in Chapter One.

The first objective was to conduct a literature review of previous studies to analyse the concept of QoL; to ensure that the researcher could develop an in-depth understanding of this field and also assist in developing the questionnaire so that it was relevant to the study.

The second objective was to conduct a literature review on the hunters and their hunting experiences gained during their hunting experiences.

The third objective was to determine all the empirical statistics that were drawn up.

The objective of this chapter is to conclude and summarise the findings made during this research. In addition to this, recommendations will be made for further studies as well as for steps that can be followed by the managers and owners of the various hunting destinations to improve the number of hunters that visit and return to their establishments.

### **5.2 CONCLUSIONS**

The conclusions will be discussed in accordance with the literature review and the survey conducted on QoL and hunting experience presented in Chapters Two and Three.

### 5.2.1 Conclusions from the literature study of QoL

The following conclusions can be drawn from the literature review.

- Game farming has progressed over the past years and has had the fastest growth in South Africa's agriculture industry (c.f.2.1)
- Tourists as well as hunters have an interest in nature and believe or rather sense that through interaction with nature itself their QoL will be enhanced (c.f.2.1)
- Nature provides the hunters with as much satisfaction as does the act of hunting (c.f.2.1)
- Hunting can also provide opportunities for enjoyment and self-actualization, and provide learning experiences for hunters (c.f.2.1)
- Hunting encourages self-growth and self-esteem (c.f.2.1)
- Hunting is a life-long commitment and not only a satisfaction activity (c.f.2.1)
- QoL is a multidimensional construct (c.f.2.1)
- Tourism and leisure have a great impact on individuals' QoL (c.f.2.2).
- Positive outcomes result from tourism and leisure experiences and these include satisfaction, enjoyment, self esteem and sense of achievement (c.f.2.2)
- Factors that have an effect on QoL experiences, positive or negative, are the following; psychological, educational, social, relaxation, physiological and aesthetic motivational factors (c.f.2.2)
- Tourists (hunters) seek satisfaction of their spiritual needs, social status, escape from everyday life and lastly cultural enrichment (c.f.2.2)
- Hunting is also seen as a leisure activity and leisure participation, has a positive influence and can positively affect the individuals' QoL (c.f.2.2)
- Tourists (hunter) travel to enhance their QoL, this can be seen as a reason or motive for the tourist (hunter) to travel/hunt (c.f.2.2)

- Satisfaction gained during a travel trip can be divided into four sections: the pre-trip service, en-route services, destination services and lastly the return-trip services (c.f.2.2)
- The bottom-up spillover is when satisfaction has been reached in the major life domains and has spilled over into the overall life satisfaction domain, to cause overall life satisfaction (QoL) (c.f.2.2.1)
- The bottom-up spillover theory also indicates that when satisfaction has been reached during a specific life event, e.g. the hunter shot his/her first wild animal, the life domain in which this activity belongs will be affected positively or negatively (c.f.2.2.1)
- There are only two factors that can influence the bottom-up spillover theory: the connections between life events, life domains and life overall, and secondly the manipulation of salient domains (c.f.2.2.1)
- QoL of an individual should be defined as the result of the interaction between the life events of the individual and the individuals' personality (c.f.2.2.2)
- QoL is the reflection on how well life is going for the person (c.f.2.2.2)
- Different types of tourists have different types of needs that motivate them to participate in different types of activities (c.f.2.2.2)
- There are four capitals that need to be accessed to reach the optimal need satisfaction for top QoL and are based on the social capital of QoL, physical capital, financial capital and lastly the natural capital of QoL (c.f.2.2.2)
- A broad spectrum of factors influence QoL, not only one factor; thus it is not only the shooting of the animal; being in nature and being with other hunters can give the hunter more satisfaction and enhance the QoL (c.f.2.2.2)
- Leisure enhances the individuals QoL (c.f.2.2.2)
- Happiness of the individual can be an important indicator of the persons' QoL (c.f.2.2.3)

- QoL is not determined by happiness alone but by whatever makes the person happy (c.f.2.2.3)
- The ultimate goal of QoL of any person is to improve and enhance the scope, intensity and depth of happiness (c.f.2.2.3)
- Life satisfaction is defined as how one feels when the most important needs, goals and wishes are being satisfied in the most important life domains, for example health, work, family or leisure (c.f.2.2.4)
- QoL determines the individuals' well-being and ultimately the persons' happiness (c.f.2.2.5)
- Psychological well-being of a person can be measured by seven domains that aggregate the subjective and objective components of QoL: material well-being, productivity of the individual, health, social status, emotional well-being, safety and the intimacy domain (c.f.2.2.5)
- QoL is influenced by various multidimensional sets of domains that represent the individual's everyday life (c.f.2.2.6)
- Different life issues can influence different life domains, for example family issues can influence other life domains, thus social life, because the individual's partner may not like hunting itself and has not joined him/her during the hunting trip (c.f.2.2.6)
- Not all life domains are equal when determining the individual's QoL because there are major domains and sub-ordinate domains (c.f.2.2.6)
- Each life domain houses affective experiences concerning that domain (c.f.2.2.6)
- Social interaction is normally a positive experience and is the central point of most leisure activities (c.f.2.2.7)
- A life domain is positively defined when it contains significantly more positive effects than negative effects generated from satisfaction of human developmental needs and vice versa for negative effects of life domains (c.f.2.2.7)

## 5.2.2 Conclusions from the literature study of the hunting experience

The following conclusions can be drawn from the literature review.

- Tourism is the most limitless activity where people travel everywhere and see everything (c.f.3.1)
- Tourism is becoming one of the most important industries in the world; especially in South Africa wildlife is one of the main attractions (c.f.3.1)
- Tourism is an experience based industry, meaning that tourism cannot function without the tourists gaining experience (c.f.3.1)
- One of the most important challenges for the tourism destinations is to create a place where all the satisfaction factors for tourist experience are satisfied and gained by participating in the tourism activities (c.f.3.1)
- Wildlife tourism is one of the leading foreign exchange contributors in many countries (c.f.3.1)
- Tourists participate in tourism activities to gain satisfaction with their experiences gain, thus tourism cannot function without the experience or the satisfaction thereof (c.f.3.1)
- Managers of an experience based tourism destination strive to achieve two positive outcomes to achieve particular states, such as affiliation or stress release, and secondly to uphold and obtain at least one of these outcomes within the settings in which the activity takes place (c.f.3.1)
- Experience is a blend of various elements, emotional, spiritual, physical and intellectual (c.f.3.1)
- Experience gained creates memories and can stir emotional sensations during or after the tourism activity (c.f.3.1)
- Hunters have the opportunity of satisfaction from being in natural surroundings, for example seeing game, experiencing the fresh air of an early morning and hunting the animal (c.f.3.1)



- Hunting experience offers tangible elements such as accommodation, cooling and slaughtering facilities, transportation and food; also intangible elements such as perceptions, value-consideration expectations and a hope for fulfilment (c.f.3.1)
- Hunters' satisfaction can be enhanced by nature itself, escape from everyday life, the shots taken, the skill of the hunter him/herself, the equipment used during the hunt, the trophies that the hunters get to take home and lastly the harvest (c.f.3.1)
- Hunting is an opportune where the hunters can actualise their social, psychological, emotional and physical benefits (c.f.3.1)
- Social and cultural backgrounds of the tourists can influence the perceptions of the experience gained (c.f.3.2.1)
- The service provided by the employees at the destination can influence the tourists' experience and perceptions (c.f.3.2.1)
- Expectations that the tourist has of the destination can influence the tourist's experience (c.f.3.2.1)
- Hunters encounter five phases of the tourist experience when going on a hunting trip: Pre-trip, en-route, destination, return trip and lastly the revival phase (c.f.3.2.1)
- Tourists go on travel trips to escape from everyday life and to strive for a more satisfying life or lifestyle (c.f.3.2.2)
- The positive effects caused by the travel trip undertaken do not last very long after the trip (c.f.3.2.2)
- When the tourists head back to everyday life they quickly fall back into routine and return back to their pre-trip stress levels (c.f.3.2.2)
- Hunters believe that they achieve more self enhancement and achievement during their hunts (c.f.3.2.2) Individuals' full potential of QoL cannot be evaluated without considering the experience gained by the individual (c.f.3.2.3)

The following contribute to the level of pleasure/satisfaction of experience gained during the hunting trip:

- intensity of the experience;
  - duration of the experience;
  - the certainty or uncertainty of the experience;
  - propinquity or remoteness of the experience;
  - the fecundity of the experience;
  - the purity and tranquillity of the experience;
  - extension of the experience gained (c.f.3.2.3).
- 
- The tourist's experience can be influenced by the events taking place during the tourist's trip (c.f.3.2.3)
  - Hunting is one of the oldest activities (c.f.3.2.4)
  - Four motivations identified for people to go on hunting trips included the appreciation of nature and wildlife, the motivation to achieve their goals, the affiliation with other hunters or family, and lastly the out-group contact that the hunters get during their hunting trips (c.f.3.2.4)
  - Tourists who head back to previous destinations for their vacation trips become increasingly able to derive benefits from their travel trips, like for example, fulfilment, happiness and enjoyment (c.f.3.2.4)
  - The destination cannot be evaluated just by the repeat visitation of tourists because of the positive experiences gained during their trips (c.f.3.2.4)
  - Components that can influence game hunting can be the timing of the hunting season; the length of the season; the age and sex of the animals hunted; the bagging limit that the hunter has; and lastly the legal hunting devices that the hunter may use during hunts (c.f.3.2.4)

- The hunters' personal values can be linked as their motivational goals; sense of achievement; hedonism, stimulation of one's self; self-direction for the hunter; universalism; respect new traditions, sense of security and conformity (c.f.3.2.4)
- Hunting satisfaction is normally treated as a measure of quality in outdoor recreation (c.f.3.2.5)
- Hunting experiences are influenced by many factors including desired psychological outcomes such as experiencing wildlife and being outdoors; social factors, for example crowding and companionship; wildlife parameters such as number of wildlife seen, shots taken and harvesting; lastly the management parameters for example the rules and regulations (c.f.3.2.5)
- Quality hunting experiences vary according to the weather conditions, the value of the outdoors, social encounters made and the harvest success (c.f.3.2.5) Crowding has a great influence on a hunter's hunting satisfaction; hunters dislike crowding (c.f.3.2.5)
- The following factors can influence the experience gained by the hunters:
  - Cooling facilities
  - Processing facilities
  - Slaughtering facilities
  - The size of the game
  - Transportation on the game farm
  - Comfort of the accommodation facilities
  - Abundance of wildlife
  - Meals and refreshments available
  - The professional services
  - Waterholes to see game close up (c.f.3.2.5)
- The competency and professionalism of the guide also has an influence on the satisfaction of the hunters' experience (c.f.3.2.1)
- Various components were identified that influence the hunters' satisfaction during their hunting destination. The five components that stand out above all others were nature enjoyment; the hunters' performance; the social interaction; equipment and test of their skills and lastly the trophy harvest (c.f.3.2.5)

- There are also constraints that prevent hunters to enjoy their hunt to their full potential: cost, family, effort (convenience), hunting partners and lastly laws and permits (c.f.3.2.5)
- Hunters seek a variety of non-harvest and harvest experiences and satisfactions for the hunting trip they partake in (c.f.3.2.5)
- Hunting can benefit the hunters' psychological and emotional state of mind (c.f.3.2.6)

### 5.2.3 Conclusions from the survey

In this study a comparison was drawn between hunting experience of the hunter and the influence it has on the hunters' QoL. Firstly, the various factors of QoL and hunting experience were explored with an exploratory factor analysis. Once this was done, correlations were drawn to see whether there was any correlation between QoL factors and the hunting experiences. Lastly an ANOVA and t-test were implemented to see which factor had an influence on the demographical profiles' effect size. The following conclusions can be drawn from the descriptive statistics:

- The majority of the hunters were male (c.f.4.3.1.1)
- More than half of the hunters were married (c.f.4.3.1.2)
- Most of the hunters had a degree or diploma of some sort (c.f.4.3.1.3)
- The majority of the hunters were employed full time (c.f.4.3.1.4)
- Most of the hunters indicated that they had hunted within the previous six months (c.f.4.3.1.5)
- The province in which the most hunters went hunting was the Limpopo province (c.f.4.3.1.6)
- Almost all the hunters indicated that they were plain game hunters (c.f.4.3.1.7)
- More than half of the hunters were biltong hunters (c.f.4.3.1.8)
- The majority were dedicated hunters (c.f.4.3.1.9)

The following conclusions can be drawn from the Exploratory Factor Analysis performed on QoL:

- The four factors that stand out above all of the other 9 factors are; *QoL* (4.54), *Travel life* (4.39), *Leisure and recreational life* (4.46), and lastly *Intellectual life* (4.13). These four factors have the highest mean values, all above 4.00, thus indicating that these values were the most reliable values retrieved through this study (c.f.4.3.2.1)

Negative effects also had a high mean reading, but this was a negative question, being answered negatively, thus meaning that they have a positive experience (c.f.4.3.2.1)

The following conclusions can be drawn from the Exploratory Factor Analysis performed on Hunting experience:

- The four factors that stand out above the other nine are *Wildlife experience* (4.50), *The hunting guide* (4.72), *Pre-trip phase* (4.64) and lastly *Overall hunting experience* (4.69) thus indicating that the hunt is not merely about shooting animals, but also about being in nature and seeing wildlife, and also that the guides play a more important role than what would be expected, and that the planning of the trip is important as well (c.f.4.3.2.2)

The following conclusions were drawn from the correlations made from the QoL factors and hunting experience factors:

- The largest correlation between QoL and the hunting experiences and the factors was the correlation between *Social life* and *Trophy and biltong animals*, thus indicating that the hunt is not all about the hunt but about the social aspects as well, thus the hunters accompanying the hunters on their trips (c.f.4.3.3.1)
- The lowest correlations between QoL and hunting experience are *Family support*, *Miss significant others*, *Family life* and *Obnoxious people's* correlation with QoL, thus implicating that all the family aspects and factors do not really have an effect on the hunters QoL (c.f.4.3.3.1)
- The largest correlation between the QoL factors were between *Leisure life* and *Family support* thus indicating that without the family's support to go on hunting trips the hunters' QoL would not be influenced positively. *Family support* is a large factor; this is the support that the hunters receive. However, this does not mean that the hunters are negatively affected by *missing their significant others* (c.f.4.3.3.2)
- The largest correlation made between the hunting experiences correlations was between the *wildlife experience* and the *hunting facilities* available for the hunters' usage; thus indicating that if the hunting destination does not have the preferred facilities, the hunters' hunting experience will be influenced negatively (c.f.4.3.3.3)

An ANOVA was implemented to determine the effect sizes between the demographical profile and the QoL factors and hunting experiences. The following are the conclusions that can be drawn:

- The *single or divorced* hunter has more time or money to spend on different hunting methods and hunting trips than married ones because they do not have a family to report back to, thus the hunting trips have more a positive effect on the hunters than on the married hunters. The financial implications are not limited to family life, it also depends on whether the divorced hunters they have responsibilities regarding their children (c.f.4.3.4.1)
- The hunting experience effect sizes of hunters who had a *degree/diploma* or were *professional* businessmen's were larger than the others, thus indicating that the more intellectual hunters were more satisfied by their hunting trips than others. The mean values of the *matric and diploma/degree* hunters were higher than those of the *professional* (businessmen) hunters. This could implicate that these hunters have more knowledge to travel and visit other hunting destinations, and have more knowledge of nature (c.f.4.3.4.2)
- The *Full time employed* hunters had more money to go on hunting trips thus influencing their hunting experience and QoL more positively than the *part time or unemployed* hunters. However part time employees and pensioners have higher means than full time employed hunters, thus indicating that their income status does not have an influence on the hunters QoL (c.f.4.3.4.3)
- The hunters were most affected from their trip within the first *two months* after the hunting trip when only the mere memories are left of the hunt. The trophies and biltong after the hunt are the products that the hunters bring home and are these products keep the memory of the hunt alive (c.f.4.3.4.4)
- Whether a hunter is a *trophy, biltong or recreational* hunter has no effect on the hunter's QoL or hunting experience. This indicates that the hunters hunt not only for the pleasure of shooting animals, but also to enjoy being in nature with friends and other hunters (c.f.4.3.4.5)

With the t-test being used to compare the demographical profile with the QoL and hunting experience factors the following conclusions can be drawn:

- The test between the hunters' *gender* had very low effect sizes on the QoL, and hunting experiences thus had no real influence, thus whether male or female, the hunters enjoyed the hunt equally (c.f.4.3.5.1)

- The category in which the hunters classified themselves as *dedicated or occasional* hunters had no or very low effect on the hunters QoL and hunting experience, thus emphasizing that the hunters do not only go on hunting trips to hunt animals, but to get away from everyday life (c.f.4.3.5.2)

### 5.3. RECOMMENDATIONS

In this section, recommendations will be made to the product owners and owners of hunting destinations. The opportunity for further research work will follow.

#### 5.3.1 Recommendations to product owners and owners within the hunting destinations

- The fact that it is important for hunters to socialize and be in nature, impacts on how game farm owners or hunting operators develop their hunting packages. It is therefore important to game farm owners and hunting outfitters' to present a social environment for the hunters visiting their product.
- Hunters feel that their QoL has already been enhanced just by being in nature and by socialising with other hunters, thus the owners should provide more opportunities for the hunters to enjoy nature just by being away from the city life, and not just hunting opportunities.
- The standards of facilities at the hunting destination play a role in the satisfaction of the hunter. Even though the hunters' QoL is enhanced just by being in nature, they classify a good hunt as one where the facilities available are up to standard. This implicates that if the destination has slaughter facilities, these facilities should be clean and up to standard for the hunters to slaughter the kill for biltong before they head home.
- When marketing the destination, the destination must be marketed to be more an escape of everyday life, not just focused on hunting, in order to provide the hunter not only the satisfaction of the killing of the animals, but an enjoyable entire trip and the pleasure of being in nature.
- The demographic profile of the hunters doesn't really have an impact on the hunters' satisfaction; thus when marketing to a specific group, this group is very broad because female

or male, it does not influence the impact that just being in nature or socialising with other hunters has on each individual's QoL.

### **5.3.2 Recommendations with regard to further research undertakings**

- This research should be implemented in different time frames to study the impact the hunting trip has on the hunters before their hunting trip.
- As this was a pilot study, a more comprehensive study is needed that will be based on a larger sample population.
- Further research can be conducted to determine whether there is a difference between biltong and trophy hunters.

### **5.3.3 Limitations of the study**

- The literature based on wildlife tourism and QoL is minimal.
- The hunters' knowledge on QoL is very limited.

## **5.4 GENERAL CONCLUSION**

Based on the literature reviewed there is a definite link between the hunters' QoL and hunting experience. Thus to conclude this study: the hunters' QoL is influenced by the hunting experience.



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## APPENDIX

Questionnaire in determine whether hunting has a influence on a hunters' Quality of life

**SECTION A: DEMOGRAPHIC DETAILS**  
**AFDELING A: DEMOGRAFIESE INLIGTING**

1. Geslag / Gender? Manlik / Male :  1 Vroulik / Female :  2

2. In watter jaar was u gebore?  
 In which year were you born?

3. Huwelikstatus / Marital Status

Getroud / Married	1
Ongetroud / Not Married	2
Geskei / Divorced	3
Weduwee/naar / Widow/er	4
Woon saam / Living together	5

4. Dui u hoogste kwalifikasie aan /  
 Please indicate your highest level of education

Geen skool opleiding / No School	1
Matriek / Matric	2
Diploma, Graad / Diploma, Degree	3
Nagraads / Post-Graduate	4
Professioneel / Professional	5
Ander / Other (Spesifiseer / Specify)	6

5. Wat is u huidige werks situasie?  
 What is your current working status?

Vol tyds/ Full time	1
Deeltyds / Part time	2
Werksloos/ Unemployed	3
Student	4
Pensionaris/Pensioner	5
Ander / Other (Spesifiseer / Specify)	6

6. Waar was u laaste jag bestemming wat u geneem het die afgelope jaar?  
 Where was the most recent out of home hunting trip you had in the last year or so?  
 Noem asb die spesifieke bestemming hier/Please name destination site here: \_\_\_\_\_

7. Dui aan hoe lank terug was u op 'n jag uitstappie.  
 How recent did you make this hunting trip you are reporting about?  
 (Merk af / Tik off)

Die afgelope week / With in the last week
Die afgelope twee weke / With in the last two weeks
Binne die afgelope maand / With in the last month
Die afgelope twee maande / With in the last two months
Die afgelope ses maande / With in the last six months
Die afgelope jaar / With in the past year

1
2
3
4
5
6

8. Watter wild tipe skiet u graag?  
Please indicate which of the game categories you prefer to hunt?

Gevaarlike wild/ Dangerous game	1
Gewone wild/ Plain game	2

9. Dui asb aan die hoofrede omdat u jag  
Please indicate the main reason for your hunt

Trofee / Trophy	1
Biltong	2
Vryetyd en Rekreasie/ Leisure and Recreation	3

10. Watter van die volgende is u (Kan meer as een kies)?  
Which category describes you best?

Toegewydejagter / Dedicated hunter	1
Professionele jagter / Professional hunter	2
Geleentheids-jagter / Occasional hunter	3

Vanaf die punt, beantwoord asb die vrae volgens die vorige jagtog wat u gehad het.

From this point on, please respond to the survey questions by relating the questions to the specified hunting destination and most recent hunting trip.

## SECTION B: LIFE DOMAINS AFDELING B: LEWENS GEBIEDE

Die volgende afdeling gaan oor die verskillende lewens gebiede wat tot betrekking het op jou jag uitstappie.  
The following section focuses on the different life domains that are applicable to your hunting trip.

Gee aanduiding of u saam stem of nie/Indicate if you agree or disagree with the statements

"glad nie waar nie" 1 2 3 4 5 "heeltemal waar"

"No, not at all" 1 2 3 4 5 "Yes, very much so"

	Stem glad nie saam nie	Stem nie saam nie	Neutraal	Stem saam	Stem heeltemal saam
	Don't agree at all	Don't agree	Neutral	Agree	Totally agree
<b>1. Sosiale lewe/ Social life</b>					
Dit het goed gevoel om nuwe mense te ontmoet tydens my jagtog/It felt good meeting new people during my hunting trip.	1	2	3	4	5
Ek het goed gevoel om tyd saam met vriende te spandeer tydens die jagtog/ I felt good spending quality time with my friends on the hunting trip.	1	2	3	4	5
Ek het goed gevoel om tyd weg van die huis en familie te spandeer op die jagtog/ I felt good spending time away from home and family while on the hunting trip.	1	2	3	4	5
Ek het nie genoeg tyd alleen gehad nie, omdat daar heeltyd mense saam met my was op my jagtog/I did not get enough time alone during my hunting trip because of the people accompanying me.	1	2	3	4	5
Dit voel goed om nuwe jag metodes vir ander jagters te leer/ It feels good to teach other hunters of new hunting methods.	1	2	3	4	5
Die jagtog het my tevrede laat voel metmy sosiale lewe in die algemeen/The hunting trip made me satisfied with my social life in general.	1	2	3	4	5
<b>2. Vrye tyd en rekreasie lew/ Leisure life</b>					
Dit het goed gevoel om te gaan jag/It felt good to go on a hunting trip.	1	2	3	4	5

Ek voel tevrede met my vryetyd en rekreasie lewe in die geheel/ I feel satisfied with my leisure and recreation life in general.	1	2	3	4	5
Dit voel goed om in die natuur te wees en wild te observeer/ It felt good to be in nature and to observe wild.	1	2	3	4	5
<b>3.Familie lewe/Family life</b>					
My familie ondersteun my jagtog/ My family supports my hunting trips.	1	2	3	4	5
Die jagtog het my laat tevrede voel met my familie lewe in die algemeen/The hunting trip made me feel satisfied with my family life in general.	1	2	3	4	5
<b>4. Finansiële lewe / Financial life</b>					
Ek voel goed omdat die jagtog waarde vir geld was/I feel good because the hunting trip was well worth the money.	1	2	3	4	5
Ek voel goed omdat ek geld op die jagtog spandeer het/ I felt good after spending money for a hunting trip.	1	2	3	4	5
Ek voel sleg omdat ek te veel geld gespandeer het op die jagtog/I feel bad for spending too much money on the hunting trip.	1	2	3	4	5
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Die jagtog het my laat tevrede voel ten opsigte van my finansiële lewe/The hunting trip made me feel satisfied with my financial life in general.	1	2	3	4	5
<b>5. Verstand / Intellectual life</b>					
Ek voel goed omdat ek iets nuuts geleer het/I felt good because I learned something new on the hunting trip.	1	2	3	4	5
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<b>6. Agting van u self / Self esteem</b>					
Ek voel goed omdat ek tyd alleen gespandeer het terwyl ek dinge gedoen het waarvan ek hou tydens die jagtog/I felt good being on my own doing the things I love.	1	2	3	4	5
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Ek voel goed oor die tyd gespandeer om te jag/I feel good about the time spent on hunting.	1	2	3	4	5

Ek voel tevrede met myself in die geheel/The hunting trip made me feel satisfied with my self esteem in general.	1	2	3	4	5
<b>7. Reis lewe / Travel life</b>					
Ek voel goed omdat ek kon wegbreek van my daaglikse routine om te reis na my jag bestemming /I felt good breaking away from my daily routine traveling to the hunting destination.	1	2	3	4	5
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<b>8. Tevredenheid met u leefstyle / Satisfaction with my lifestyle</b>					
Oor die algemeen die ervaring wat ek opgedoen het tydens die jagtog het my kwaliteit van lewe verryk/Overall, my experience with this hunting trip was very memorable having enriched my quality of life.	1	2	3	4	5
Ek is tevrede met my lewe in die algemeen/I am satisfied with life in general.	1	2	3	4	5
Ek leef 'n betekenisvolle lewe/I lead a meaningful and fulfilling life.	1	2	3	4	5
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**SECTION C: JAGERVERING/HUNTING EXPERIENCE**

Afdeling C het betrekking op u jagervering tydens u mees onlangse jaguitstappie.  
Section C relates on the expereince gained from your most recent hunting trip.

Valueer hoe die volgende aspekte u jagervering beïnvloed het.  
Please rate how the followed aspects impacted on your hunting experience.

	1	2	3	4	5	6
Nie van teopassing nie/Not applicable						6
Baie positiewe impak/Very postive impact						5
Positiewe impak/Positive impact						4
Geen impak/No impact						3
Nagatiewe impak/Negative impact						2
Baie negatiewe impak/Very negative impact						1
<b>Aspekte voor vertrek/ Aspect prior to departure</b>						
<b>A) Besprekingproses / Booking process</b>						
Die beskikbaarheid van inligting rakende jagbestemmings / The availability of information regarding hunting destinations.						
Die verkrygbaarheid van inligting rakende die regte jagbestemming / Avaiability of information regarding the right hunting destination.						
<b>B) Beplanning en voorbereiding van jag/Planning and preparing the hunt</b>						
Beplanning en voorbereiding vir die jagtog. / Planning and preparing for the hunting trip.						
Voorbereiding van jagtoerusting vir jagtog (bv.herlaai van rontes) / Preperaing of hunting equipment for the hunting trip (ex. Reloading of rounds)						
Voorbereiding op skietbaan. / Preperation on shooting range.						
Tyd van die jaar. / Time of the year.						
Weersomstandighede. / Weather conditions.						
<b>C) Trip to hunting destination</b>						
Reisafstand. / Distance travelled.						
Toestand van paaie. / Road conditions (Swak/Poor)						
Toeganklikheid van die wildplaas./ Accesibility of game farm.						
Aanwysing verskaf deur eienaar na wilplaas. / Directions provided by owner to game farm.						
Bestemming/Destination						
<b>D) Akkommodasie/Accommodation</b>						
Kwaliteit van die akkommodasie. / Quality of accommodation.						
Akkommodasie was waarde vir geld. / Accommodation was value for money.						

<b>E) Facilities beskikbaar/ Facilities provided</b>						
Beskikbaarheid van slagfasiliteite. / Availability of butcher facilities.						
Beskikbaarheid van koelkamer. / Availability of coldroom.						
Beskikbaarheid van vleisverwerkings geriewe. / Availability of meat processing facilities.						
Beskikbaarheid van jagvoertuig. / Availability of hunting vehicle.						
<b>F) Kennis van Professionele jagter (PJ), jaggids en spoorsnyer. / Knowledge of PH, tracker and guide.</b>						
Kennis rakende spesies wat gejag word./ Knowledge of the species hunted.						
Kennis van die natuur. / Knowledge of nature.						
Vriendelikheid. / Friendliness.						
Bekwaamheid van jaggids, PJ en spoorsnyer. / Competence of PH, guide and tracker.						
<b>G) Wild/Wildlife</b>						
Aantal wild per spesies beskikbaar. / Number of game per species available.						
Verskeidenheid van spesies beskikbaar. / Variety of species provided.						
Die jagomgewing word goed bestuur. / Hunting environment is well managed.						
Die feit dat wildspesies goed bestuur is. / The fact that game species are well managed.						
Die feit dat ek die aantal spesies kon jag soos beplan./ The fact that I had the opportunity to hunt planned quota.						
Wildpryse was waarde vir geld./ Game prices were value for money.						
Om ander wildlewe waarteneem. / To observe other wildlife.						
Om naby aan die natuur te wees. / To be close to nature.						
Wild is in goeie kondisie. / Game is in a good state.						
Aantal trofeediere beskikbaar. / Number of trophy animals available.						
Kwaliteit van trofees. / Quality of trophies.						
Om naby aan die wild te kom. / Getting close to game.						
<b>H) Jag metode/Hunting method</b>						
Kamaraatskap. / Companionship.						
Jag vanaf 'n voertuig. / Hunting from a vehicle						
Stap en bekruip. / walk and Stalking						
Voortsit. / Lie in wait.						
Skietgedrag van ander jagters. / Shooting behaviour of other hunters.						
Om te jag uit jagskuilings. / To hunt from hides.						
<b>Terugreis/Return trip</b>						
<b>I) Algehele ervaring en tevrede met jag. / Overall experience and satisfaction.</b>						

Die algehele ervaring/The overall experience

<b>J) Herinnering/Recollection</b>						
Die voorsit/bedien van wildprodukte geskiet deur my aan vriende en familie. / Serving game products hunted by myself to freinds and family.						
Die vertooning van trofees aan vriende en familie. / To present trofees to friends and family.						
Om ander te vertel van jagervaring. / To tell others about my hunting expereince.						

## Hunting destinations of the hunters:

	Percentage
Aberfeldy	1%
Alldays	1%
Bainsvlei	1%
Baltimore	4%
Bandelierskop	1%
Barrydale	1%
Beaufort Wes	1%
Bedford	1%
Botswana	2%
Brits	3%
Campbell	1%
Craddock	3%
Debeng	1%
Derby	3%
Drie Susters	1%
Dwaalboom	1%
Edenburg	1%
Ellisras	4%
Ermelo	1%
Fauresmith	1%
Fochville	1%
Groblersdal	1%
Harrismith	1%
Hoedspruit	3%
Hoopstad	1%
Jagtersfontein	3%
Karoo	1%
Katu	1%
Kuruman	2%
Ladybrand	1%
Ladysmith	1%
Limpopo	1%
Luchof	1%
Marblehall	2%

Mareetsane	1%
Marken	1%
Middelburg	1%
Montagu	1%
Musina	3%
Namibia	3%
Noord Wes	1%
Northam	3%
Otterskloof	1%
Ottosdal	1%
Pearston	1%
Polokwane	1%
Potchefstroom	1%
Queenstown	1%
Ribbok valley	1%
Richmond	1%
Roetang	1%
Rustenburg	2%
Sabi	1%
Setlagole	1%
Sonnieshof	1%
Standerton	1%
Steenbokpan	1%
Stella	1%
Swartruggens	1%
<b>Thabazimbi</b>	<b>7%</b>
Timbalia	1%
Tzaneen	2%
Upington	3%
Vivo	2%
Vryburg	1%
Vryheid	1%
Vrystaat	1%
Warden	1%
Warmbaths	1%
Weenan	1%

	Wildmount Olive	1%
	Willowmor	3%
	Wolmaranstad	1%
	Wortelfontein	1%
	Zeerust	4%

*H C Sieberhagen*

*Translator and Editor*

*SATI no 1001489*

*082 3359846*

## CERTIFICATE

Issued on 02 May 2012

This is to certify that I edited the language of the dissertation

**The influence of the hunting experience**

**on quality of life**

**by E L Barratt**

**B.Com(Hons) Tourism Management**

**20317638**

Dissertation submitted in fulfilment of the requirements for the degree

**Magister Commercii**

within the School of Business Management:

Tourism programme at the Potchefstroom Campus of the

North-West University.



H C Sieberhagen

02 May 2012

**1001489** South African Translators' Institute/Suid Afrikaanse Vertalersinstituut